



Digital Marketing Report

Impressions

How many ads were served:

114,317

Clicks

Times a user clicked on an ad

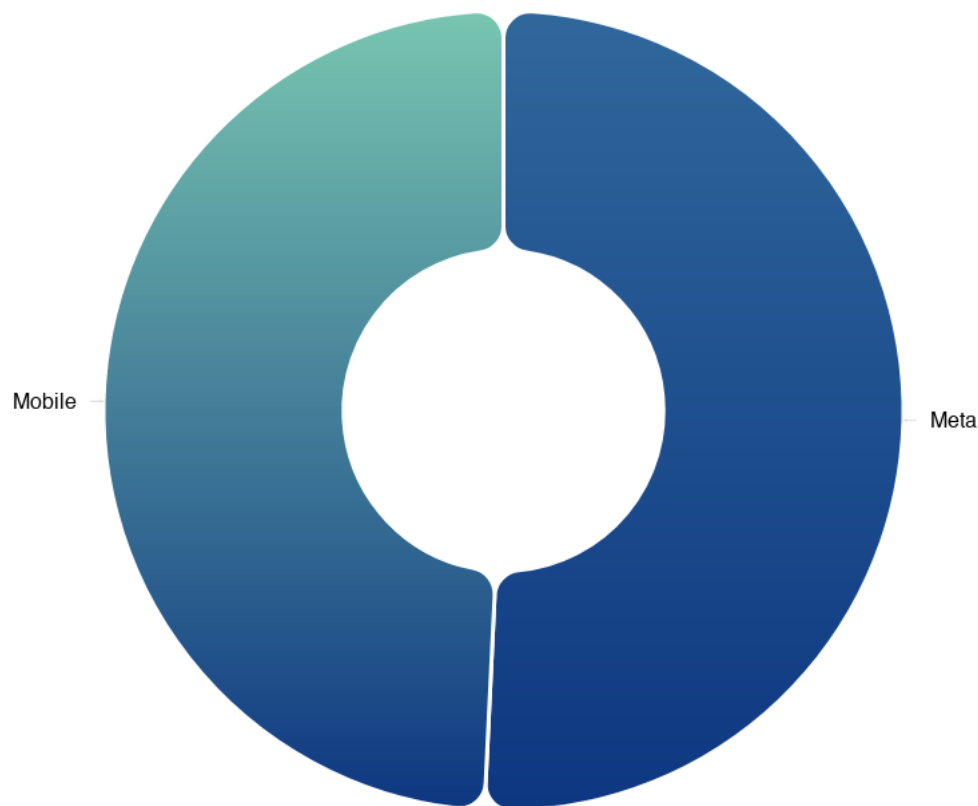
1,053

Click-Through Rate

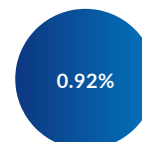
$(\text{Clicks}/\text{Impressions}) \times 100$

0.92%

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%)



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Old Town Furniture - Furniture & Home Accessory Shoppers/Recent Movers Mobile	49,161	70	0.14%	2.03
Old Town Furniture - Home Improvement/Home Renovations/Furniture Facebook/Instagram Premium	40,813	630	1.54%	22.05
Old Town Furniture - Mobile Cross Platform Facebook/Instagram	13,891	237	1.71%	24.37
Old Town Furniture - Geo-Retargeting Mobile	4,613	19	0.41%	5.88
Old Town Furniture - Facebook/Instagram Premium Retargeting	3,327	81	2.43%	34.78
Old Town Furniture - Geo-Fencing Mobile	1,928	10	0.52%	7.41
Old Town Furniture - Site Retargeting Mobile	584	6	1.03%	14.68



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

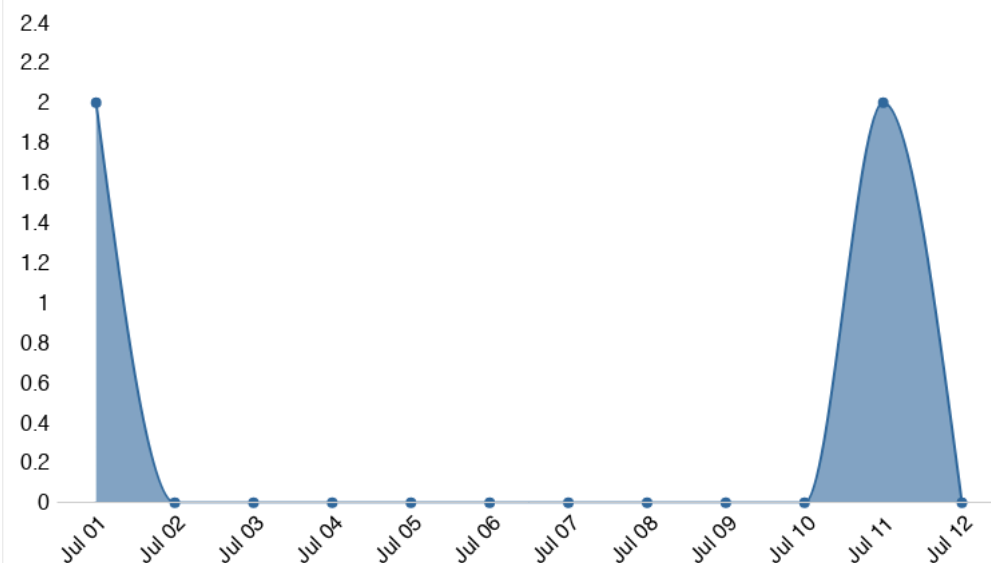
Conversion Name

[View-Through Conversions](#) ↓

Old Town Furniture Homepage Visits

4

Meta View-Through Conversions by Day



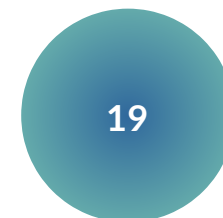


Meta Post Engagements



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



Mobile Conquesting Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

2

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Furniture Depot-Old Town Furniture	100 4th ST	Santa Rosa	CA	95401	15
Old Town Furniture	110 4th ST	Santa Rosa	CA	95401	11

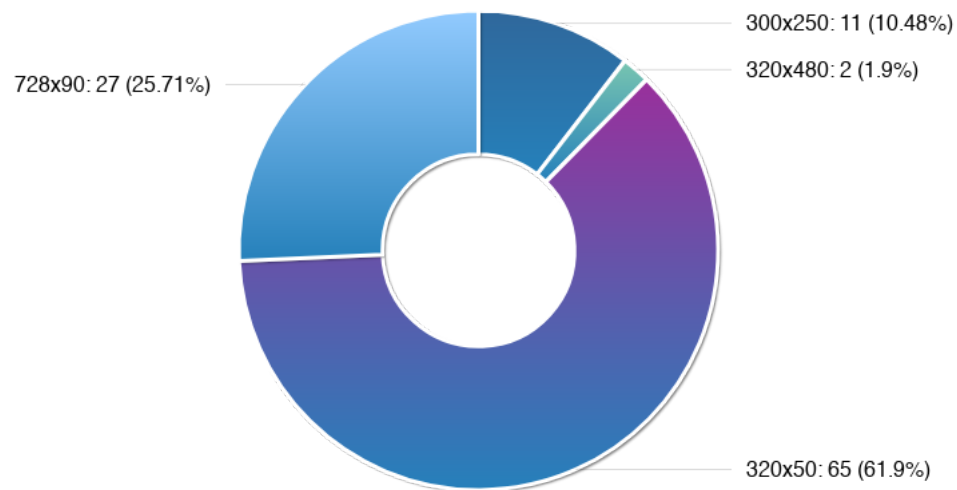


Mobile Conquesting Creative Performance

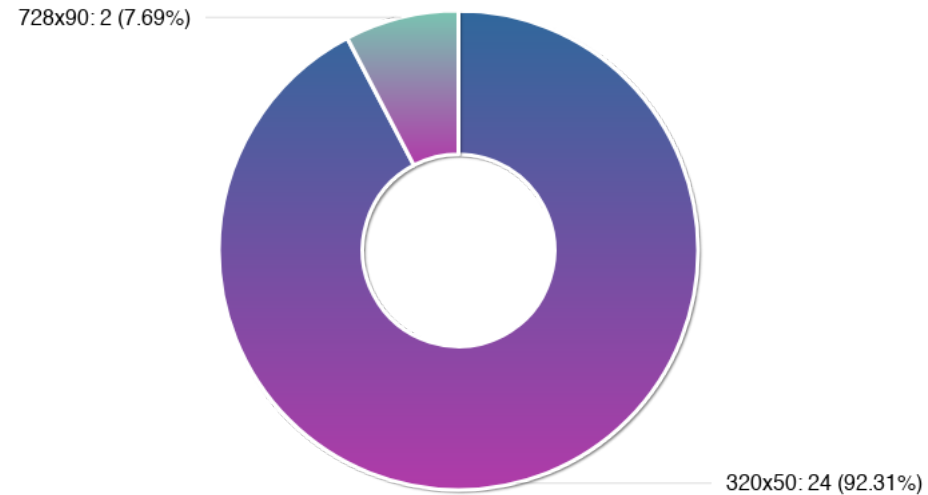
Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Old Town Furniture_6.22_4th of July Old Town 320x50.gif	22,158	28	0.13%	1.81
	Old Town Furniture_6.22_Stickley Old Town 320x50.gif	21,968	37	0.17%	2.41
	Old Town Furniture_6.22_4th of July Old Town 728x90.gif	5,148	12	0.23%	3.33
	Old Town Furniture_6.22_Stickley Old Town 728x90.gif	4,912	15	0.31%	4.36
	Old Town Furniture_6.22_4th of July Old Town 300x250.gif	1,041	7	0.67%	9.61
	Old Town Furniture_6.22_Stickley Old Town 300x250.gif	1,025	4	0.39%	5.57
	Old Town Furniture_6.22_4th of July Old Town 320x480.gif	20	2	10.00%	142.86
	Old Town Furniture_6.22_Stickley Old Town 320x480.gif	14	0	0.00%	0.00



Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Old Town Furniture_6.22_4th of July Old Town Carousel	29,282	406	1.39%	19.81
Old Town Furniture_6.22_4th of July Old Town 1080x1350	16,540	292	1.77%	25.22
Old Town Furniture_6.22_Stickly Old Town 1080x1350	10,965	232	2.12%	30.23
Old Town Furniture_6.22_Stickly Old Town Carousel	1,244	18	1.45%	20.67

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Save up to 40%	Old Town Furniture_6.22_4th of July Old Town Carousel	185
OldTown Furniture & Furniture Depot	Old Town Furniture_6.22_4th of July Old Town Carousel	112
2: Save up to 40%	Old Town Furniture_6.22_4th of July Old Town Carousel	29
6: Save up to 40%	Old Town Furniture_6.22_4th of July Old Town Carousel	17
1: Save BIG!	Old Town Furniture_6.22_Stickly Old Town Carousel	11



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Sonoma Home Furniture	476 Mendocino Avenue	Santa Rosa	CA	95401			1,329	2	0.15%
Scandanavian Designs Furniture	2835 Santa Rosa Ave	Santa Rosa	CA	95407			194	4	2.06%
Valley Furniture	380 Rohnert Park Expressway West	Rohnert Park	CA	94928			154	1	0.65%
Wine Country Décor	6001 Sonoma Hwy	Santa Rosa	CA	95409			60	1	1.67%
Harvest Home	20820 Broadway	Sonoma	CA	95476			56	0	0.00%
The Gift Horse Home Store	1360 Healdsburg Ave	Healdsburg	CA	95448			49	0	0.00%
Marcela's Home Store	5875 Sonoma Hwy	Santa Rosa	CA	95409			38	0	0.00%
Furniture 2000	3170 Range Ave	Santa Rosa	CA	95403			20	2	10.00%
Ashley Furniture Store	6001 Redwood Drive #150	Rohnert Park	CA	94928			11	0	0.00%
Furniture 2000	711 Stony Point Rd #8-C	Santa Rosa	CA	95407			8	0	0.00%
La Z Boy	2875 Santa Rosa Ave	Santa Rosa	CA	95407			5	0	0.00%
Mayacama Golf Club	1240 Mayacama Club Drive	Santa Rosa	CA	95403			4	0	0.00%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	54,101	869	1.61%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,658	69	1.89%
Unknown	---	197	9	4.57%
Desktop	A personal computing device that remains stationary at one location.	75	1	1.33%

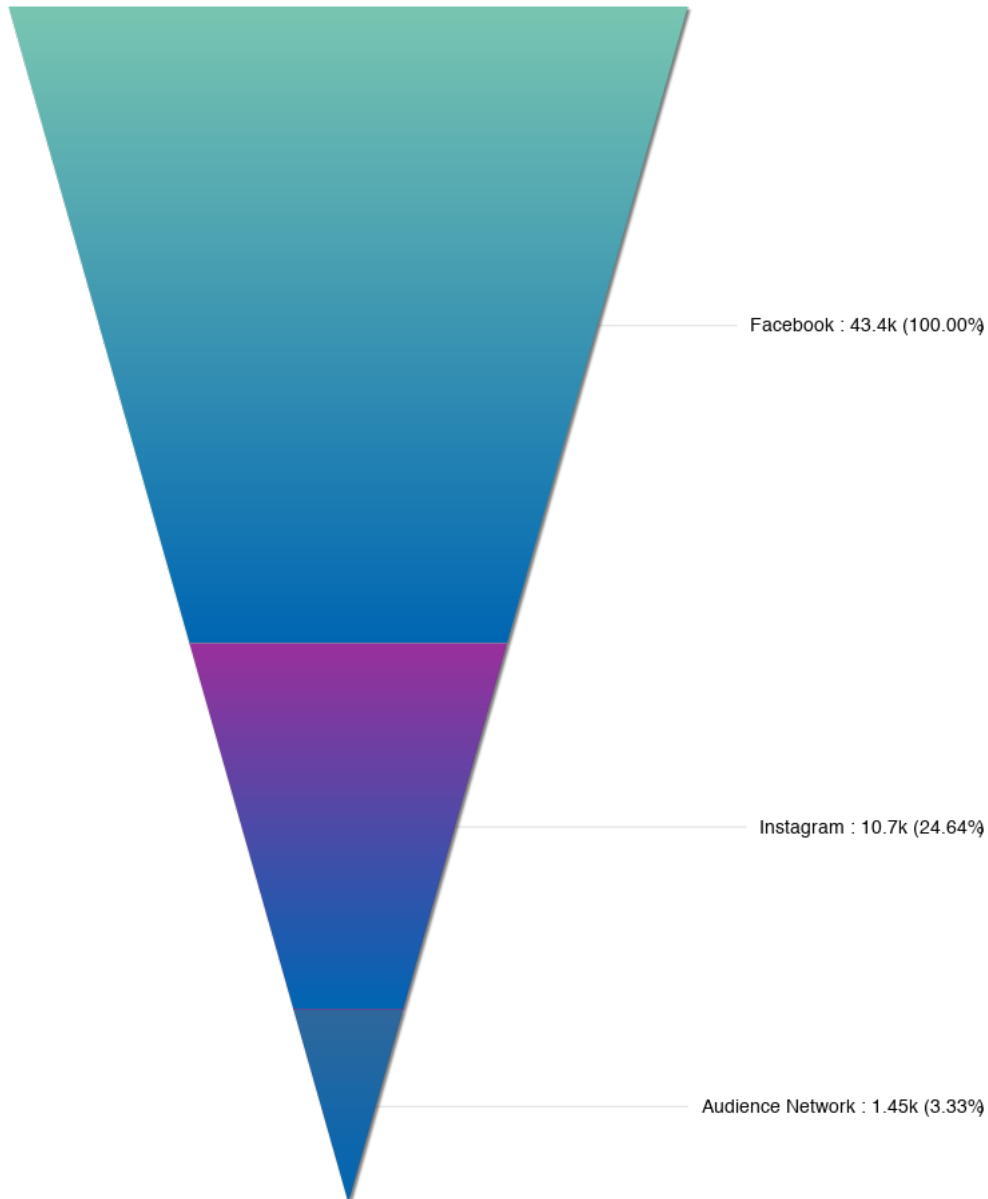


Social Placement Performance

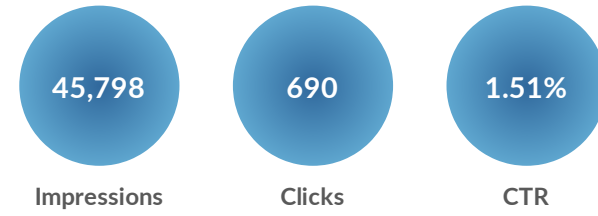
Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	19,038	332	1.74%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	12,782	121	0.95%
Instagram Stories	Your ads appear in people's Stories on Instagram.	6,723	140	2.08%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	5,550	13	0.23%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	3,683	33	0.90%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	2,828	62	2.19%
Facebook Notification	Your ads appear within a user's notifications feed.	2,363	109	4.61%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	1,362	23	1.69%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1,336	2	0.15%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,144	27	2.36%



Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance

