

Digital Marketing Report

Impressions

How many ads were served:

150,358

Clicks

Times a user clicked on an ad

1,448

Click-Through Rate

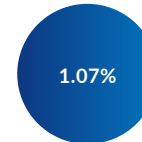
$(\text{Clicks} / \text{Impressions}) \times 100$

0.96%

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%)
ECenter - Site Retargeting Facebook Premium	56,580	1,240	2.19%	31.31
ECenter - Teachers/Education/Job Seekers B2B Behavioral Social Mirror	50,144	54	0.11%	1.54
ECenter - Keyword B2B Social Mirror	37,818	101	0.27%	3.82
ECenter - Site Retargeting Social Mirror	5,037	6	0.12%	1.70
ECenter - Primary School/Teacher/Parents Facebook Premium	765	47	6.14%	87.77
ECenter - Early Childhood Education/Teachers/Education Behavioral Social Mirror	14	0	0.00%	0.00

Social Mirror View-through Conversions

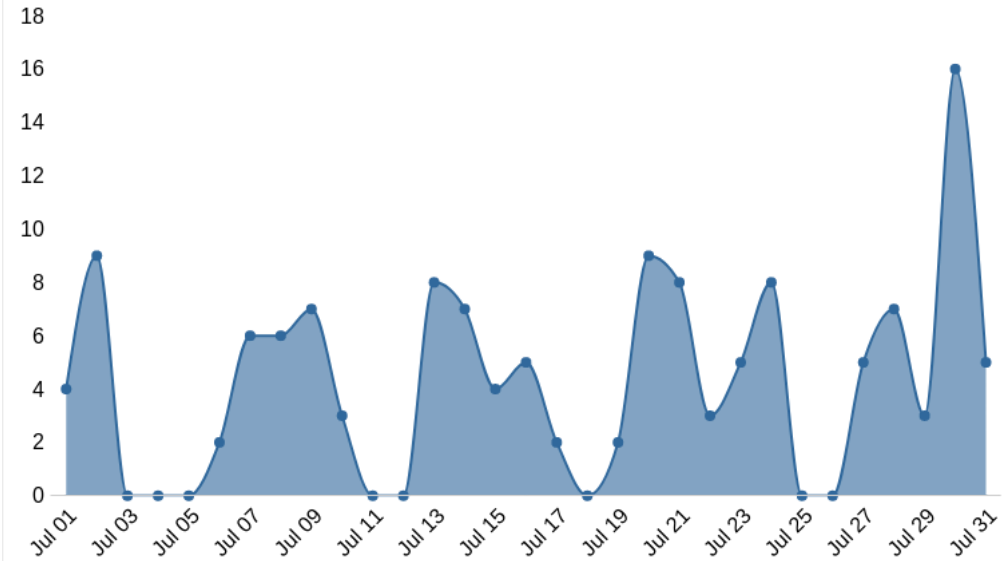


Times users saw an ad, did NOT click, but came to your site and visited a page
 or completed an action

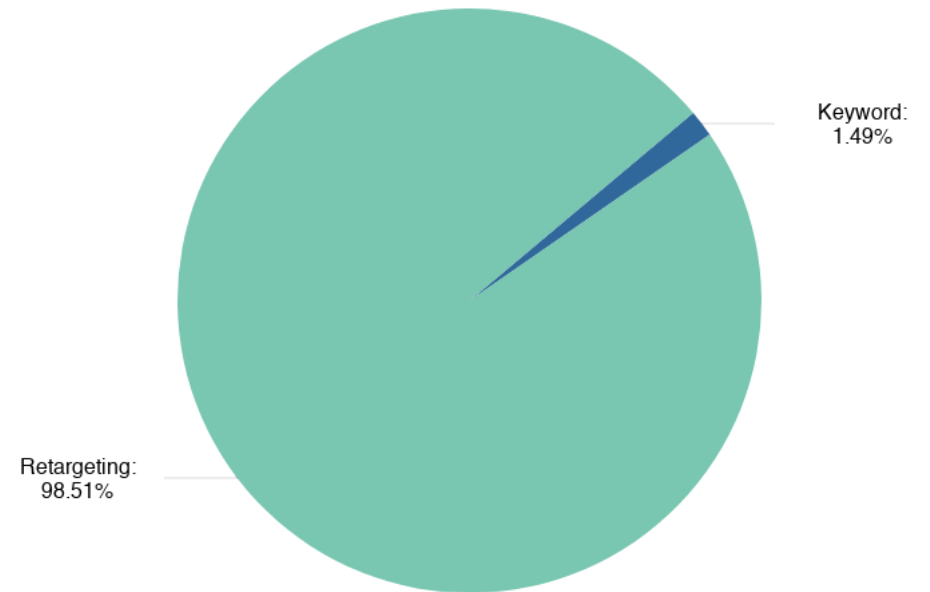
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
ECenter Homepage Visits	91
ECenter Headstart Program Page View	28
ECenter Apply for Services Page View	8
ECenter Contact Page View	4
ECenter WIC Page View	2
ECenter State Funded Child Care Page View	1

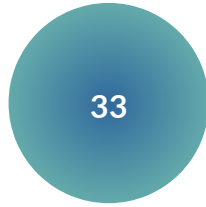
Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



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

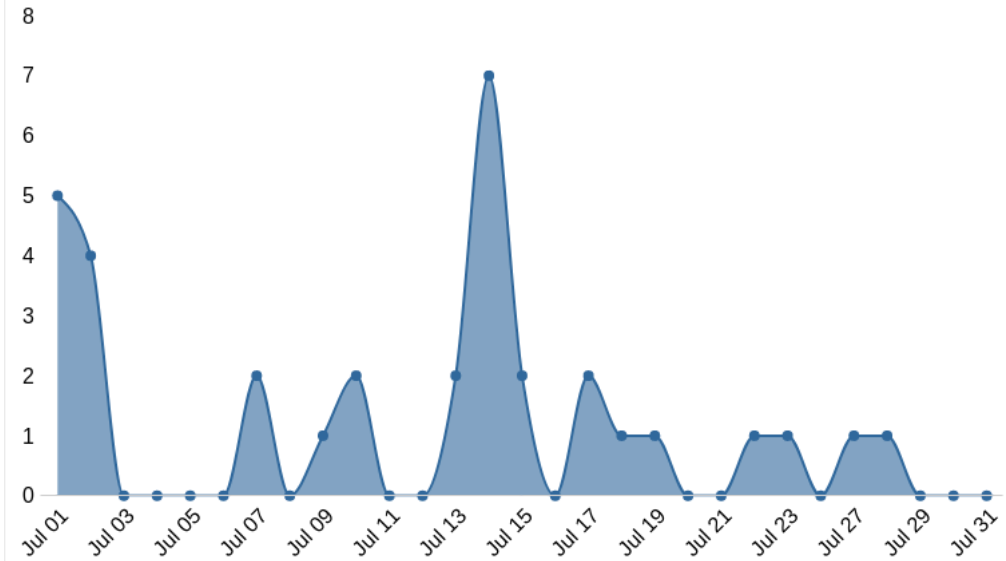
Conversion Name

[View-Through Conversions](#) ↓

E Center Homepage Visits

33

Meta View-Through Conversions by Day



Meta Post Engagements



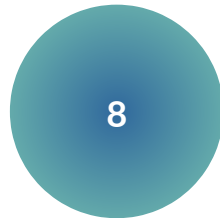
The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions



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

Meta Post Shares



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

Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	ECenter_Social Mirror_6.10_IG_NOWHIRING - INFANT TODDLER TEACHERS	47,865	99	0.21%	2.95
Thumbnail not available	ECenter_Social Mirror_6.10_FB_NOWHIRING - INFANT TODDLER TEACHERS	45,148	62	0.14%	1.96

Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
ECenter_Facebook AD	57,345	1,287	2.24%	32.06

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	98,271	1,379	1.40%
Desktop	A personal computing device that remains stationary at one location.	45,367	56	0.12%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,714	13	0.19%
Unknown	---	6	0	0.00%

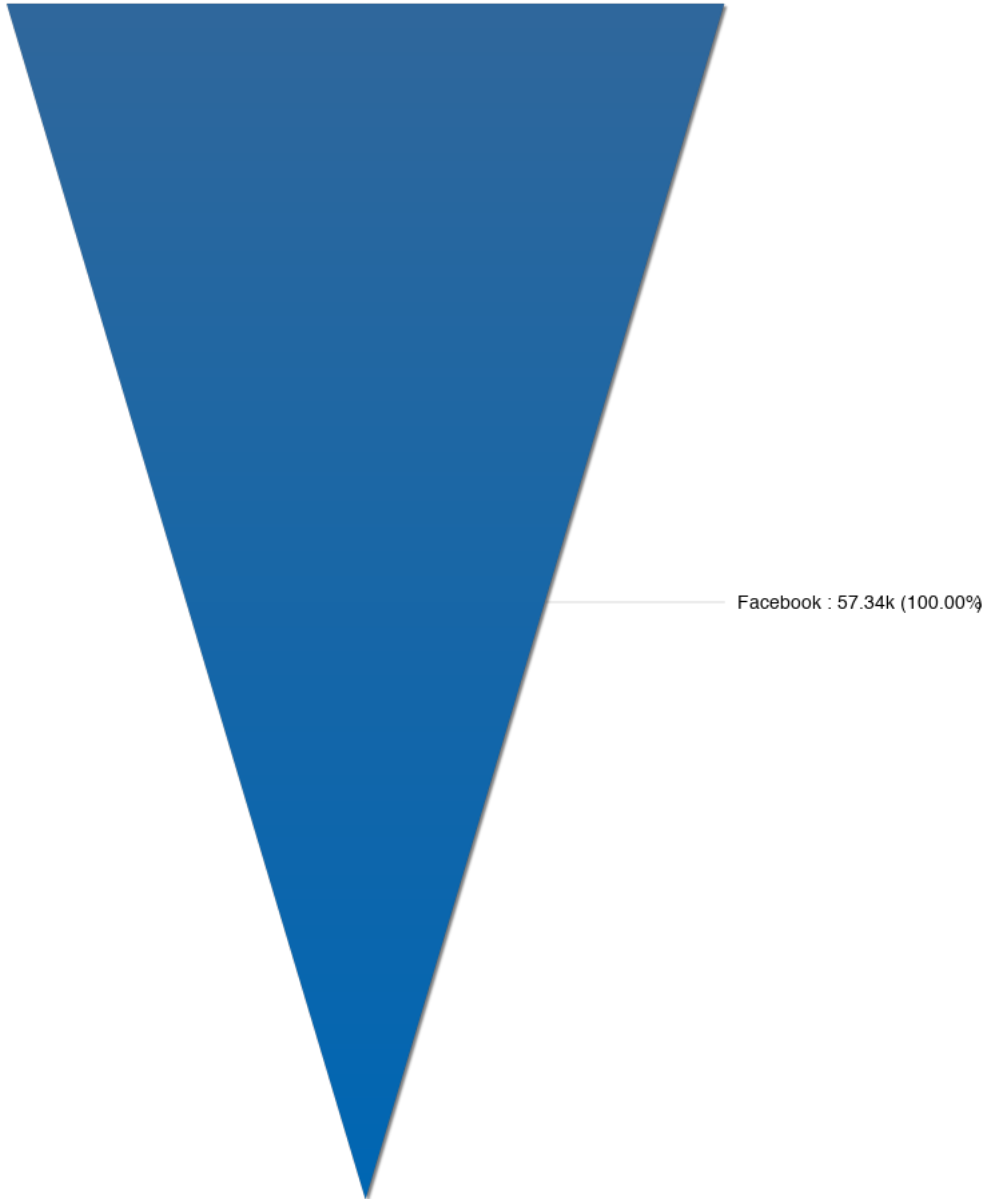
Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	8,675	0	0.00%
aol.com	6,702	1	0.01%
pinterest.com	1,715	0	0.00%
foxnews.com	1,552	2	0.13%
w2g.tv	1,423	0	0.00%
themompack.com	1,405	2	0.14%
shoppingnetworkhub.com	990	1	0.10%
Pinterest	939	0	0.00%
usatoday.com	903	3	0.33%
apnews.com	866	3	0.35%
huffpost.com	831	3	0.36%
buzzfeed.com	712	3	0.42%
lovewhatmatters.com	647	0	0.00%
sfgate.com	601	2	0.33%
nypost.com	582	2	0.34%
spacedaily.com	530	0	0.00%
realtor.com	526	0	0.00%
legacy.com	482	0	0.00%
sacbee.com	450	0	0.00%
dailymail.com	392	1	0.26%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	52,317	884	1.69%
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.	2,914	321	11.02%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,562	41	2.62%
Facebook Stories	Your ads appear in people's Stories on Facebook.	489	41	8.38%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	47	0	0.00%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	6	0	0.00%
Facebook Notification	Your ads appear within a user's notifications feed.	5	0	0.00%
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	0	0.00%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	1	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance

57,341
Impressions

1,287
Clicks

2.24%
CTR

Google Analytics 4 Performance

7,241	5,227	2,170	41.52%	4,314	3,623	4,734
VIEWS	SESSIONS	ENGAGED SESSIONS	ENGAGEMENT RATE	ACTIVE USERS	NEW USERS	TOTAL USERS
	1.21	28:10:56				
	SESSIONS PER USER	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.

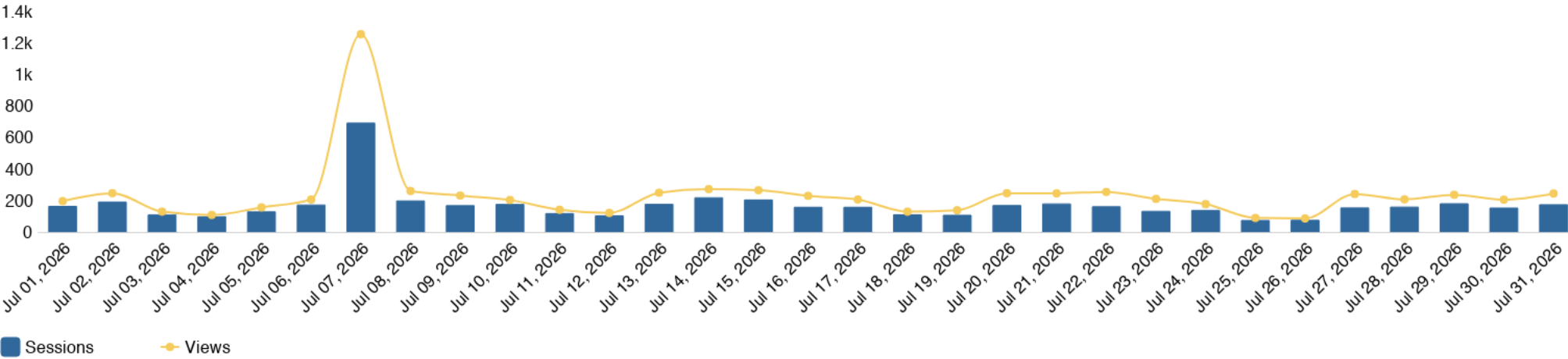
New Users: The number of new unique user IDs who interacted with your site or launched your app for the first time.

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.

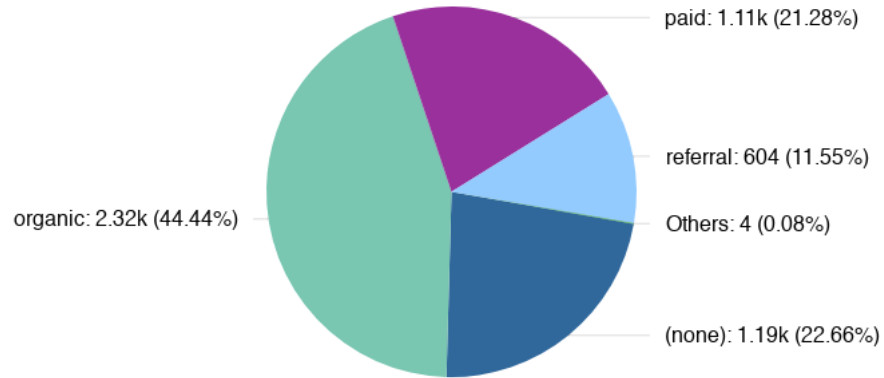
Google Analytics 4 Performance by Day



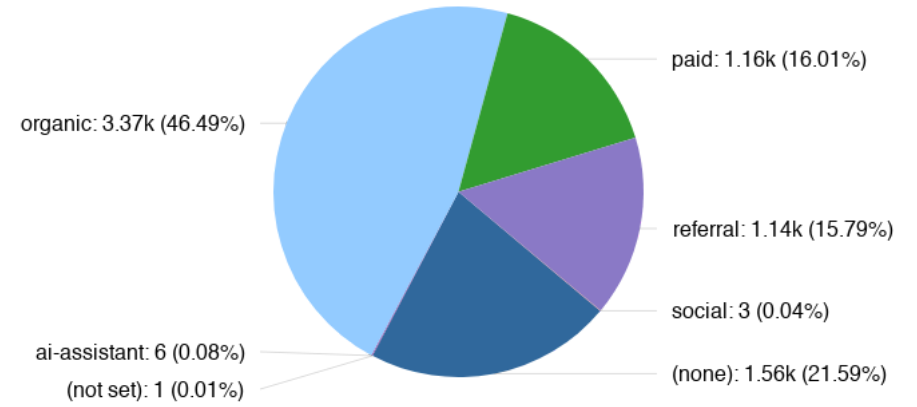
Google Analytics 4 Account Performance

Analytics Account Name ↑	Sessions	Views	Total User Engagement	Pages / Session	Engagement rate
Total	5,227	7,241	28:10:56	1.39	41.52%
E Center	5,227	7,241	28:10:56	1.39	41.52%

Google Analytics 4 Sessions by Medium



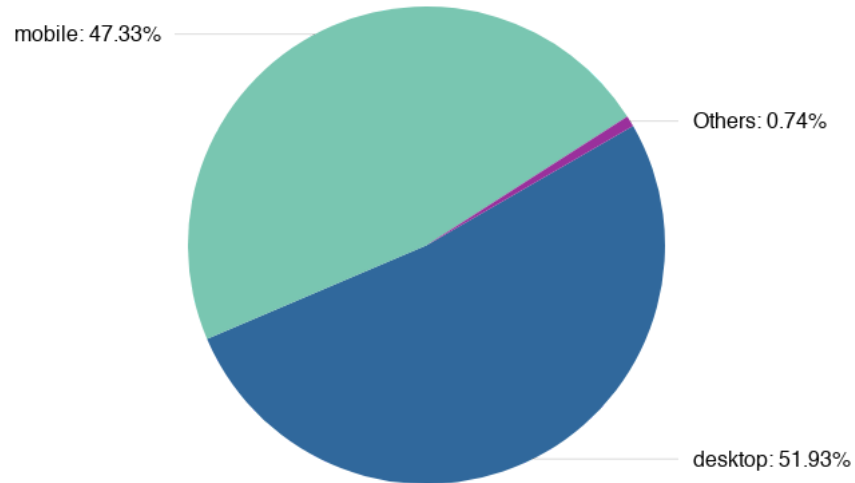
Google Analytics 4 Page Views by Medium



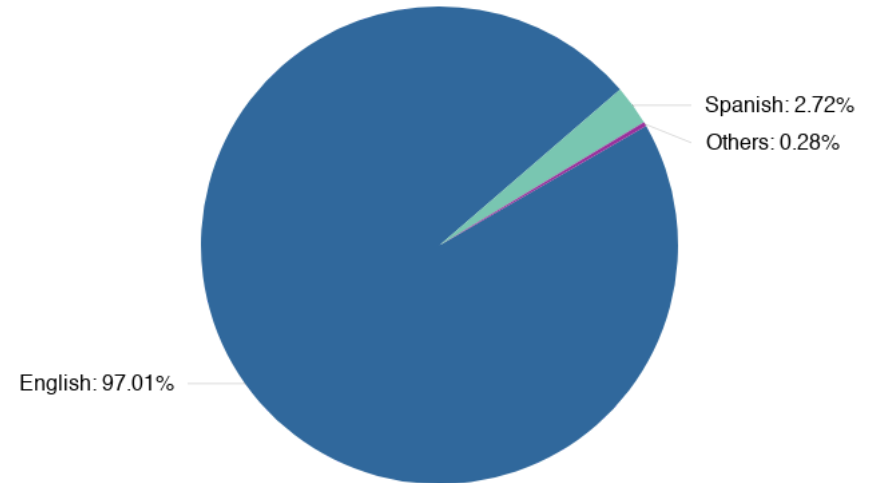
Google Analytics 4 Event Performance

Event name	Event count ↓
Total	20,819
page_view	7,241
session_start	5,239
user_engagement	3,657
first_visit	3,623
click	1,059

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	5,496	7,241	2,436	44.32%	28:10:56
Safari	2,370	3,079	591	24.94%	06:06:04
Chrome	2,014	2,617	1,094	54.32%	15:50:48
Edge	403	550	226	56.08%	03:16:31
(not set)	376	416	263	69.95%	00:03:01
Android Webview	96	186	90	93.75%	01:02:05

Google Analytics 4 Page Path Performance

Page path	Engaged sessions ↓
Total	5,157
/	3,400
/our-programs/head-start-program/	268
/apply-for-services/	264
/our-programs/	259
/contact/	102
/our-programs/head-start-program/head-start-locations/	101
/board-of-directors/	88
/california-advancing-and-innovating-medi-cal-calaim/	66
/about/	65
/es/	54

Google Analytics 4 Performance by Geo

City	Region	Sessions ↓	Views	Engaged sessions	Engagement rate	Total User Engagement
Total		5,328	7,241	2,257	42.36%	28:10:56
Yuba City	California	764	993	333	43.59%	04:22:06
San Jose	California	525	764	230	43.81%	02:11:47
(not set)	(not set)	502	1,002	501	99.80%	05:50:00
Sacramento	California	465	555	87	18.71%	01:16:30
(not set)	California	195	292	92	47.18%	01:06:28
Chico	California	138	231	71	51.45%	01:04:55
Singapore	(not set)	118	119	2	1.69%	00:00:01
(not set)	(not set)	116	128	79	68.10%	01:09:34
Seattle	Washington	114	146	49	42.98%	00:33:56
San Francisco	California	97	116	31	31.96%	00:26:08
Live Oak	California	78	104	32	41.03%	00:18:17
Ashburn	Virginia	57	59	2	3.51%	00:00:13
(not set)	Colorado	52	57	31	59.62%	00:25:55
Anaheim	California	46	61	24	52.17%	00:12:18
Linda	California	46	83	21	45.65%	00:15:42

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.