

Digital Marketing Report

Impressions

How many ads were served:

28,670

Clicks

Times a user clicked on an ad

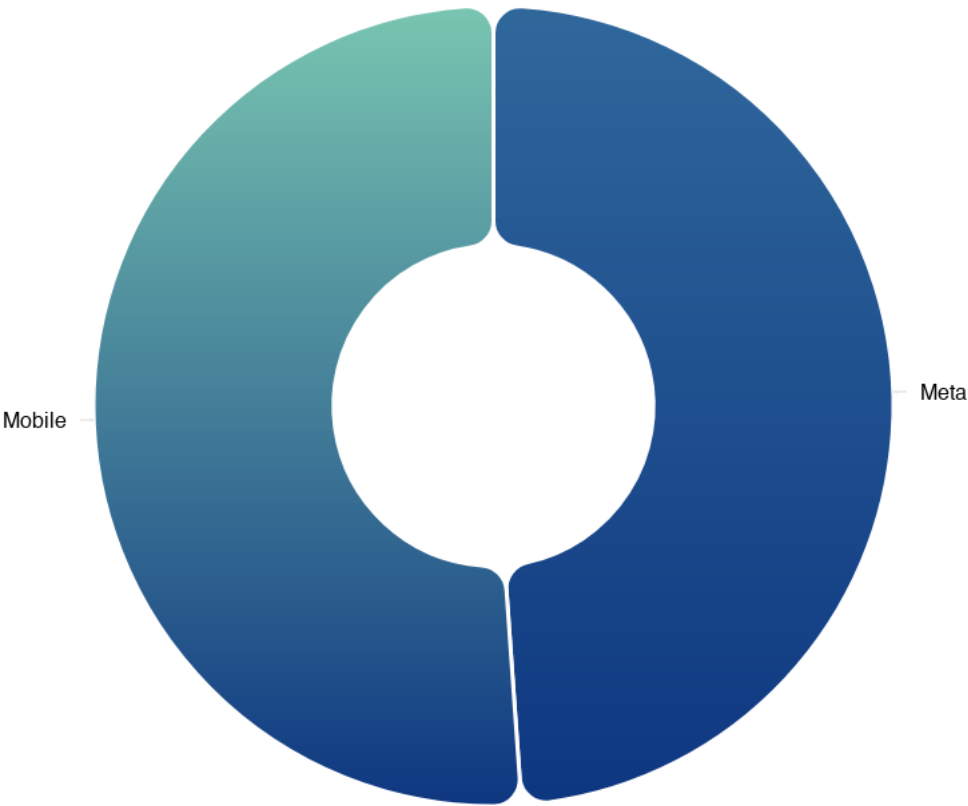
1,263

Click-Through Rate

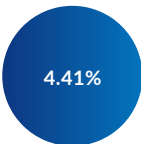
$(\text{Clicks} / \text{Impressions}) \times 100$

4.41%

Your Product Breakout by Impressions



Total Engagement Rate



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

X the National Average



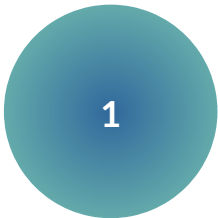
X the National Avg (.07%)

**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%)
The Kraken Bar and Grill - Events/Tourists/Restaurants Mobile	14,656	37	0.25%	3.61
The Kraken Bar and Grill - Facebook/Instagram Premium	14,014	1,226	8.75%	124.98

Social Lead Performance

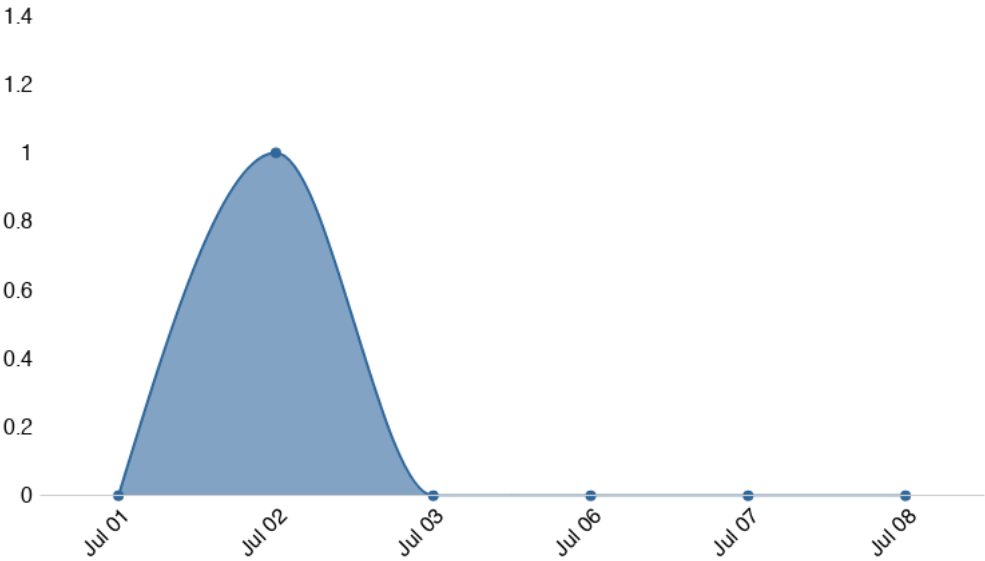


Times users clicked on an ad and completed the lead form

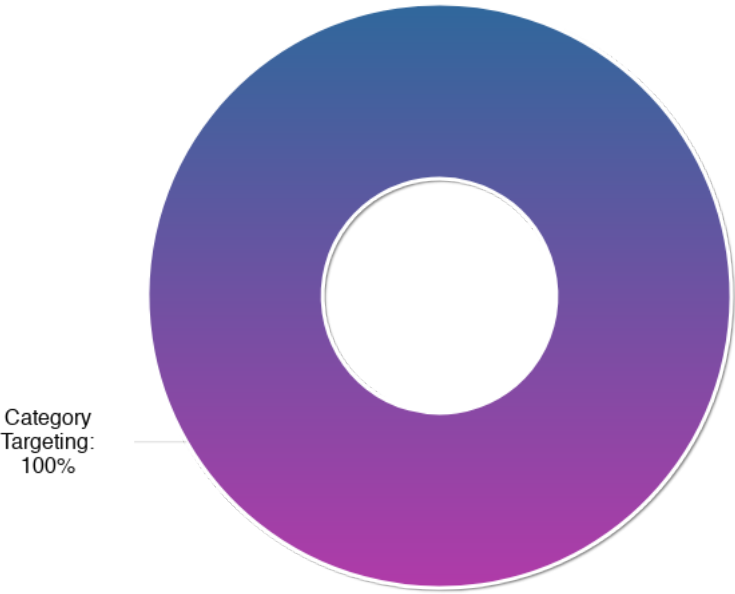
Social Lead Performance by Creative

Ad	On-Facebook Leads ↓
The Kraken_5.4.26_Carousel	1

Social Leads Performance by Day



Social Lead Performance by Strategy

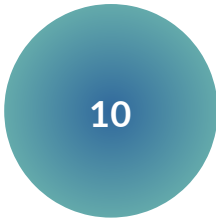


Meta Post Engagements



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

Meta Post Comments



The total number of comments your ads received

Meta Post Reactions



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

Meta Post Shares

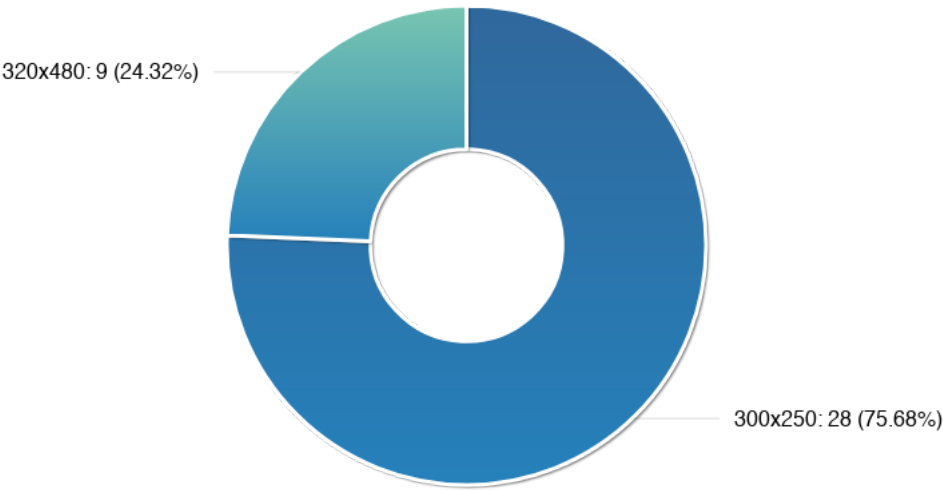


The total number of people who shared your ad, giving your campaign free impressions

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Kraken Uber eats (300 x 250 px).png	6,915	14	0.20%	2.89
	Kraken Bingo (300 x 250 px).png	6,738	14	0.21%	2.97
	Kraken Karaoke (320 x 480 px).png	1,003	9	0.90%	12.82

Mobile Conquesting Click Performance by Ad Size



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
The Kraken_3.27.26_Carousel	8,561	724	8.46%	120.81
The Kraken_5.4.26_Carousel	5,453	502	9.21%	131.51

Meta Carousel Card Performance

Card Name	Ad	Count ↓
2: Release the Kraken, and the Good Times	The Kraken_3.27.26_Carousel	61
The Kraken Bar & Grill	The Kraken_3.27.26_Carousel	55
122131074273014832	The Kraken_5.4.26_Carousel	28
1: Release the Kraken, and the Good Times	The Kraken_3.27.26_Carousel	23
122131074303014832	The Kraken_5.4.26_Carousel	17

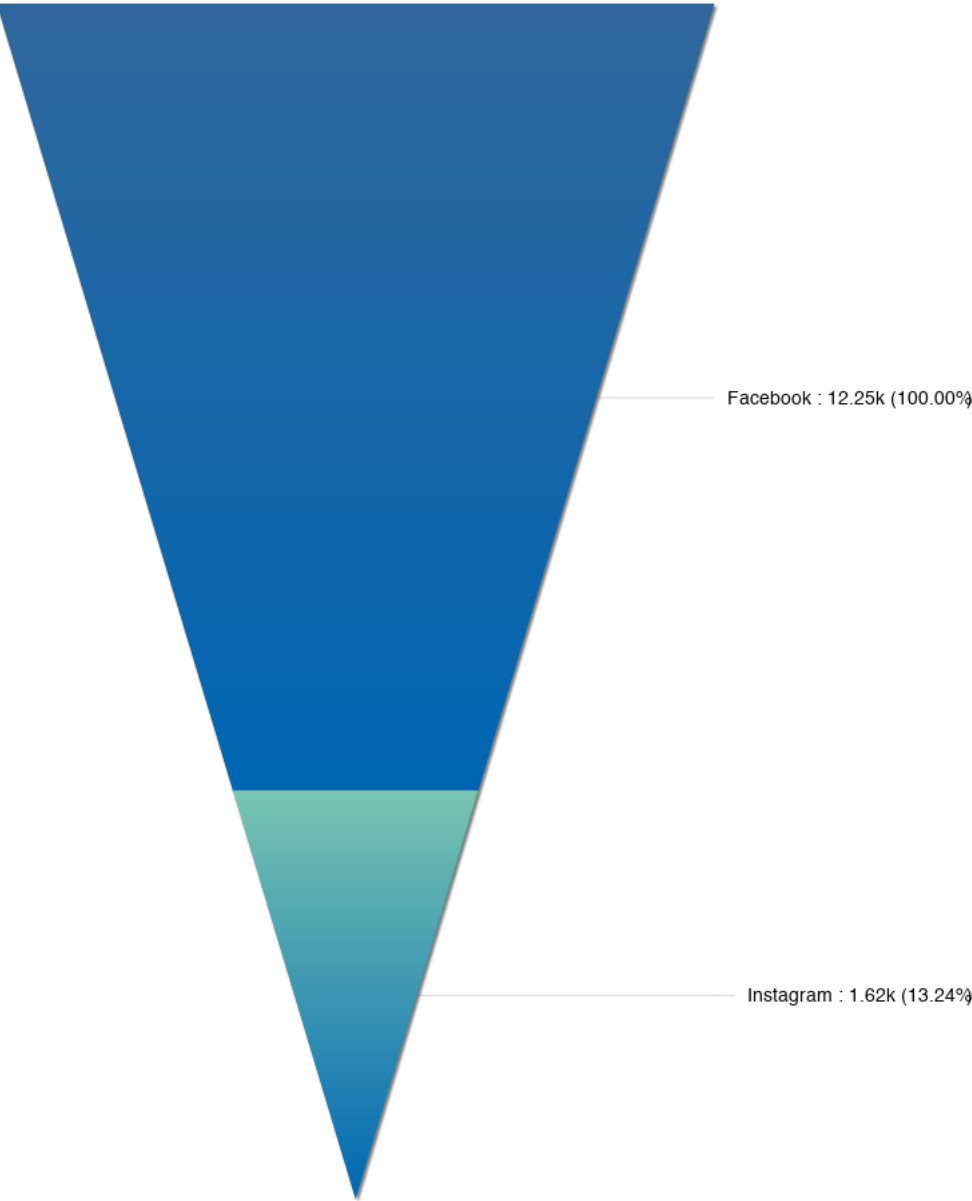
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	13,541	1,162	8.58%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	419	53	12.65%
Unknown	---	35	6	17.14%
Desktop	A personal computing device that remains stationary at one location.	19	5	26.32%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
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.	5,973	864	14.47%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	4,966	212	4.27%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	932	47	5.04%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	623	38	6.10%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	473	13	2.75%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	409	9	2.20%
Facebook Stories	Your ads appear in people's Stories on Facebook.	223	23	10.31%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	203	4	1.97%
Facebook Notification	Your ads appear within a user's notifications feed.	119	11	9.24%
Instagram Stories	Your ads appear in people's Stories on Instagram.	66	5	7.58%

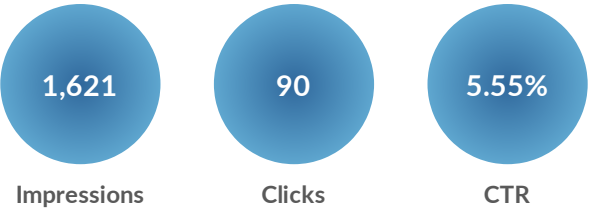
Social Placement Performance by Impressions



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.