

Digital Marketing Report

Impressions

How many ads were served:

145,871

Clicks

Times a user clicked on an ad

2,167

Click-Through Rate

(Clicks/Impressions) x 100

1.49%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

1.88%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

21.22

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%)
R & R Quality Meats and Seafood - Beef/Cookbook Facebook Premium	126,117	1,910	1.51%	21.64
R & R Quality Meats and Seafood - Retargeting Facebook Premium	19,754	257	1.30%	18.59

Meta Click Conversions



917

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

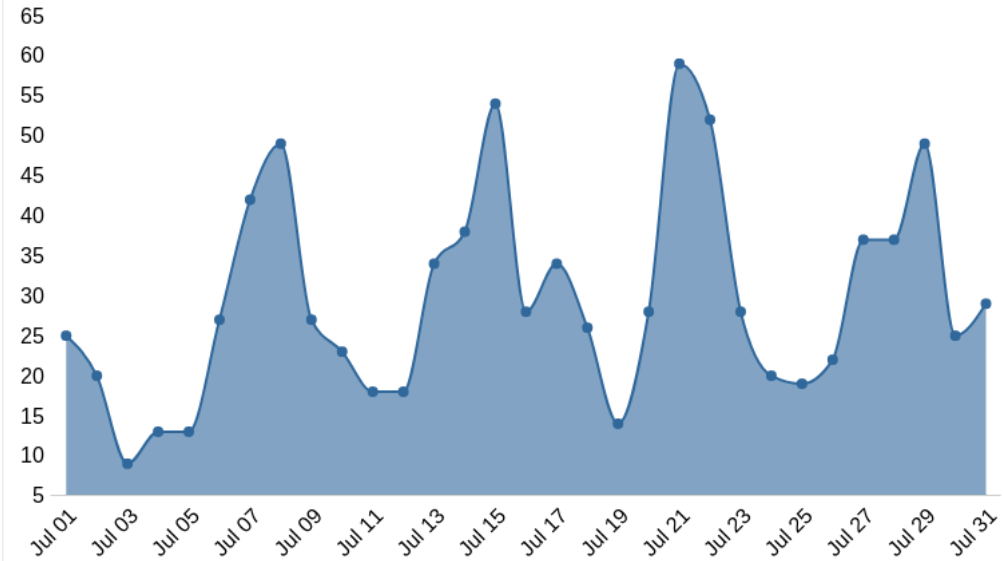
Meta Click Conversion Performance

Conversion Name

Click Conversions ↓

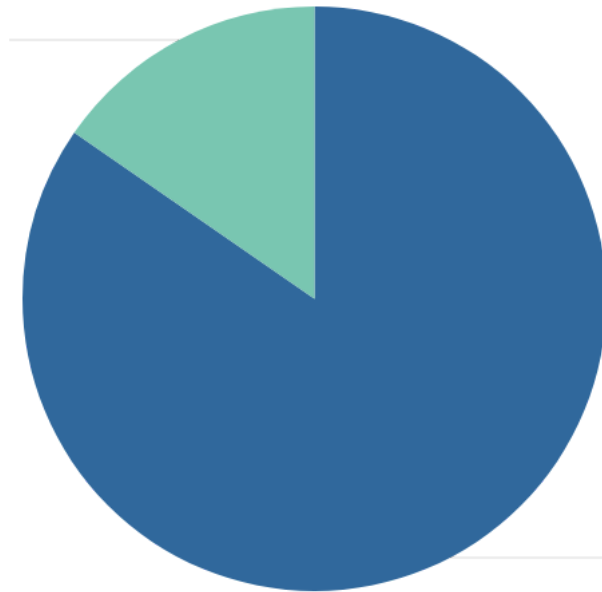
R & R Meats and Seafood Weekly Specials Meat PV	771
R & R Meats and Seafood Weekly Specials Page View	76
R & R Meats and Seafood Weekly Specials Seafood PV	70

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy

Retargeting:
15.38%



Category
Targeting:
84.62%

Meta View-Through Conversions

574

Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

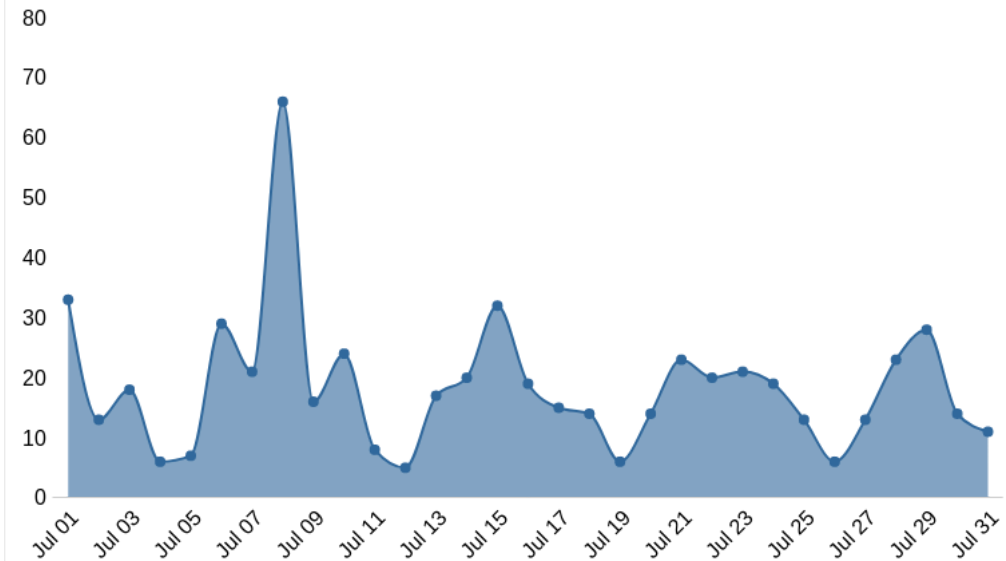
Meta View-Through Conversion Performance

Conversion Name

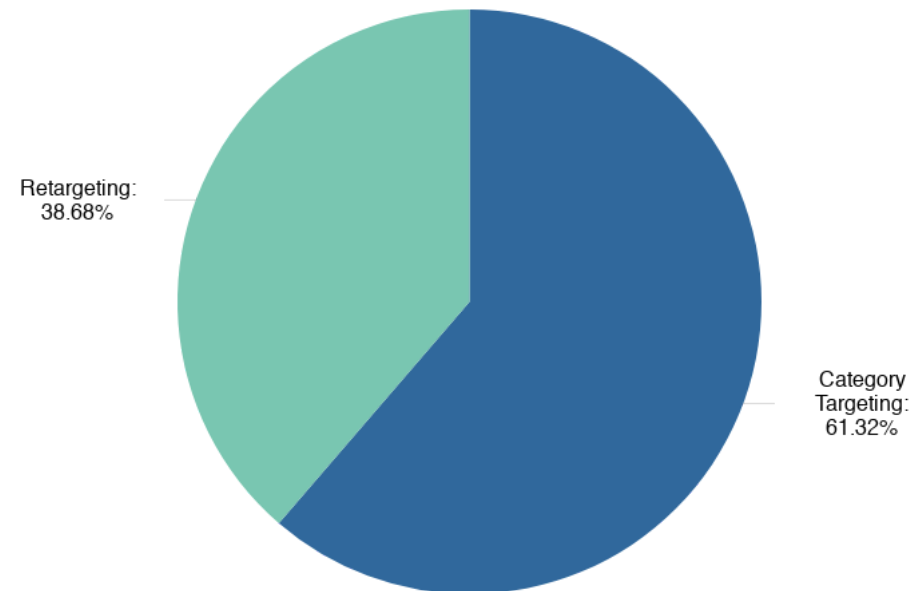
View-Through Conversions ↓

R & R Meats and Seafood Weekly Specials Page View	275
R & R Meats and Seafood Weekly Specials Meat PV	229
R & R Quality Meats and Seafood Homepage Visits	44
R & R Meats and Seafood Weekly Specials Seafood PV	25
R & R Meats and Seafood Weekly Specials BBQ PV	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements

9,908

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

Meta Post Comments

4

The total number of comments your ads received

Meta Post Reactions

98

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

Meta Post Shares

4

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

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
R & R Quality Meats and Seafood_Carousel	145,871	2,167	1.49%	21.22

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Order Now	R & R Quality Meats and Seafood_Carousel	404
R&R Quality Meats & Seafood	R & R Quality Meats and Seafood_Carousel	104
2: Order Now	R & R Quality Meats and Seafood_Carousel	60
4: Order Now	R & R Quality Meats and Seafood_Carousel	9
3: Order Now	R & R Quality Meats and Seafood_Carousel	3

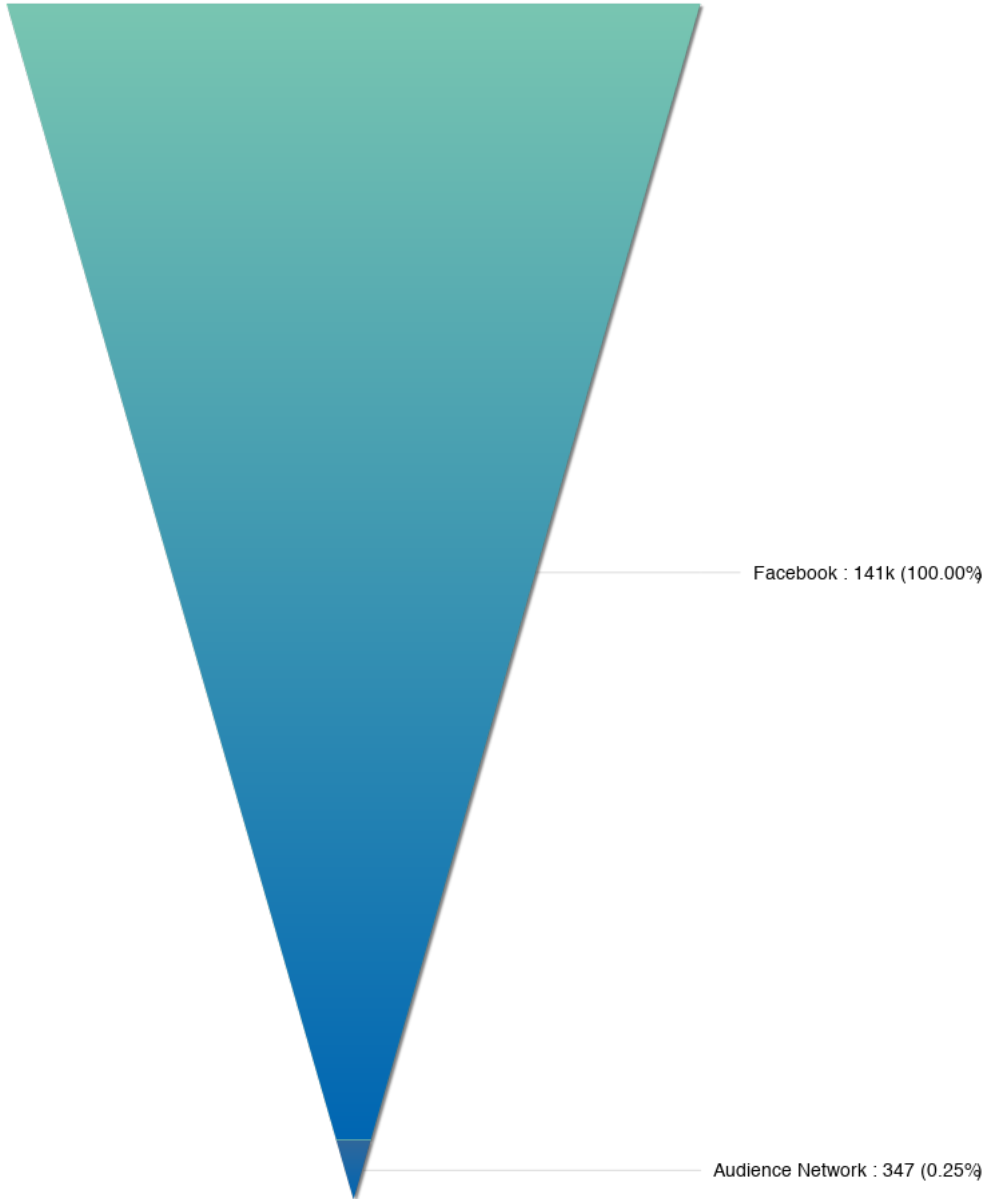
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	129,638	1,842	1.42%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	8,422	233	2.77%
Desktop	A personal computing device that remains stationary at one location.	6,894	68	0.99%
Unknown	---	917	24	2.62%

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.	121,073	1,925	1.59%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	17,706	197	1.11%
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.	4,463	3	0.07%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1,186	3	0.25%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	951	8	0.84%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	347	10	2.88%
Facebook Stories	Your ads appear in people's Stories on Facebook.	79	12	15.19%
Facebook Notification	Your ads appear within a user's notifications feed.	66	9	13.64%

Social Placement Performance by Impressions



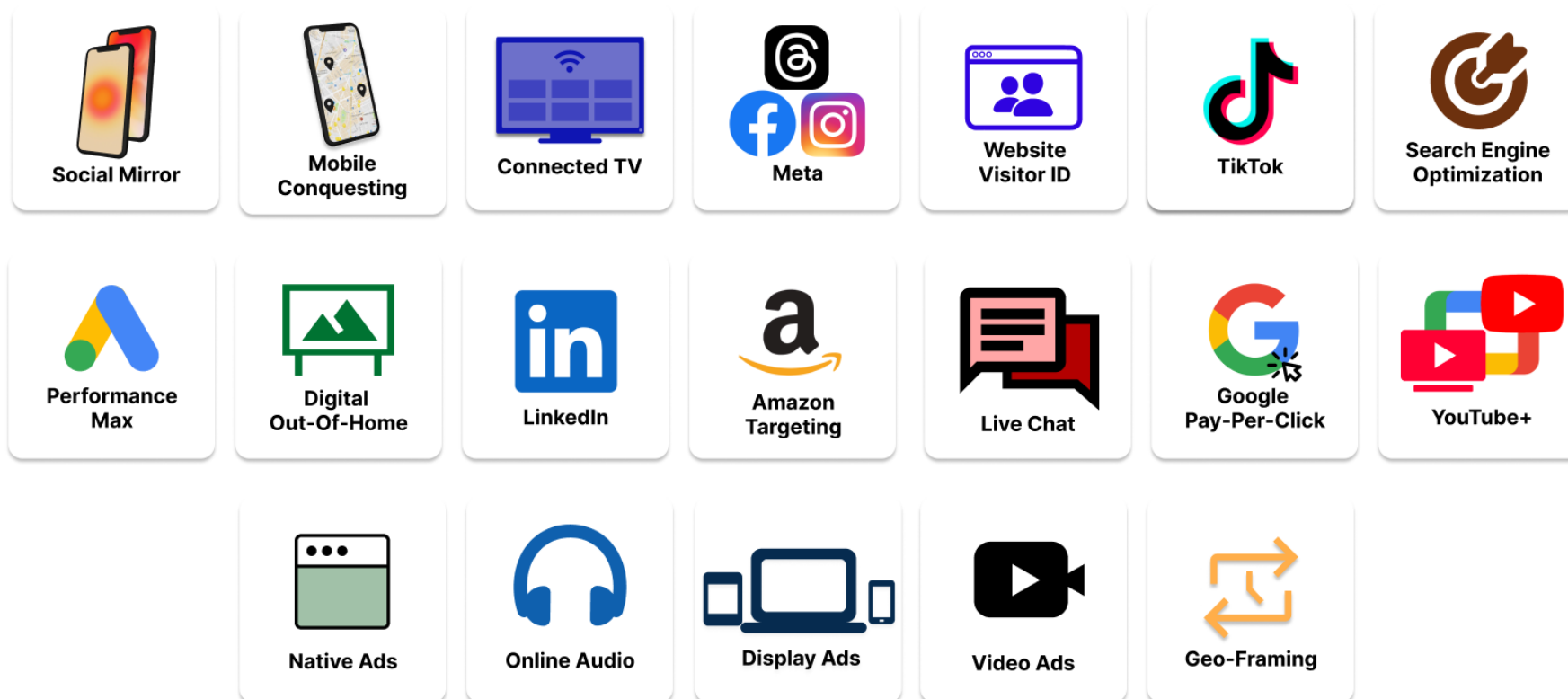
Facebook News Feed Performance



Audience Network Performance



All available products in our *toolbox*.



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