



Digital Marketing Report

Impressions

How many ads were served:

148,619

Clicks

Times a user clicked on an ad

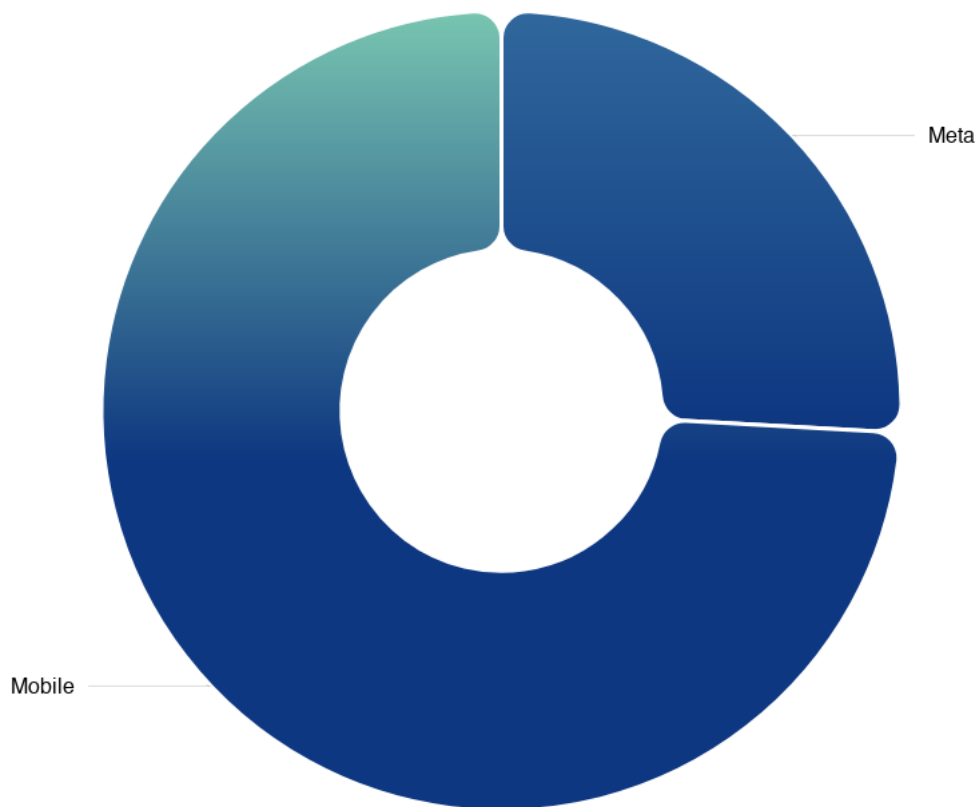
2,021

Click-Through Rate

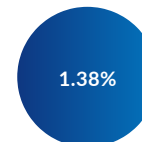
$(\text{Clicks} / \text{Impressions}) \times 100$

1.36%

Your Product Breakout by Impressions



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.*

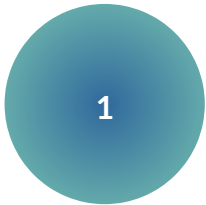


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Westminster Village Muncie Inc. - Millennials/Health Services Visitors Categories Mobile	65,686	50	0.08%	1.09
Westminster Village Muncie Inc. - Site Retargeting Mobile	33,092	179	0.54%	7.73
Westminster Village Muncie Inc. - Careers/Job Hunting Facebook Premium	31,686	1,536	4.85%	69.25
Westminster Village Muncie Inc. - Geo-Retargeting Mobile	11,345	25	0.22%	3.15
Westminster Village Muncie Inc. - Retargeting Facebook Premium	5,311	216	4.07%	58.10
Westminster Village Muncie Inc. - Cross Platform Facebook Premium	1,451	13	0.90%	12.80
Westminster Village Muncie Inc. - Geo-Fencing Mobile	48	2	4.17%	59.52



Meta Click Conversions



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

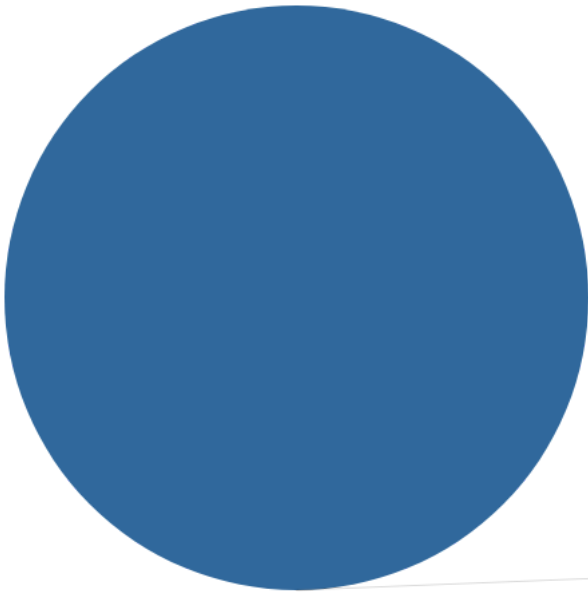
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Residential Retirement Apartments Page View	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

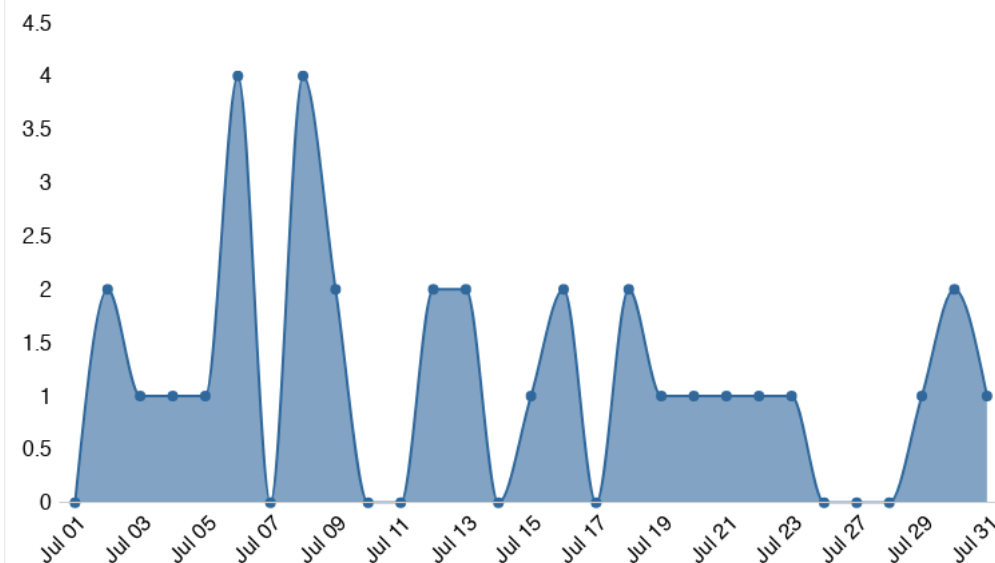
Conversion Name

[View-Through Conversions](#) ↓

Westminster Village Muncie Inc. Homepage Visits

33

Meta View-Through Conversions by Day





Meta Post Engagements

9,613

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

33

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

Meta Post Shares

12

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

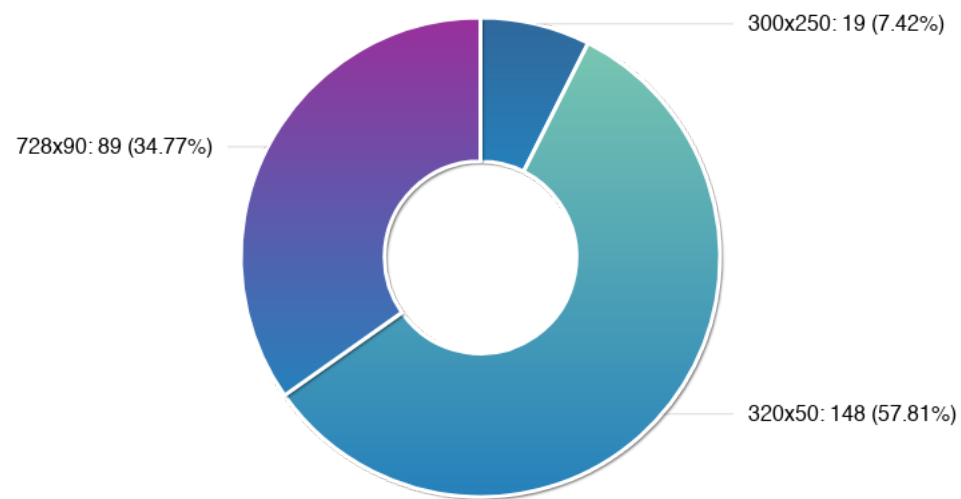


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	26 Westminster March 320x50 (2).png	43,814	83	0.19%	2.71
	26.05.11 Westminster RECRUIT 320x50.png	42,922	65	0.15%	2.16
	26 Westminster March 728x90 (1).png	10,369	46	0.44%	6.34
	26.05.11 Westminster RECRUIT 728x90.png	10,034	43	0.43%	6.12
	26 Westminster March 300x250 (1).png	3,032	19	0.63%	8.95



Mobile Conquesting Click Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Westminster Village Muncie Inc_ 26.05.11 Westminster RECRUIT FB Video.mp4	36,632	1,719	4.69%	67.04
Westminster Village Muncie Inc_ Westminster Facebook - Recruitment (1).png	1,816	46	2.53%	36.19



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Ivy Tech Community College	125 W High St	Muncie	IN	47305			44	2	4.55%
Ball State University	1613 W Riverside Ave	Muncie	IN	47303			2	0	0.00%
Walmart North Muncie	4801 W Clara Ln	Muncie	IN	47304			1	0	0.00%
Payless – Tillotson	715 S Tillotson Ave	Muncie	IN	47304			1	0	0.00%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	37,528	1,708	4.55%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	667	38	5.70%
Unknown	---	217	9	4.15%
Desktop	A personal computing device that remains stationary at one location.	36	10	27.78%

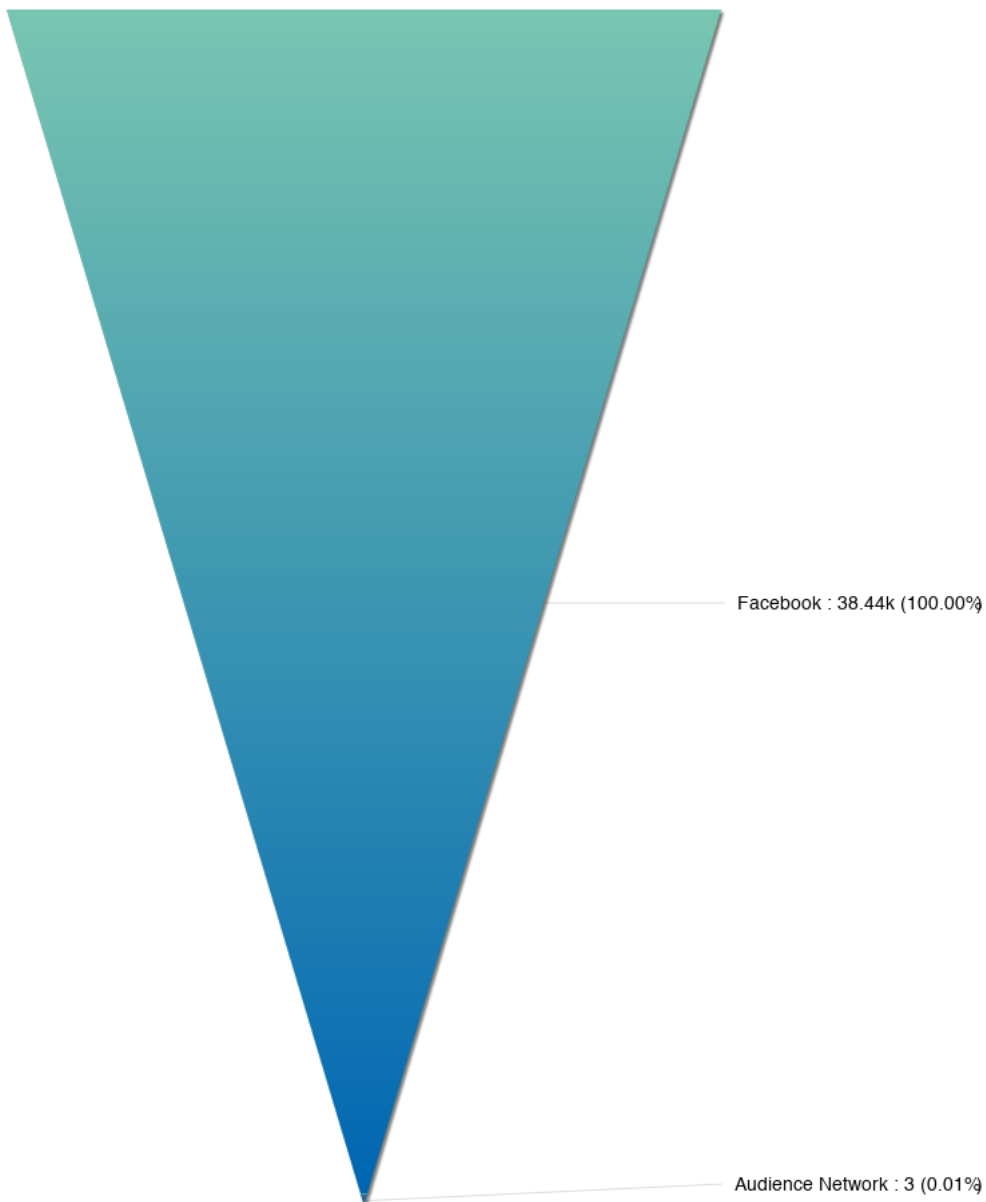


Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Facebook Reels	Your ads appear in the Reels tab on Facebook.	20,783	547	2.63%
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.	15,949	1,189	7.46%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	1,306	23	1.76%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	318	4	1.26%
Facebook Stories	Your ads appear in people's Stories on Facebook.	56	1	1.79%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	31	1	3.23%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	3	0	0.00%
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.	2	0	0.00%



Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network 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.