

Digital Marketing Report

Impressions

How many ads were served:

66,126

Clicks

Times a user clicked on an ad

1,022

Click-Through Rate

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

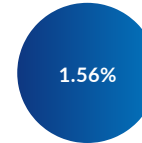
1.55%

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%)

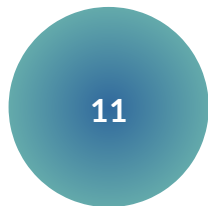
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Roo's Holistic Pet Supplies - Pets/Dog Food/Pet Supplies Facebook/Instagram Premium	62,071	941	1.52%	21.66
Roo's Holistic Pet Supplies - Retargeting Facebook/Instagram Premium	4,055	81	2.00%	28.54

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

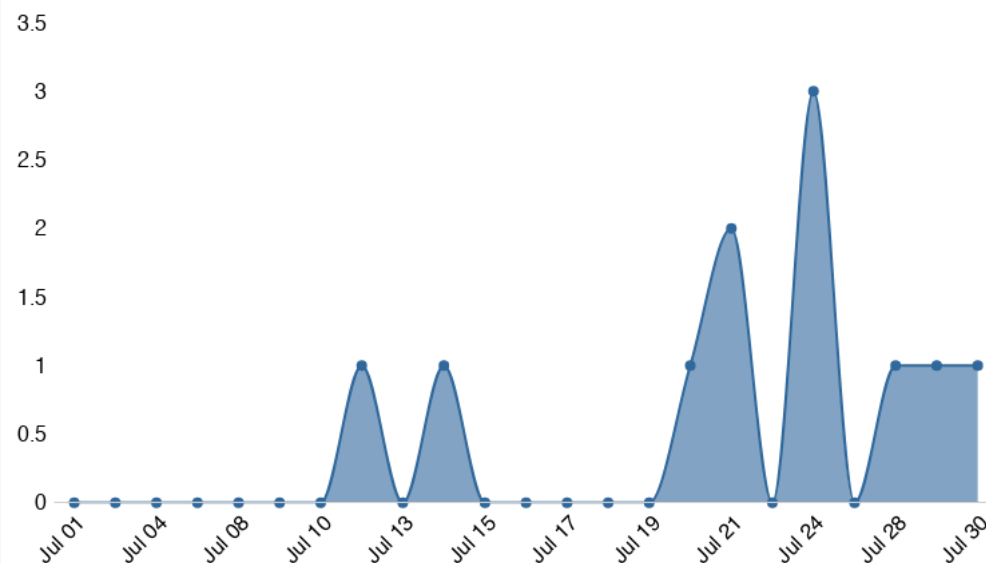
Conversion Name

[View-Through Conversions](#) ↓

Roo's Holistic Pet Supplies Homepage Visits

11

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 Comments



The total number of comments your ads received

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



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Roo's Holistic Pet Supplies_Roos(1).mp4	66,126	1,022	1.55%	22.08



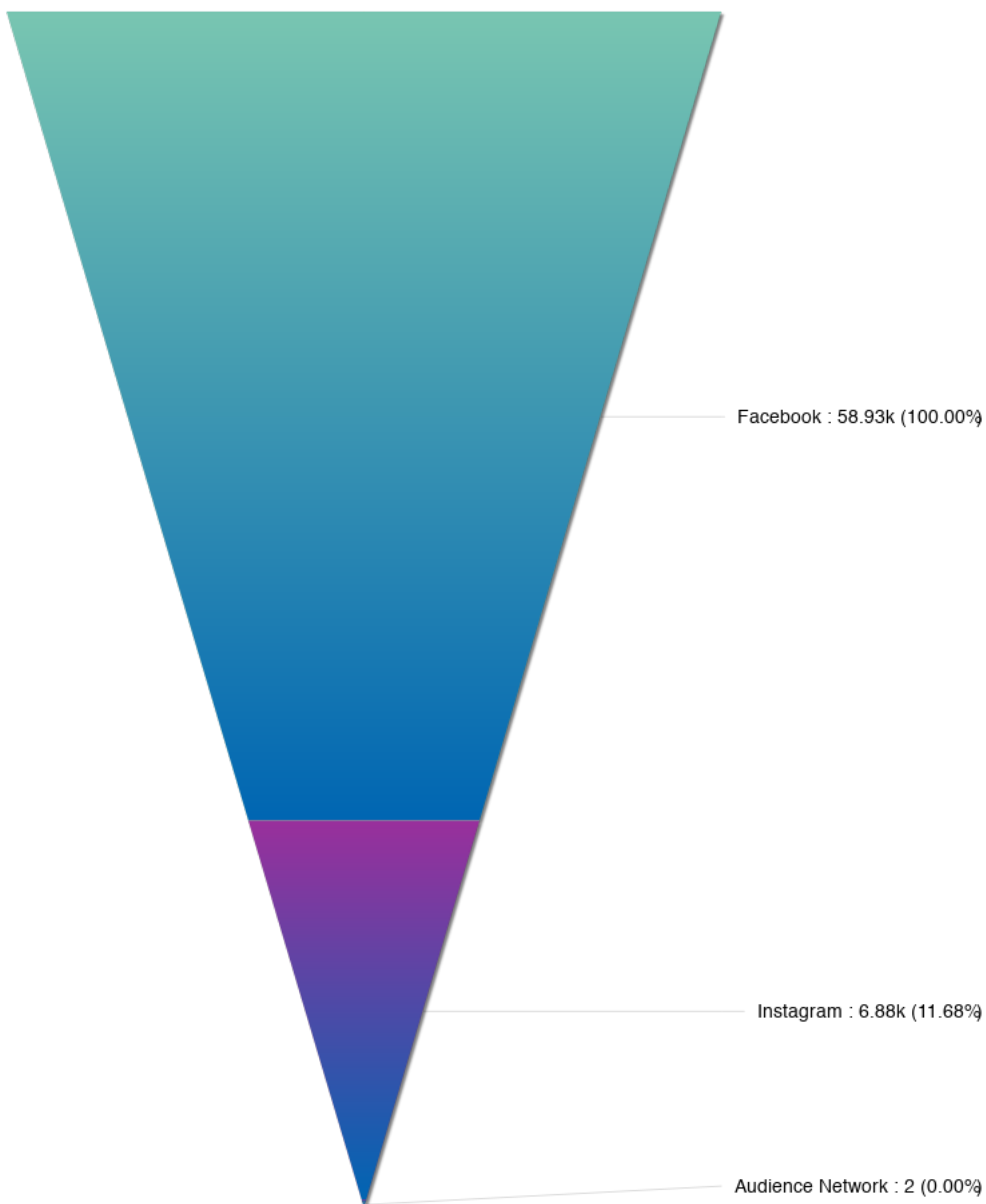
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	64,941	991	1.53%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	755	20	2.65%
Unknown	---	384	6	1.56%
Desktop	A personal computing device that remains stationary at one location.	46	5	10.87%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	49,193	453	0.92%
Instagram Stories	Your ads appear in people's Stories on Instagram.	5,668	179	3.16%
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.	5,462	260	4.76%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,429	46	1.89%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	1,807	34	1.88%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,113	24	2.16%
Facebook Notification	Your ads appear within a user's notifications feed.	305	18	5.90%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	102	1	0.98%
Facebook Stories	Your ads appear in people's Stories on Facebook.	37	4	10.81%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	4	0	0.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



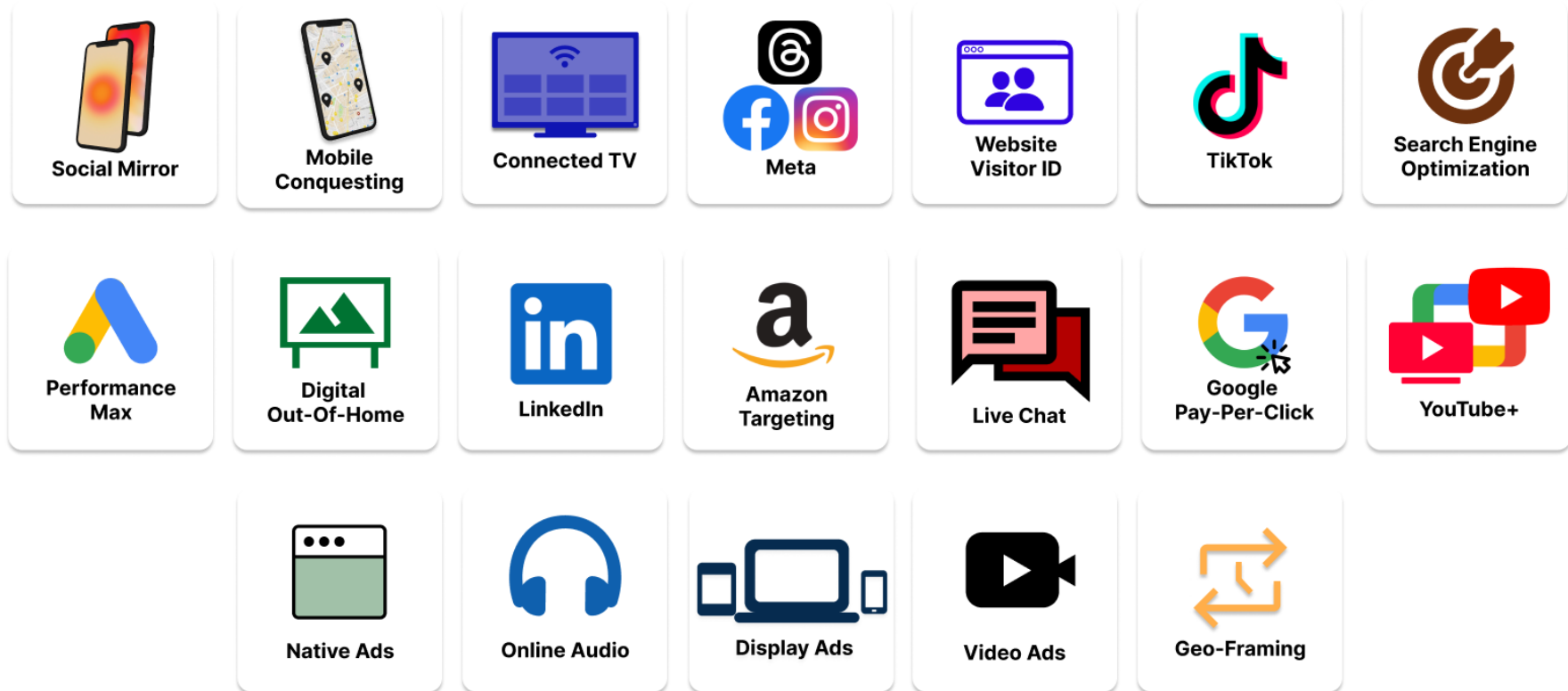
Audience Network Performance



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.