



Digital Marketing Report

Impressions

How many ads were served:

145,723

Clicks

Times a user clicked on an ad

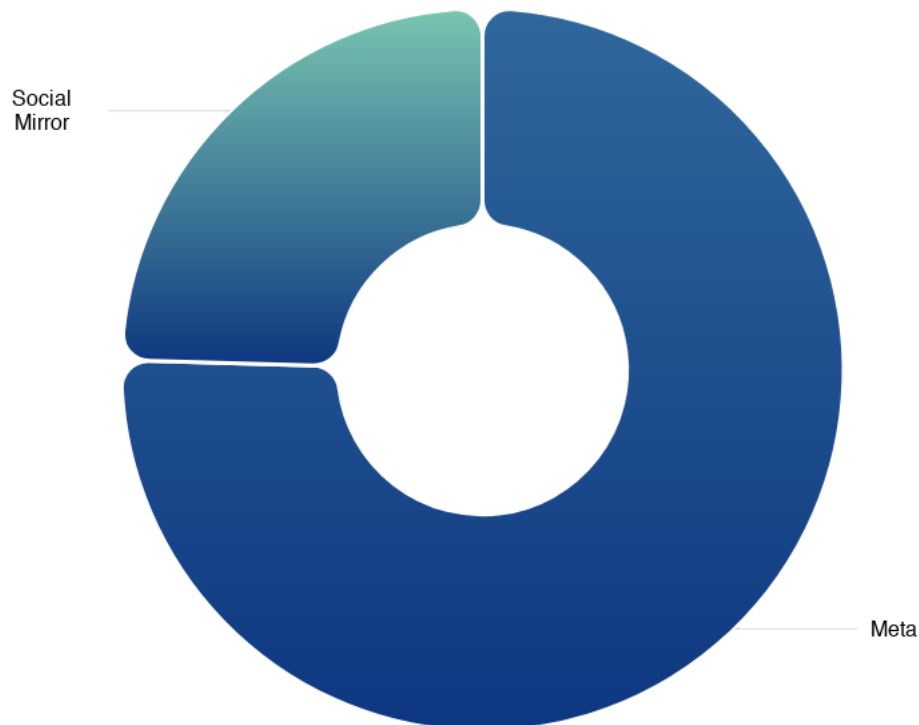
760

Click-Through Rate

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

0.52%

Your Product Breakout by Impressions



CTV Completion Rate

36.35%

Percentage of users who watched the video from start to finish

Total Engagement Rate

0.53%

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

X the National Average

7.45

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%)
Minuteman Services - HVAC/Home Improvement/Home Repair Facebook/Instagram Premium	107,083	652	0.61%	8.70
Minuteman Services - HVAC/Home Repair/Home Improvement Behavioral Social Mirror	33,713	52	0.15%	2.20
Minuteman Services - Retargeting Facebook/Instagram Premium	2,826	53	1.88%	26.79
Minuteman Services - Retargeting Social Mirror	2,101	3	0.14%	2.04



Social Mirror Click Conversions

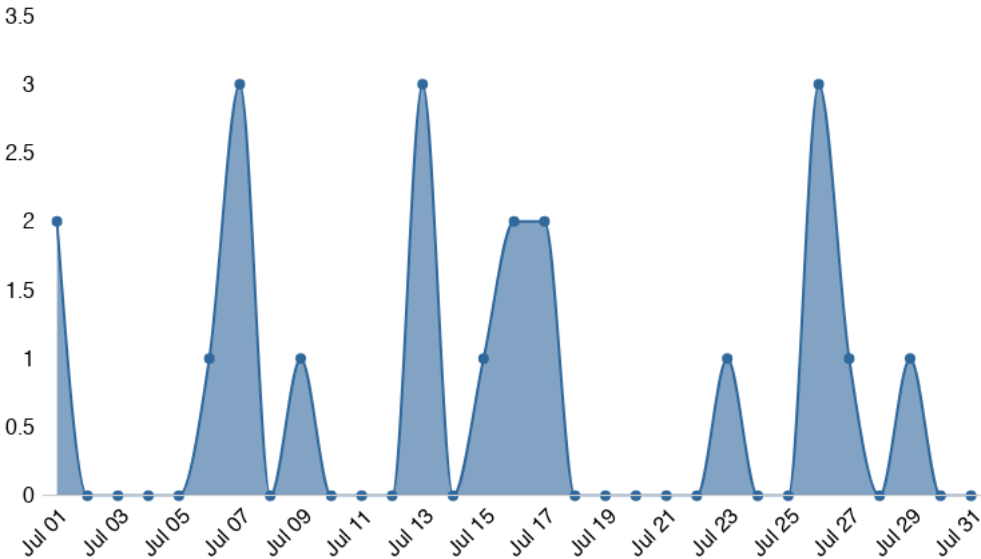


Times users clicked on an ad leading to your site and visited a page or completed an action

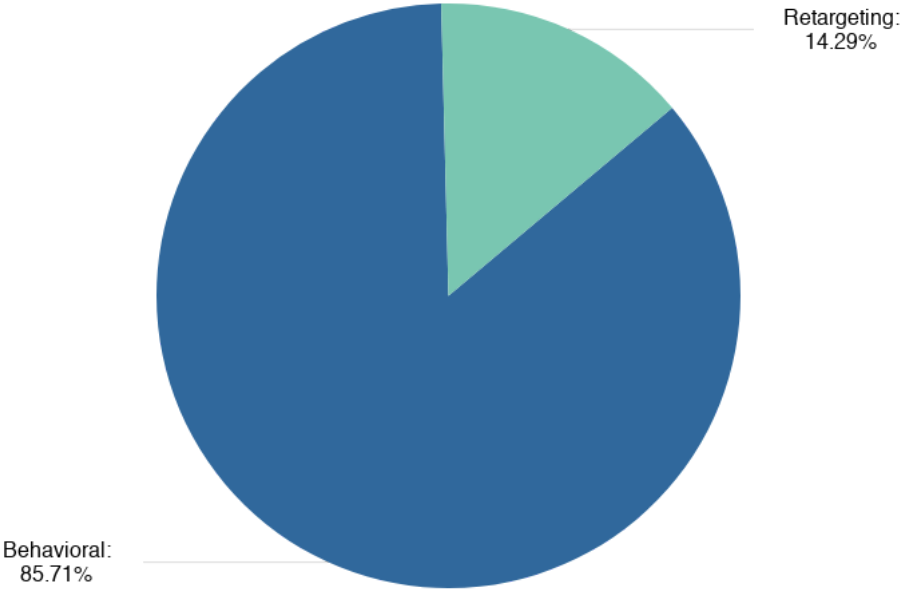
Social Mirror Click Conversion Performance Breakout

Conversion Name	Click Conversions ↓
Minuteman Services Contact Page View	21

Social Mirror Click Conversions by Day



Top Social Mirror Click Conversions by Strategy





Social Mirror View-through Conversions

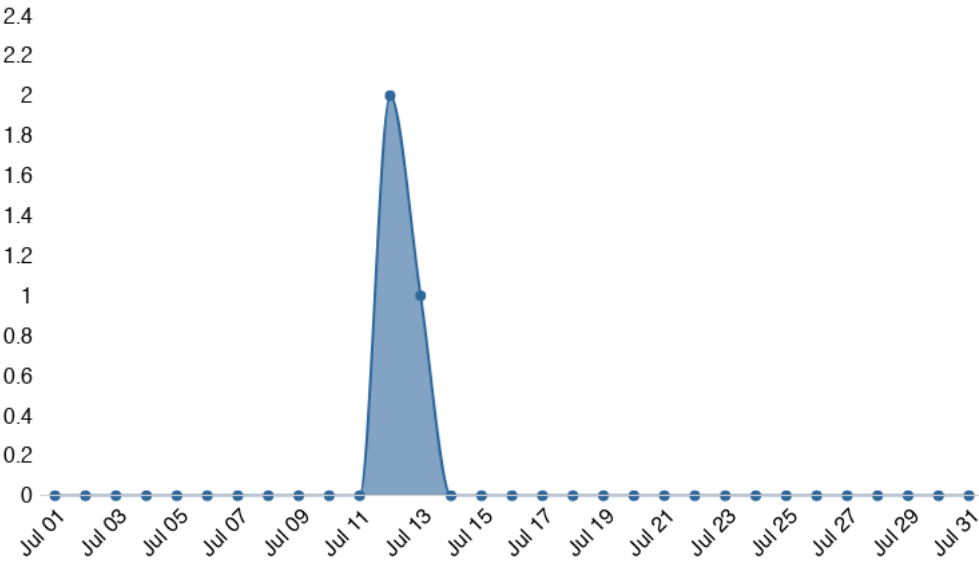


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

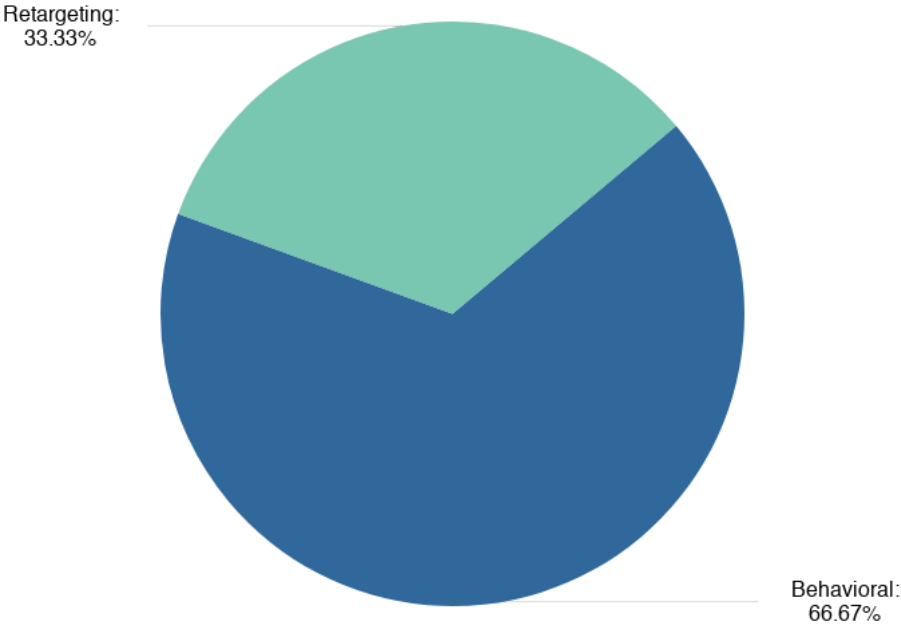
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
Minuteman Services Contact Page View	2
Minuteman Services Homepage Visits	1

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy





Meta View-Through Conversions

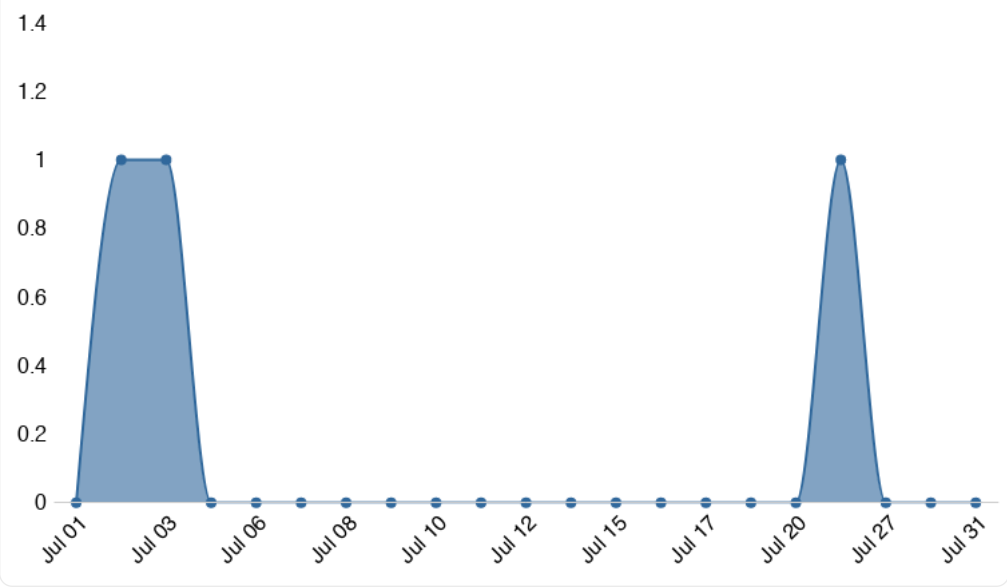


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Minuteman Services Homepage Visits	3

Meta View-Through Conversions by Day





Meta Post Engagements

11,400

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

Meta Post Comments

1

The total number of comments your ads received

Meta Post Reactions

29

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



Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Thumbnail not available	Minuteman Services_Social Mirror_6.23_Dim Lighting	35,814	55	0.15%	2.19



Social Mirror Creative AI Performance

Creative			Preview Link	Percentage Served ↓	CTR
Creative Name	Variant Name	Creative Format			
Minuteman Services_Social Mirror_6.23_Dim Lighting	Variant: V_00011	Video	Click to View	11.68%	1.06%
Minuteman Services_Social Mirror_6.23_Dim Lighting	Variant: V_00003	Video	Click to View	8.33%	1.23%
Minuteman Services_Social Mirror_6.23_Dim Lighting	Variant: V_00006	Video	Click to View	8.28%	0.88%
Minuteman Services_Social Mirror_6.23_Dim Lighting	Variant: V_00010	Video	Click to View	7.57%	1.44%
Minuteman Services_Social Mirror_6.23_Dim Lighting	Variant: V_00015	Video	Click to View	7.51%	1.25%
Minuteman Services_Social Mirror_6.23_Dim Lighting	Variant: V_00001	Video	Click to View	7.47%	1.33%
Minuteman Services_Social Mirror_6.23_Dim Lighting	Variant: V_00013	Video	Click to View	6.86%	1.14%
Minuteman Services_Social Mirror_6.23_Dim Lighting	Variant: V_00007	Video	Click to View	6.35%	1.00%
Minuteman Services_Social Mirror_6.23_Dim Lighting	Variant: V_00008	Video	Click to View	6.28%	0.91%
Minuteman Services_Social Mirror_6.23_Dim Lighting	Variant: V_00002	Video	Click to View	4.99%	1.03%



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Minuteman Services_6.18_REV SWITCH 1X1 MM META VIDEO.mp4	103,035	619	0.60%	8.58
Minuteman Services_7.29_SECOND OPINION META - 1X1.mp4	6,874	86	1.25%	17.87



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	126,488	711	0.56%
Desktop	A personal computing device that remains stationary at one location.	12,472	16	0.13%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,246	27	0.43%
Unknown	---	517	6	1.16%



Site and App Performance

Name	Impressions ↓	Clicks	CTR
foxnews.com	2,228	2	0.09%
tmz.com	2,138	1	0.05%
nypost.com	2,021	2	0.10%
kivitv.com	915	3	0.33%
Fox News - Daily Breaking News	894	0	0.00%
dailymail.com	866	3	0.35%
msn.com	865	0	0.00%
BeReal. Your friends for real.	850	0	0.00%
idahostatesman.com	829	0	0.00%
chiclivingclub.com	730	0	0.00%
Podcast Player	617	1	0.16%
huffpost.com	529	1	0.19%
aol.com	448	0	0.00%
shopgoodwill.com	443	1	0.23%
iHeartRadio: Radio, Podcasts & Music On Demand	379	0	0.00%
rvtrader.com	271	0	0.00%
courttv.com	251	1	0.40%
buzzfeed.com	239	1	0.42%
mediotiempo.com	226	0	0.00%
tumblr.com	207	0	0.00%

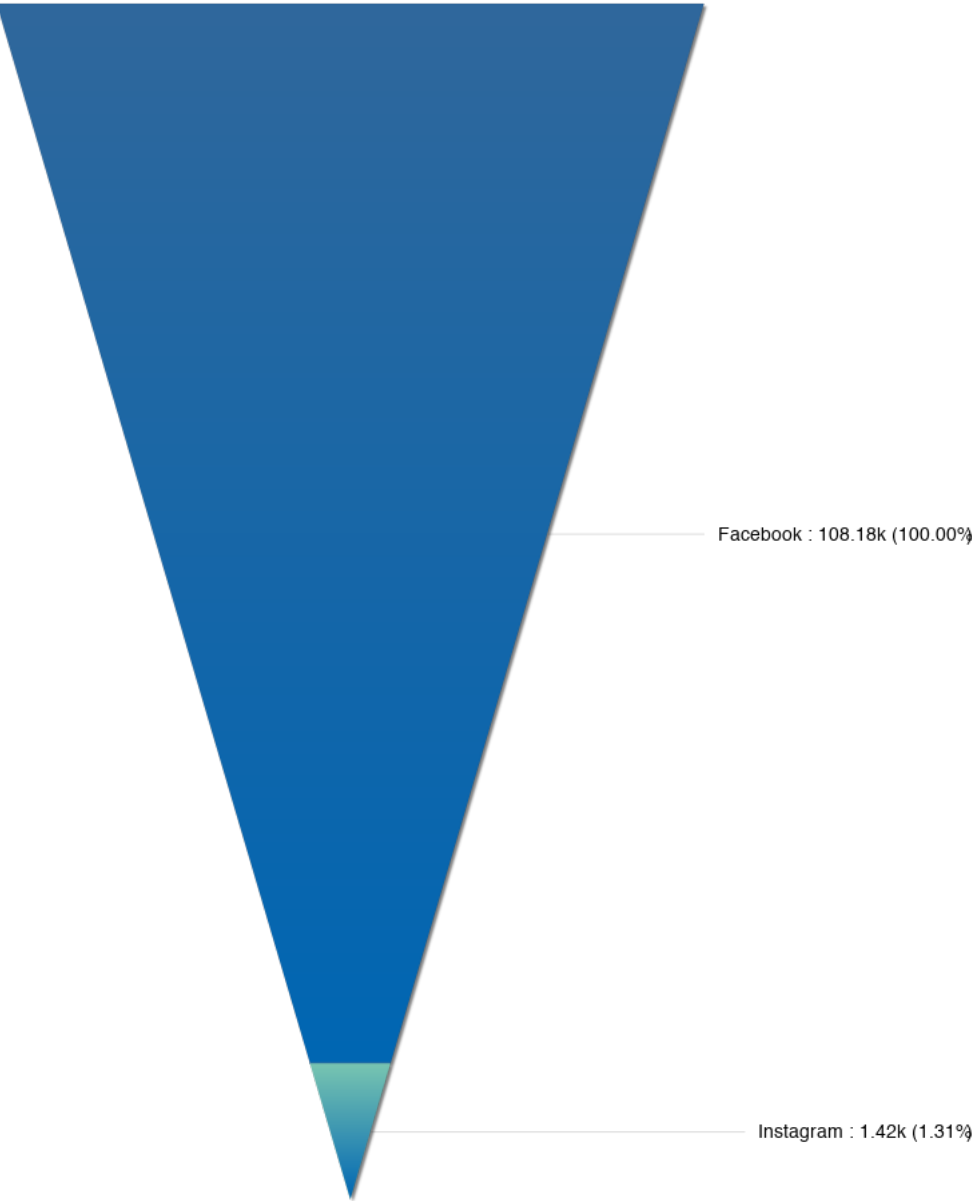


Social Placement Performance

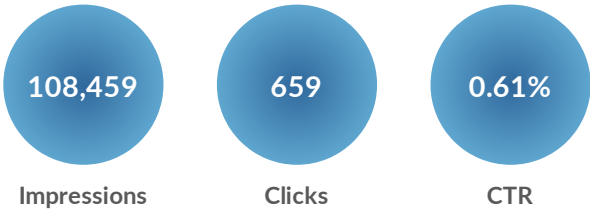
Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	50,635	26	0.05%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	48,167	376	0.78%
Facebook Feed	Your ads appear 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.	5,871	149	2.54%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	3,102	90	2.90%
Instagram Stories	Your ads appear in people's Stories on Instagram.	1,202	39	3.24%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	358	0	0.00%
Facebook Notification	Your ads appear within a user's notifications feed.	264	15	5.68%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	110	4	3.64%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	104	2	1.92%
Facebook Stories	Your ads appear in people's Stories on Facebook.	48	3	6.25%



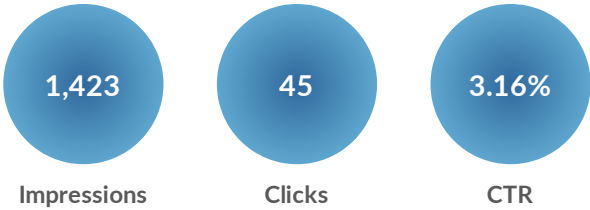
Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance



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



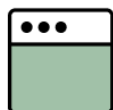
Live Chat



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.