

Digital Marketing Report

Impressions

How many ads were served:

64,613

Clicks

Times a user clicked on an ad

392

Click-Through Rate

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

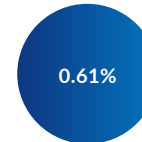
0.61%

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%)

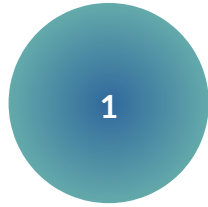
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Only 1 Benji - Facebook/Instagram Facebook Premium	63,670	369	0.58%	8.28
Only 1 Benji - Facebook/Instagram Facebook Premium Retargeting	943	23	2.44%	34.84

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

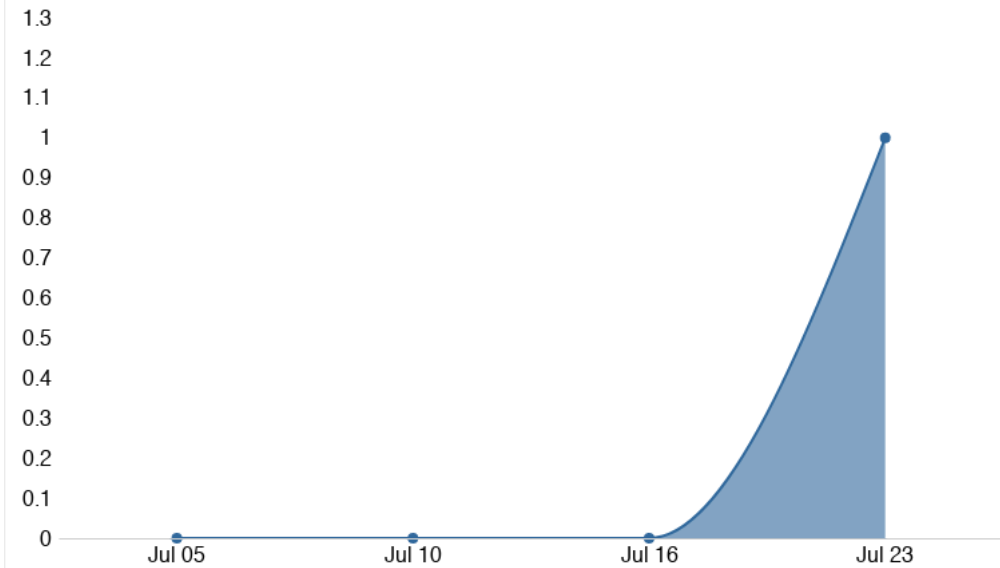
Conversion Name

View-Through Conversions ↓

Only 1 Benji Homepage Visits

1

Meta View-Through Conversions by Day



Meta Post Engagements

12,046

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

Meta Post Reactions

9

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%)
Only 1 Benji_Carousel	64,613	392	0.61%	8.67

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Learn More	Only 1 Benji_Carousel	135
2: Learn More	Only 1 Benji_Carousel	64
Only 1 Benji Redding, CA Home Loans Loan Officer Page	Only 1 Benji_Carousel	40
3: Learn More	Only 1 Benji_Carousel	10
5: Learn More	Only 1 Benji_Carousel	2

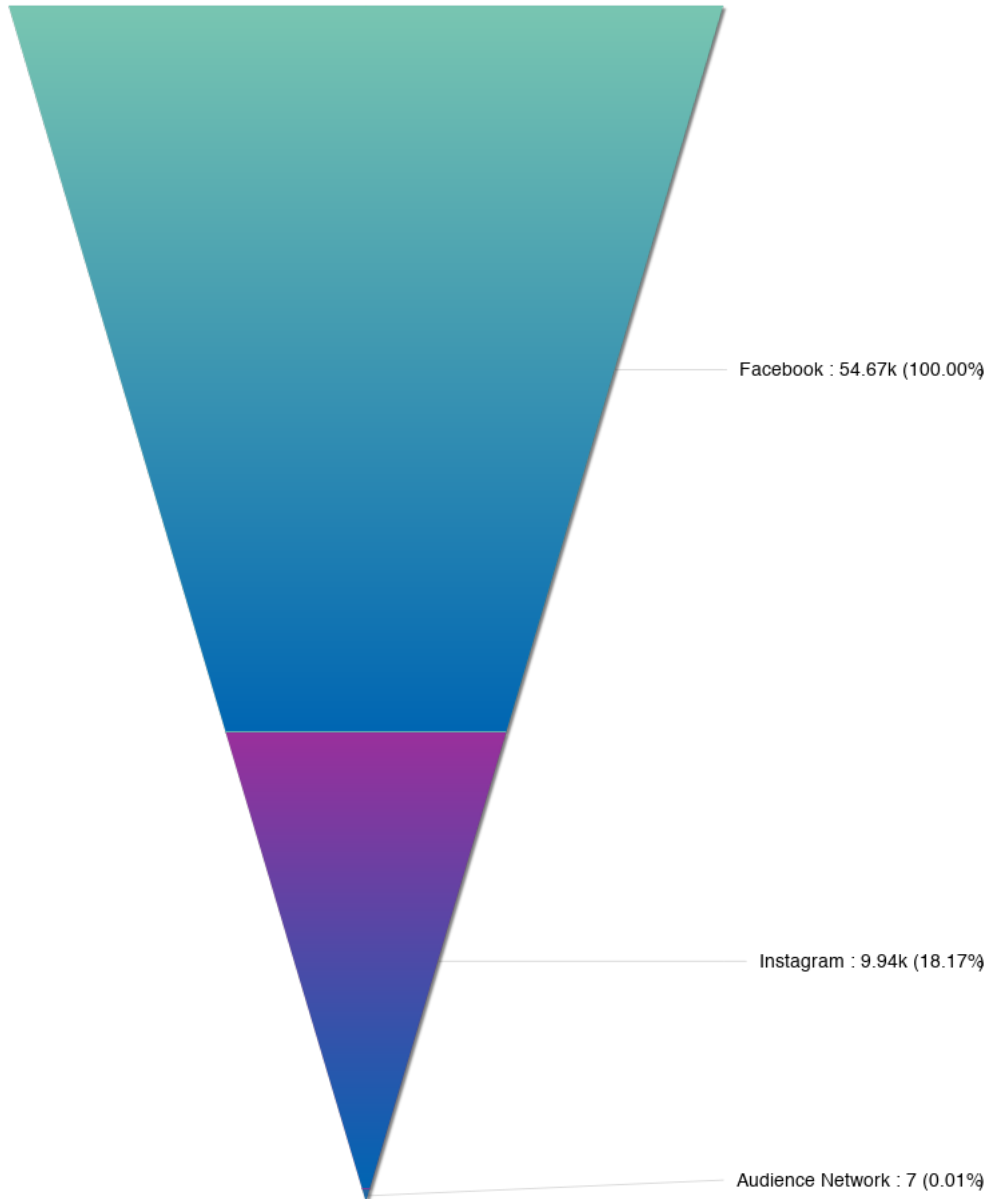
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	58,295	373	0.64%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	4,541	19	0.42%
Desktop	A personal computing device that remains stationary at one location.	1,738	0	0.00%
Unknown	---	39	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	43,078	47	0.11%
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.	10,182	184	1.81%
Instagram Stories	Your ads appear in people's Stories on Instagram.	8,248	123	1.49%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,405	18	1.28%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	1,109	14	1.26%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	301	2	0.66%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	282	2	0.71%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	7	2	28.57%
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



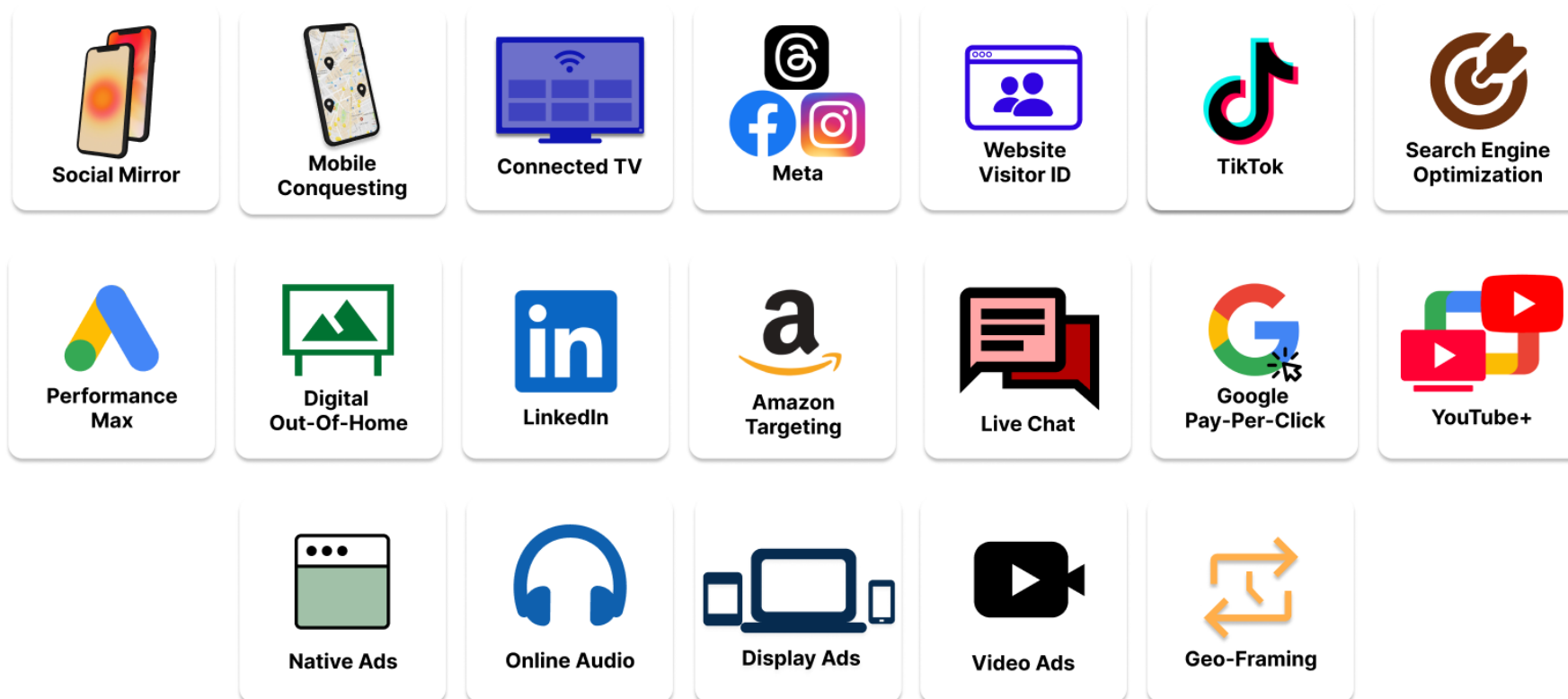
Audience Network Performance



Instagram Performance



All available products in our *toolbox*.



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