

Digital Marketing Report

Impressions

How many ads were served:

59,933

Clicks

Times a user clicked on an ad

656

Click-Through Rate

(Clicks/Impressions) x 100

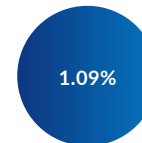
1.09%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 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%)
Amorem - Facebook/Instagram Premium	59,933	656	1.09%	15.64

Meta Post Engagements

1,211

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

17

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

Meta Post Shares

1

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%)
Amorem_7.6.26_Carousel	55,387	541	0.98%	13.95
Amorem_6.17.26_Carousel	4,546	115	2.53%	36.14

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: You Deserve More...	Amorem_6.17.26_Carousel	260
Amorem, formerly CHPC and BHPC	Amorem_6.17.26_Carousel	171
2: You Deserve More...	Amorem_6.17.26_Carousel	75
3: You Deserve More...	Amorem_6.17.26_Carousel	2

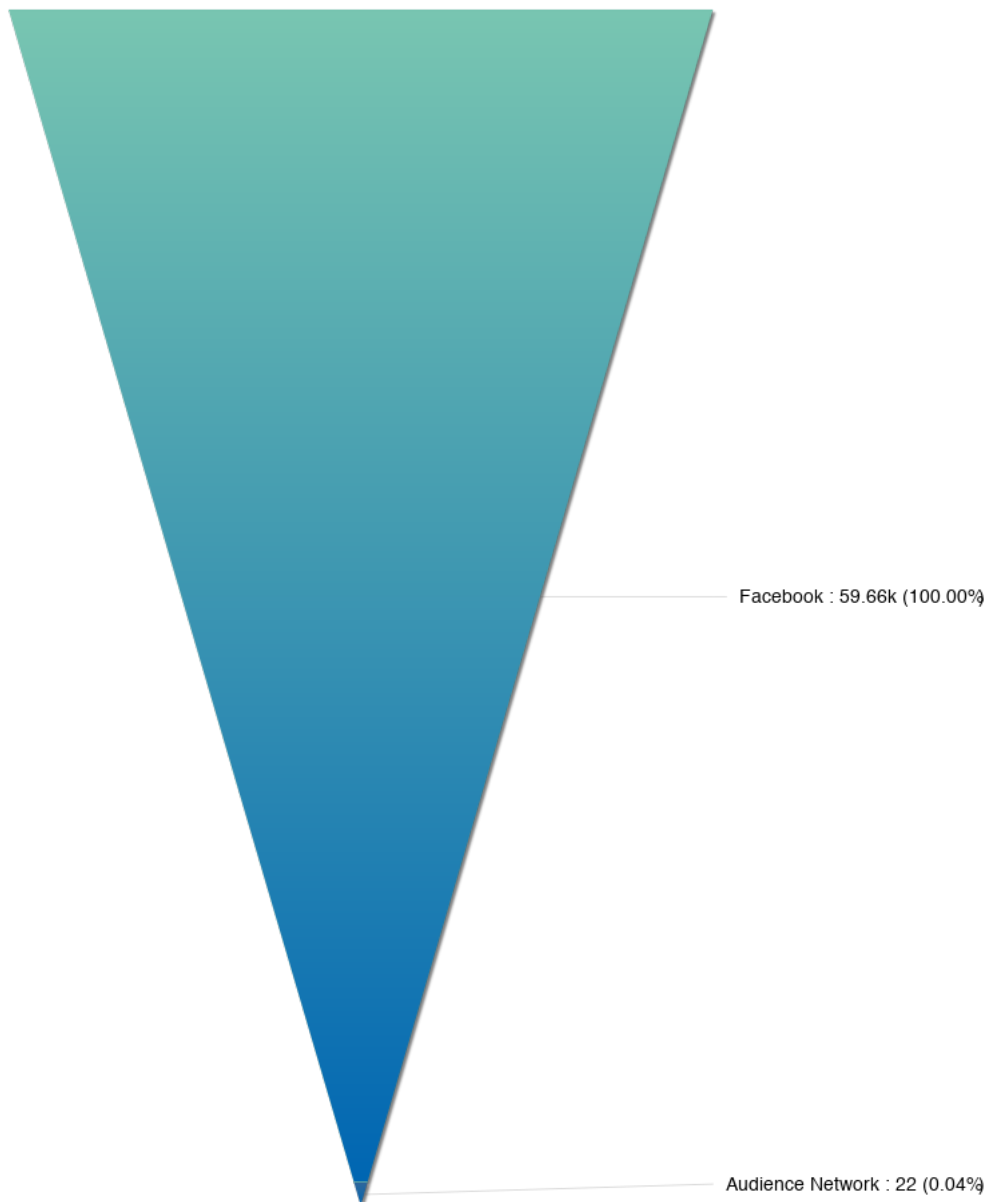
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	55,506	623	1.12%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,410	18	0.53%
Desktop	A personal computing device that remains stationary at one location.	762	8	1.05%
Unknown	---	255	7	2.75%

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.	28,583	413	1.44%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	15,537	50	0.32%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	15,064	139	0.92%
Facebook Stories	Your ads appear in people's Stories on Facebook.	398	32	8.04%
Facebook Notification	Your ads appear within a user's notifications feed.	194	18	9.28%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	81	1	1.23%
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.	54	0	0.00%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	22	3	13.64%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network 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.