

Digital Marketing Report

Impressions

How many ads were served:

77,378

Clicks

Times a user clicked on an ad

1,277

Click-Through Rate

$(\text{Clicks}/\text{Impressions}) \times 100$

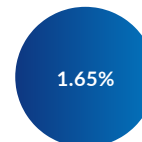
1.65%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average



X the National Avg (.07%)

**Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.*



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Stealey Law & Mediation, PLLC - Lawyer/Law Firm Premium Facebook/Instagram	77,378	1,277	1.65%	23.58

Meta Click Conversions

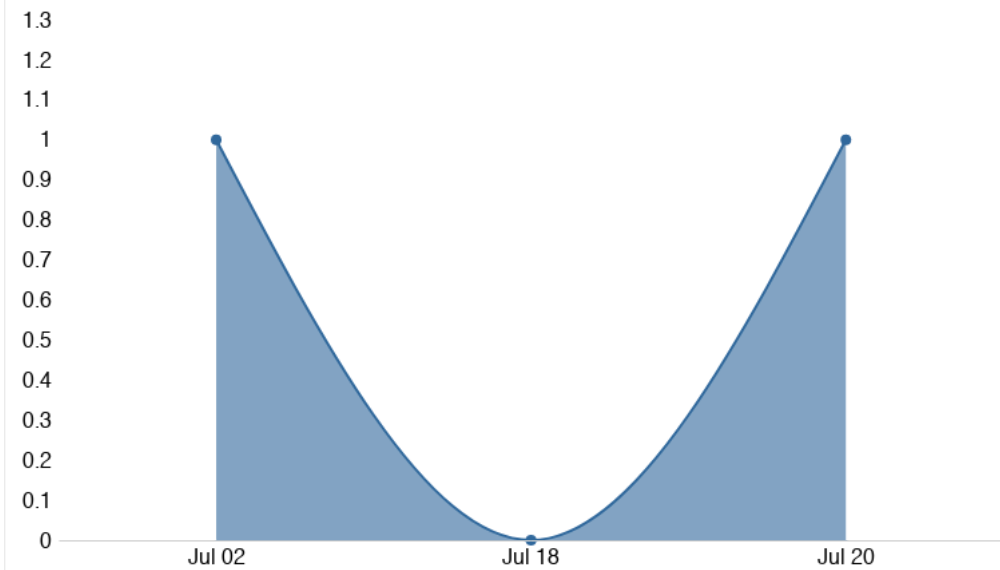


Times users clicked on an ad leading to your site and visited a page or completed an action

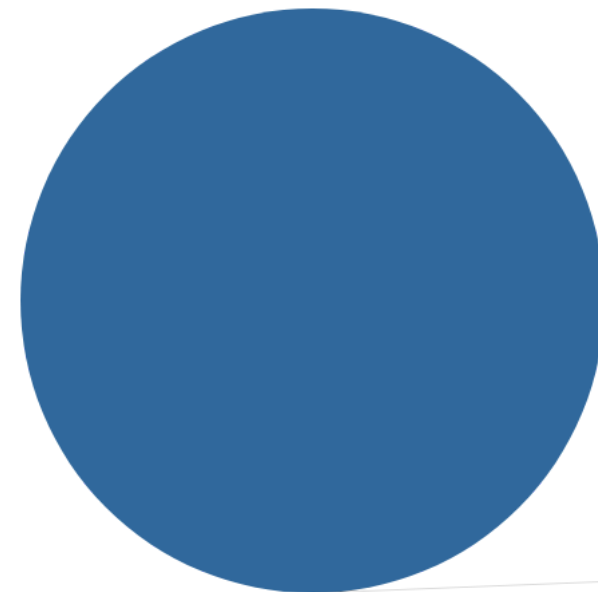
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Stealey Law & Mediation Consultation Page View	1
Stealey Law & Mediation Mediation Page	1

Meta Click Conversions by Day

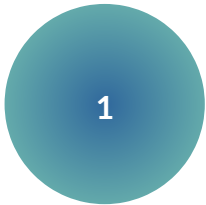


Top Meta Click Conversions by Strategy



Category Targeting:
100%

Meta View-Through Conversions

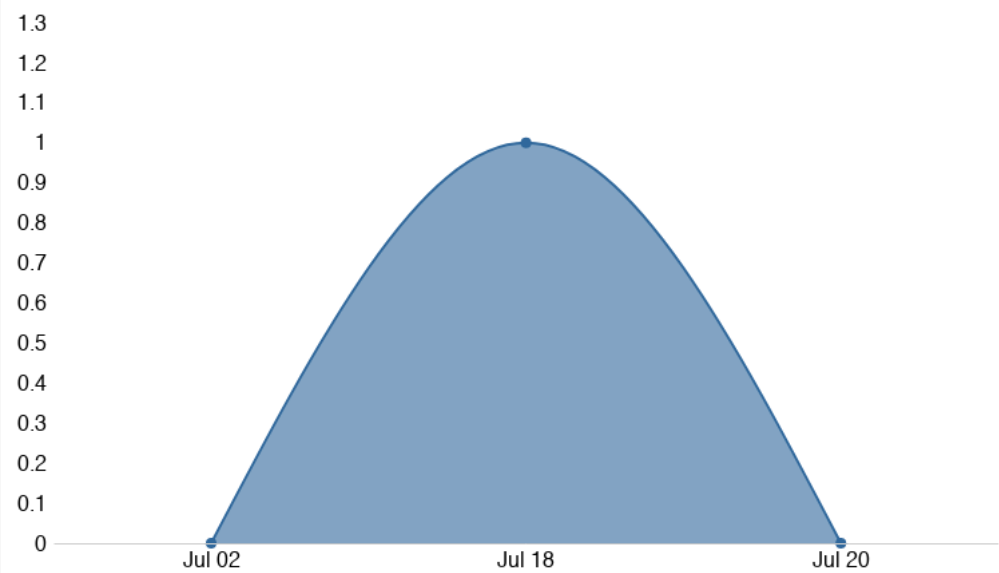


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

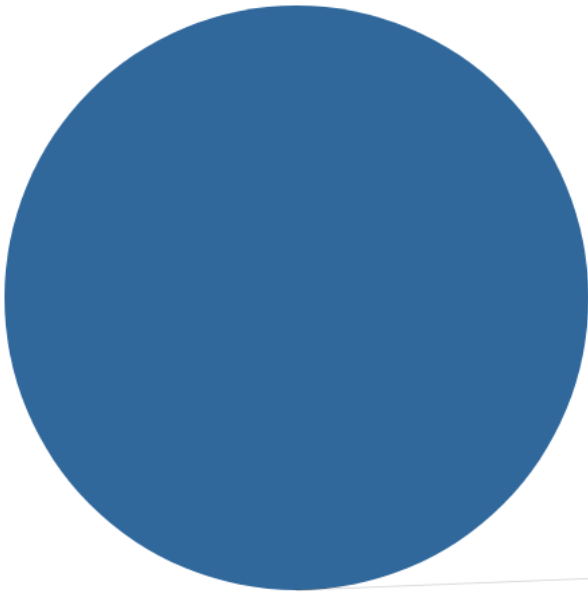
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Stealey Law & Mediation Consultation Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category Targeting: 100%

Meta Post Engagements

16,837

The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Comments

1

The total number of comments your ads received

Meta Post Reactions

150

The total number of people who liked, or reacted to your ad, which shows up in their friends news feeds

Meta Post Shares

1

The total number of people who shared your ad, giving your campaign free impressions

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Stealey Law & Mediation, PLLC_Stealey (Soccer Mom) Final (4) (1).mp4	77,378	1,277	1.65%	23.58

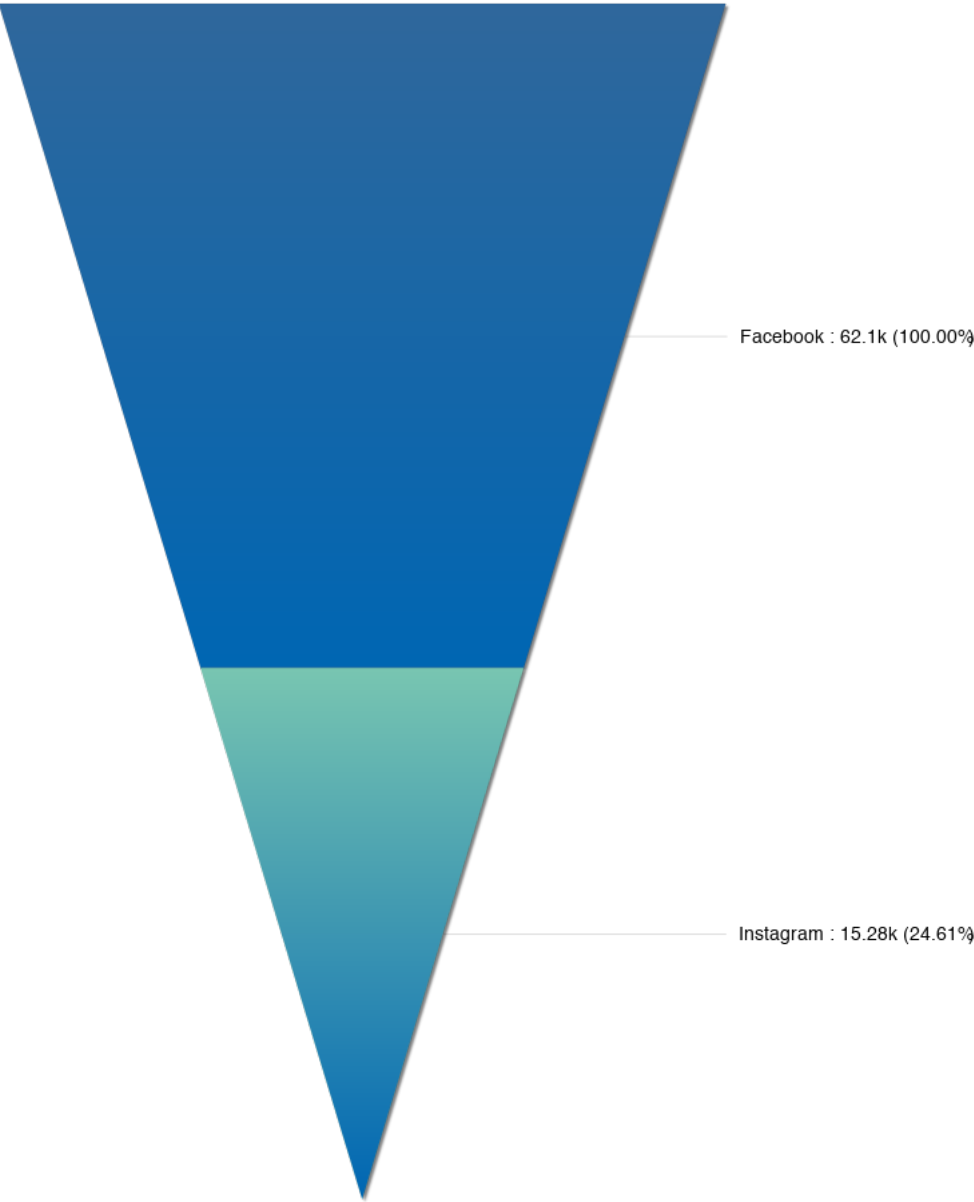
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	76,994	1,273	1.65%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	383	4	1.04%
Unknown	---	1	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	39,824	734	1.84%
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	22,272	275	1.23%
Instagram Stories	Your ads appear in people's Stories on Instagram.	13,791	261	1.89%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	861	1	0.12%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	629	6	0.95%
Unknown	Your ads appeared on one of the Facebook or Instagram placements, but the Meta Exchange wasn't able to accurately track the placement type.	1	0	0.00%

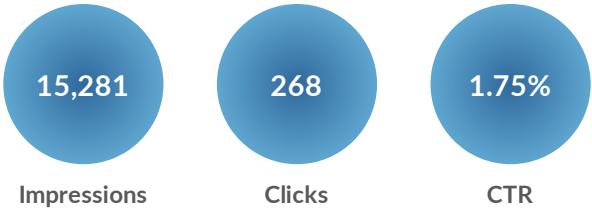
Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance



All available products in our *toolbox*.



Social Mirror



Mobile
Conquesting



Connected TV



Meta



Website
Visitor ID



TikTok



Search Engine
Optimization



Performance
Max



Digital
Out-Of-Home



LinkedIn



Amazon
Targeting



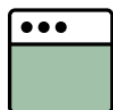
Live Chat



Google
Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.