

Digital Marketing Report

Impressions

How many ads were served:

7,138

Clicks

Times a user clicked on an ad

115

Click-Through Rate

(Clicks/Impressions) x 100

1.61%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

1.68%

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

X the National Average

23.02

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%)
Cascade Truck Body-Bend - Pickup Truck/Trailers/Trucks Facebook/Instagram Premium	5,267	75	1.42%	20.34
Cascade Truck Body-Bend - Retargeting Facebook/Instagram Premium	1,871	40	2.14%	30.54

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

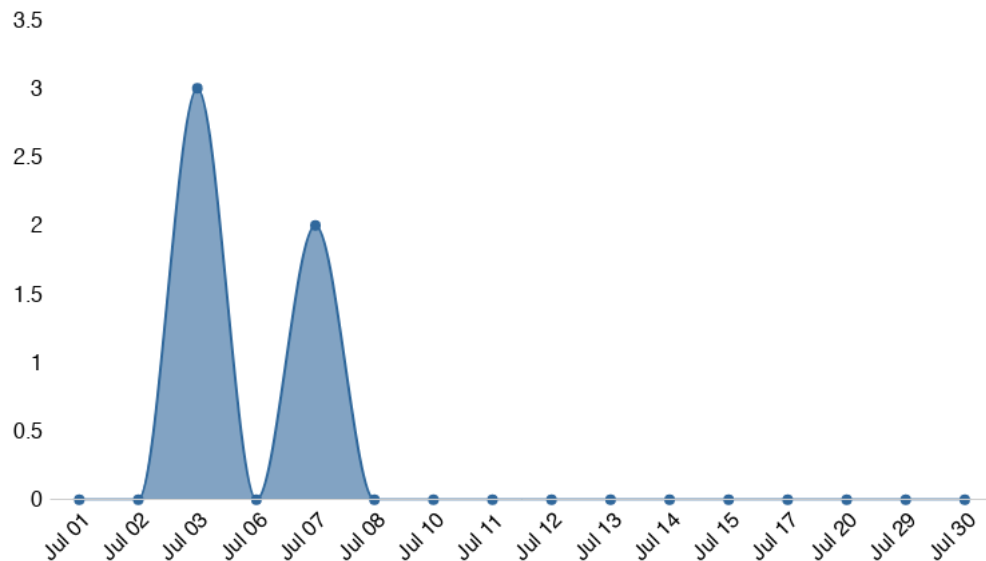
Conversion Name

View-Through Conversions ↓

Cascade Truck Body Homepage Visits

5

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 Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Cascade Truck Body-Bend_6.4_For Work or For Play 2026 1080 x 1080 Bend v2.jpg	7,138	115	1.61%	23.02

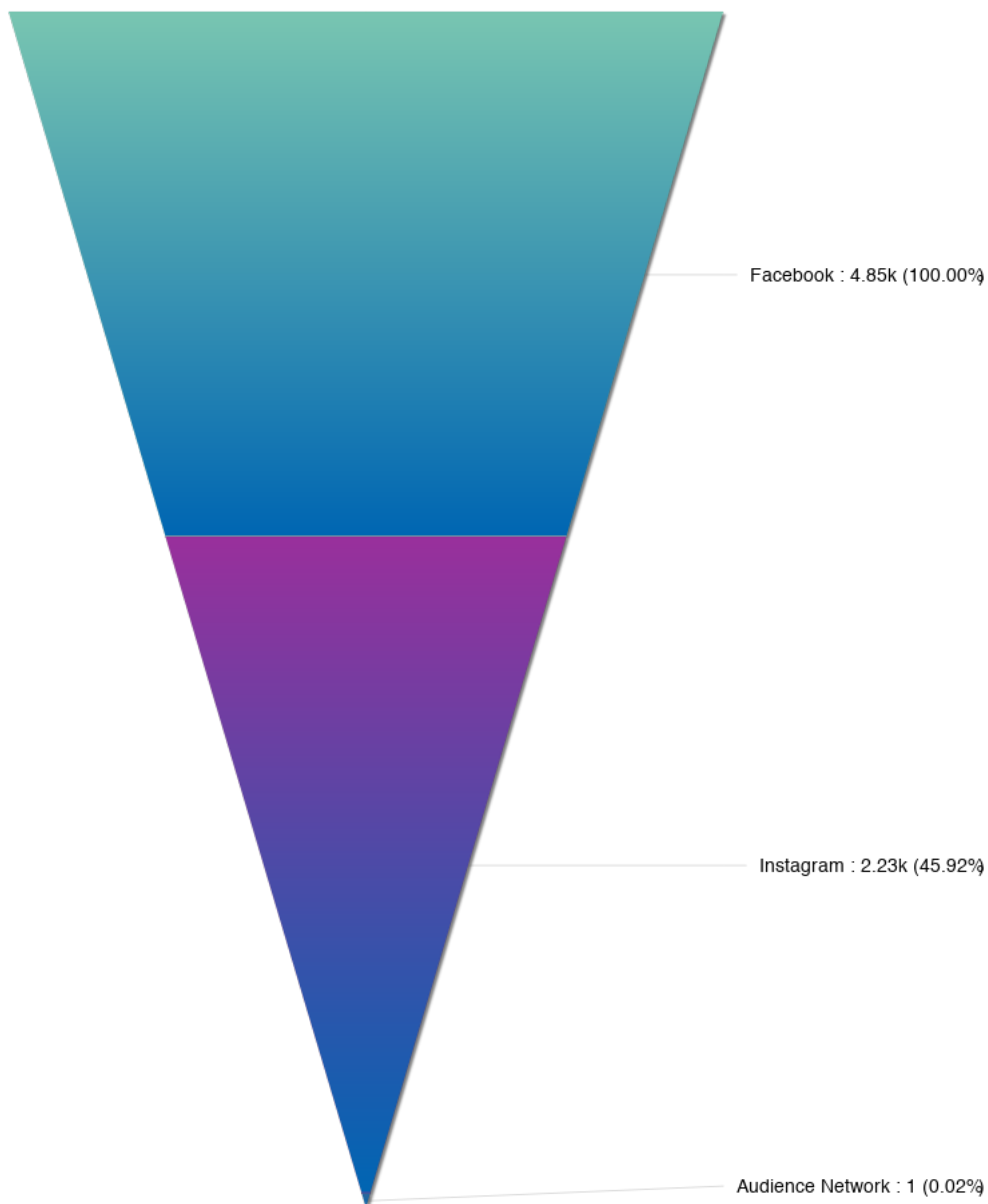
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	6,846	108	1.58%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	269	6	2.23%
Unknown	---	18	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	5	1	20.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	3,121	46	1.47%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,960	33	1.68%
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.	952	19	2.00%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	420	2	0.48%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	196	0	0.00%
Instagram Stories	Your ads appear in people's Stories on Instagram.	158	6	3.80%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	145	1	0.69%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	107	0	0.00%
Facebook Notification	Your ads appear within a user's notifications feed.	65	7	10.77%
Facebook Stories	Your ads appear in people's Stories on Facebook.	11	1	9.09%

Social Placement Performance by Impressions



Facebook News Feed Performance



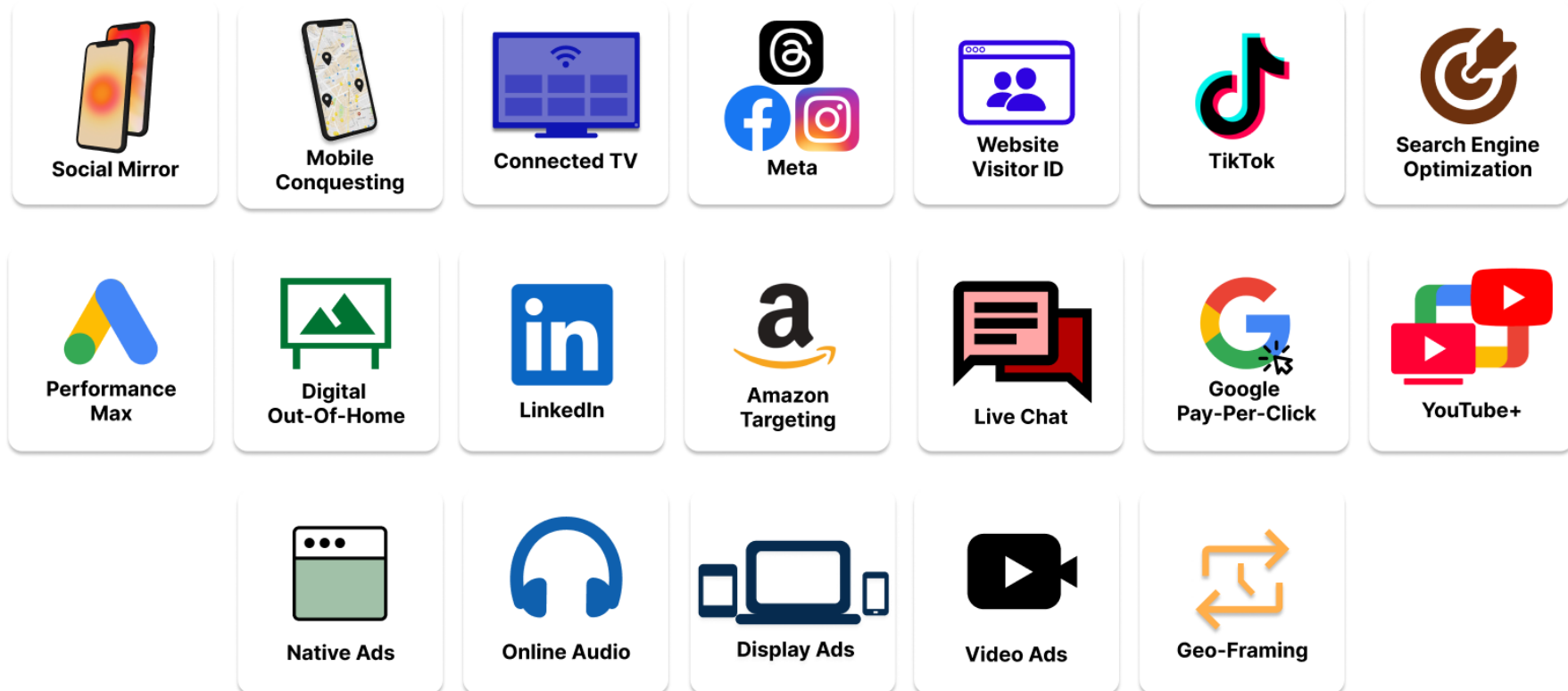
Audience Network Performance



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.