

Digital Marketing Report

Impressions

How many ads were served:

79,429

Clicks

Times a user clicked on an ad

729

Click-Through Rate

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

0.92%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

0.92%

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

X the National Average

13.11

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%)
Cross Country Communications - Facebook Premium	38,153	404	1.06%	15.13
Cross Country Communications - Instagram Premium	31,312	244	0.78%	11.13
Cross Country Communications - Instagram Premium Retargeting	8,750	61	0.70%	9.96
Cross Country Communications - Facebook Premium Retargeting	1,214	20	1.65%	23.53

Meta Post Engagements



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

Meta Post Reactions



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



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Cross Country Communications_VOip FBIG Single Image	62,253	461	0.74%	10.58
Cross Country Communications_VOip FBIG Video	17,176	268	1.56%	22.29



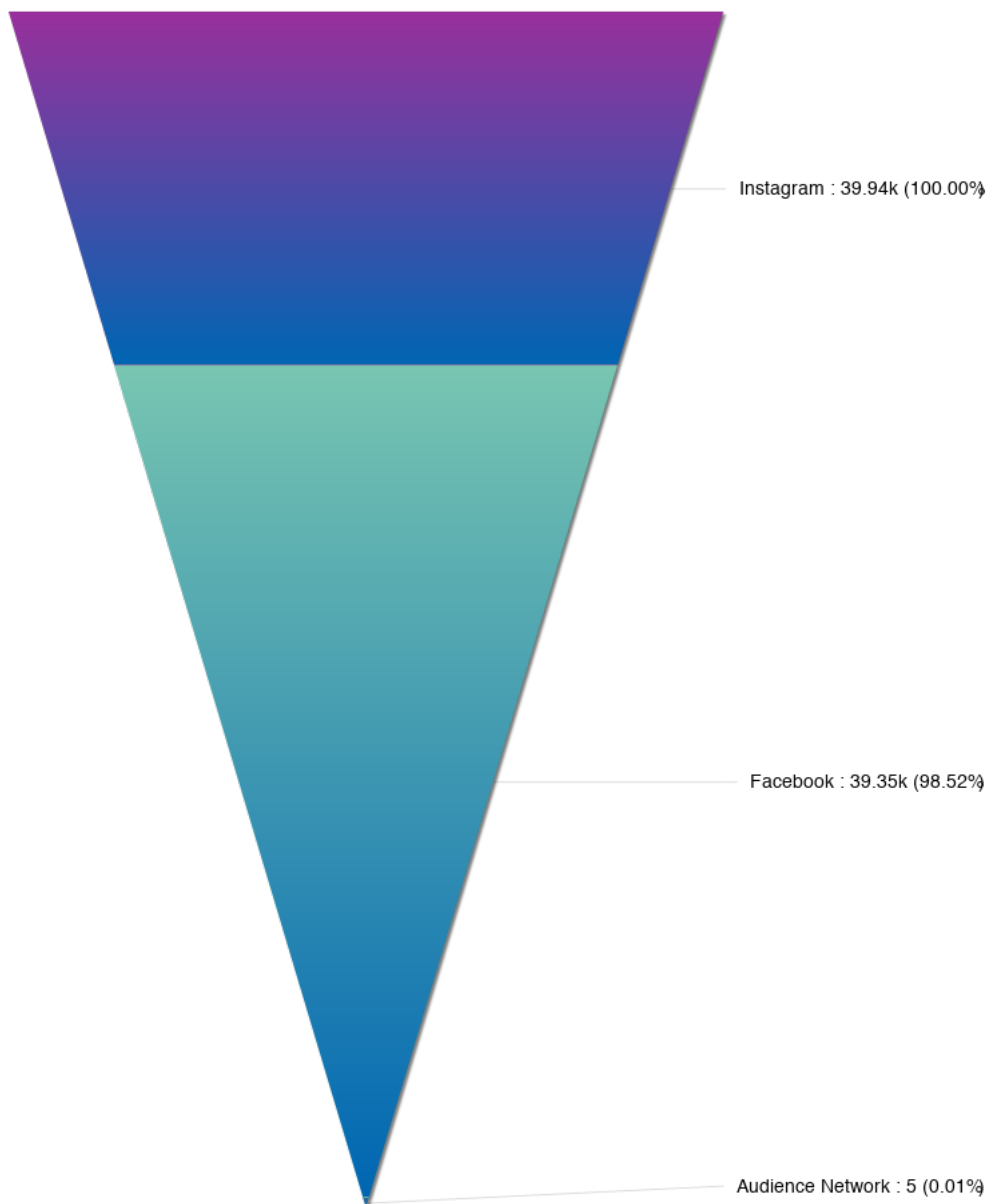
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	78,043	728	0.93%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	989	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	229	0	0.00%
Unknown	---	168	1	0.60%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	30,186	376	1.25%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	15,930	31	0.19%
Instagram Stories	Your ads appear in people's Stories on Instagram.	14,817	261	1.76%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	9,190	12	0.13%
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.	7,895	26	0.33%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,152	18	1.56%
Instagram Search	Your ads appear next to relevant Instagram search results.	125	1	0.80%
Facebook Stories	Your ads appear in people's Stories on Facebook.	109	4	3.67%
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.	13	0	0.00%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	5	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Google Analytics 4 Performance

972	902	87	9.65%	835	814	877	1.08
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS	SESSIONS PER USER
0:44:18							
TOTAL USER ENGAGEMENT							

Views: The number of mobile app screens or web pages your users saw. Repeated views of a single screen or page are counted.

Sessions: The number of sessions that began on your website or application. A session is a period of time during which a user interacts with your website or app.

Engaged Sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.

Engagement Rate: Engaged Sessions / Total Sessions

Active Users: The number of distinct users who visited your website or application. An active user is any user who has an engaged session.

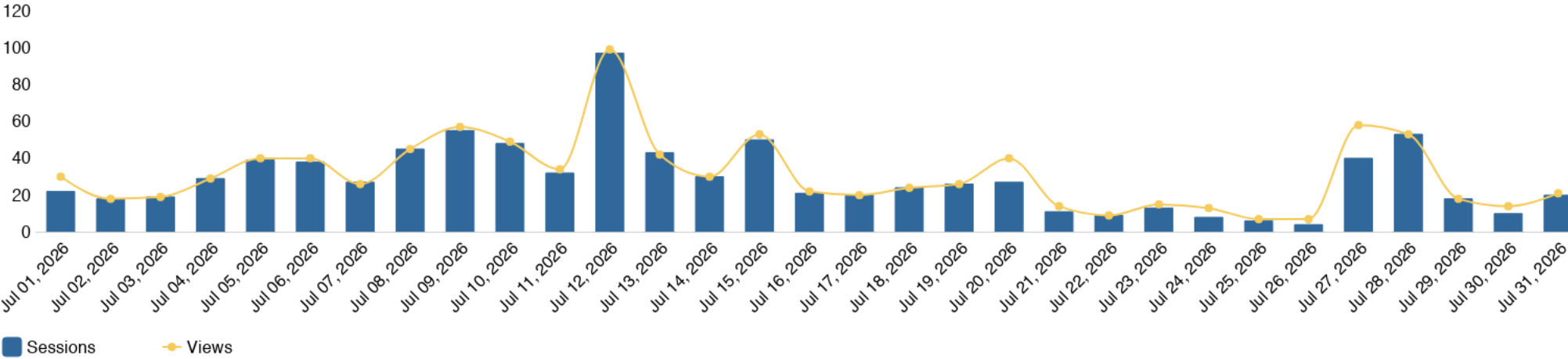
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

Total Users: The number of unique user IDs that triggered any events.

Sessions Per User: The average number of sessions per user.

Total User Engagement: The length of total time that your app screen was in the foreground or your web page was in focus.

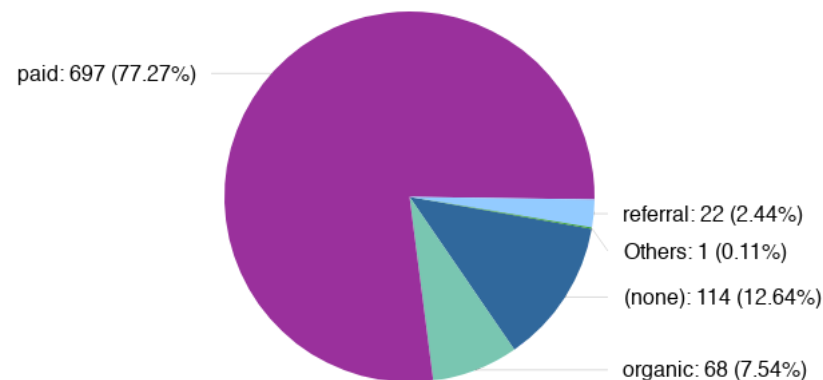
Google Analytics 4 Performance by Day



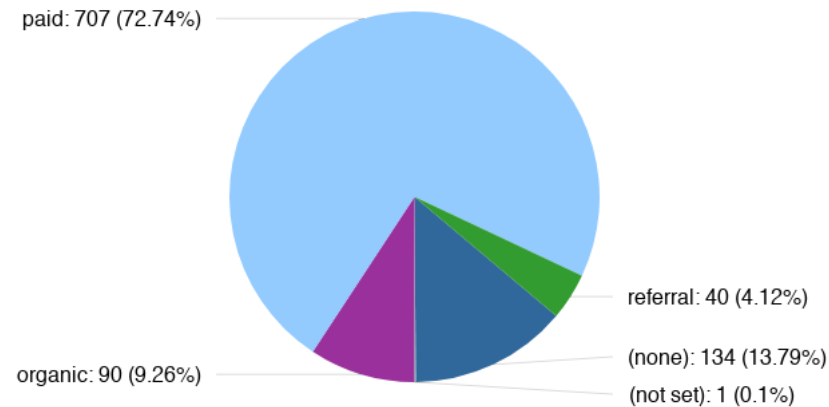
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	902	972	0:44:18	1.08	9.65%
CrossCountryComm	902	972	00:44:18	1.08	9.65%

Google Analytics 4 Sessions by Medium



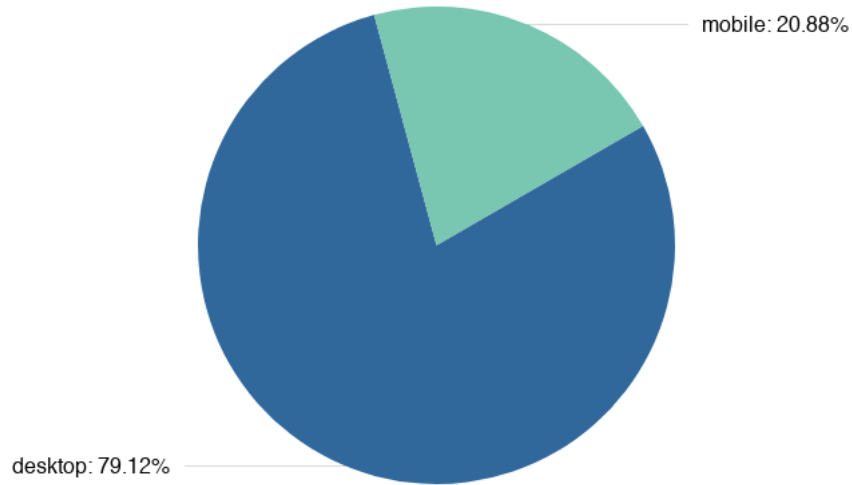
Google Analytics 4 Page Views by Medium



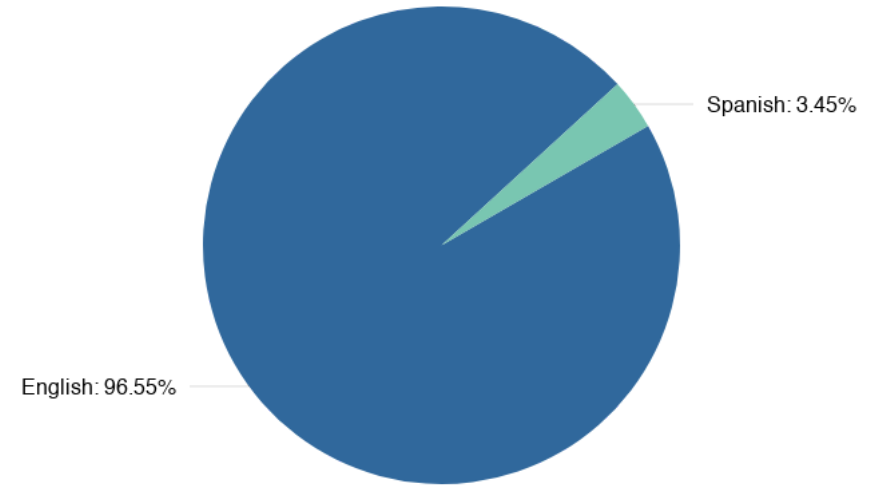
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	2,923
page_view	972
session_start	905
first_visit	814
user_engagement	141
scroll	56
click	28
form_start	7

Google Analytics 4 Engaged Sessions by Device



Google Analytics 4 Sessions by Language



Google Analytics 4 Top Browser Performance

Browser	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total	906	972	91	10.04%	0:44:18
Safari	703	717	16	2.28%	00:03:18
Chrome	160	211	57	35.63%	00:35:11
Edge	27	25	14	51.85%	00:05:27
Android Webview	7	8	1	14.29%	00:00:00
Safari (in-app)	4	5	1	25.00%	00:00:00

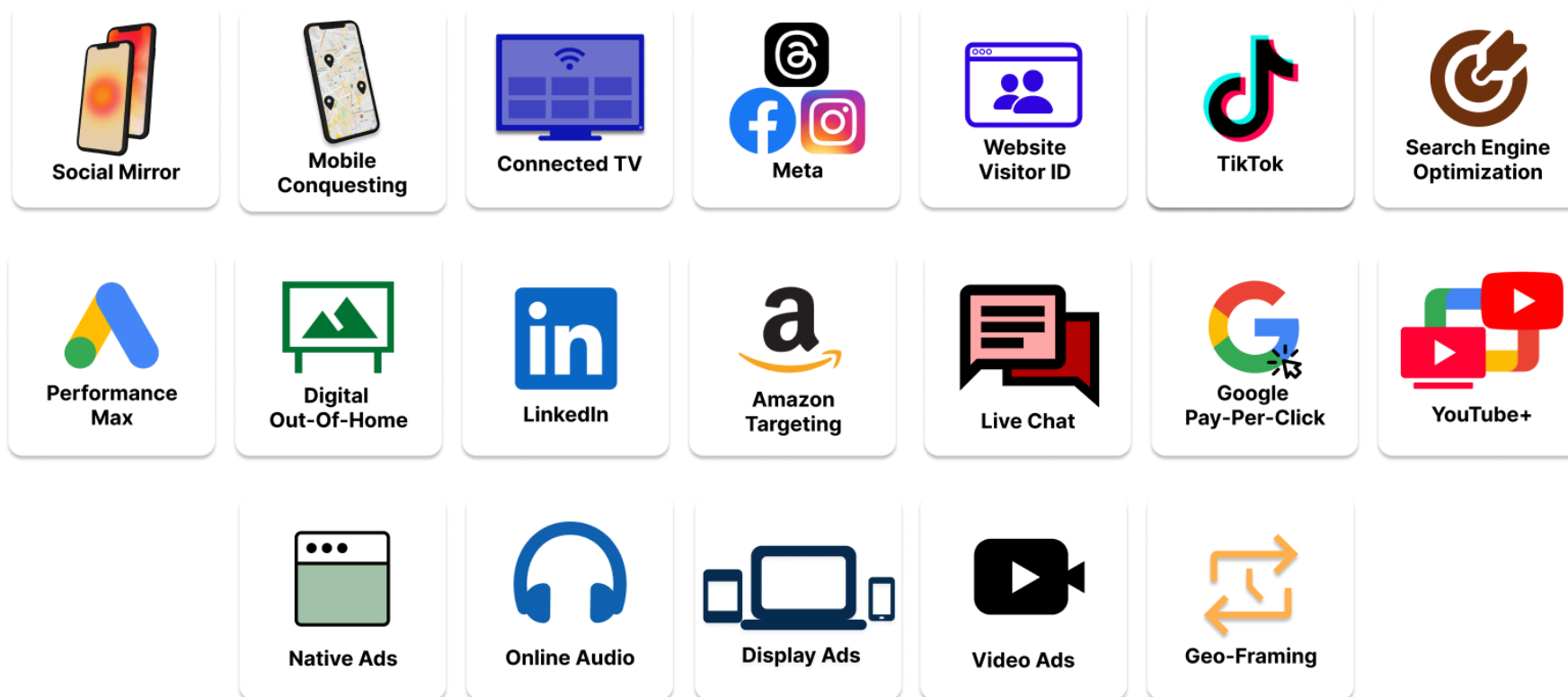
Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	118
/	67
/voip-services/	15
/what-we-offer/	14
/faq/	11
/who-we-are/	8
/404	2
/privacy/	1
/faq.html	0
/services/2-main	0

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		905	972	90	9.94%	0:44:18
Dallas	Texas	70	70	3	4.29%	00:03:07
Forney	Texas	70	72	2	2.86%	00:00:00
(not set)	Texas	54	57	2	3.70%	00:01:03
Wylie	Texas	46	47	1	2.17%	00:00:00
Princeton	Texas	40	42	2	5.00%	00:00:00
Fort Worth	Texas	32	33	3	9.38%	00:00:37
Terrell	Texas	30	30	0	0.00%	00:00:09
Crandall	Texas	25	26	1	4.00%	00:00:00
Royse City	Texas	25	25	0	0.00%	00:00:00
Rockwall	Texas	22	22	0	0.00%	00:00:00
Boardman	Oregon	15	15	1	6.67%	00:00:28
Greenville	Texas	15	15	0	0.00%	00:00:00
Lewisville	Texas	15	15	0	0.00%	00:00:00
Fate	Texas	14	14	0	0.00%	00:00:00
Lindale	Texas	13	13	0	0.00%	00:00:00

All available products in our *toolbox*.



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