



Digital Marketing Report

Impressions

How many ads were served:

14,096

Clicks

Times a user clicked on an ad

1,426

Click-Through Rate

(Clicks/Impressions) x 100

10.12%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

10.33%

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

X the National Average

144.52

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%)
Rene J Fournier's Farm Equipment - Farmer/Agriculture Facebook Premium	8,995	946	10.52%	150.24
Rene J Fournier's Farm Equipment - Event Facebook Premium	5,081	476	9.37%	133.83
Rene J Fournier's Farm Equipment - Retargeting Facebook Premium	20	4	20.00%	285.71

Meta Click Conversions

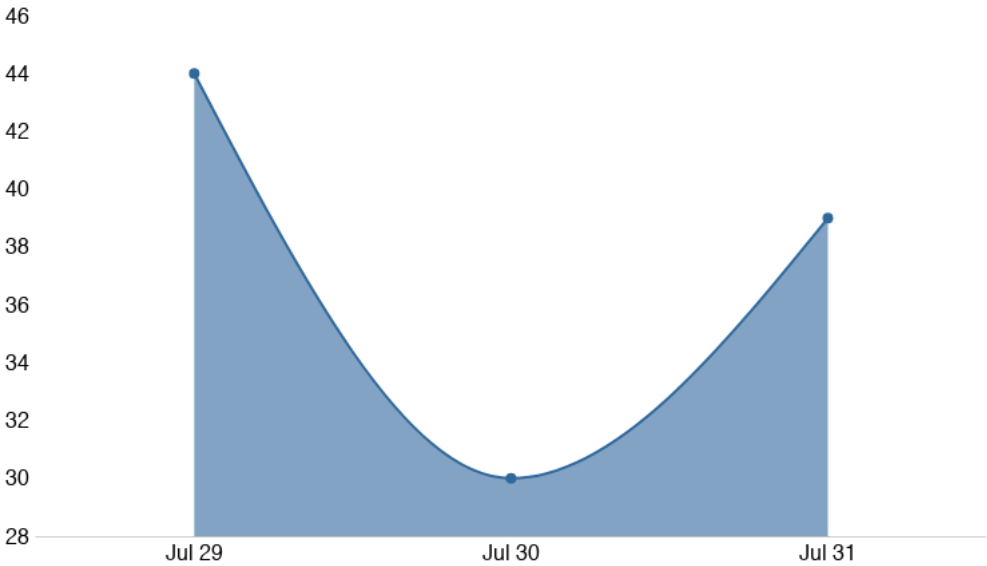


Times users clicked on an ad leading to your site and visited a page or completed an action

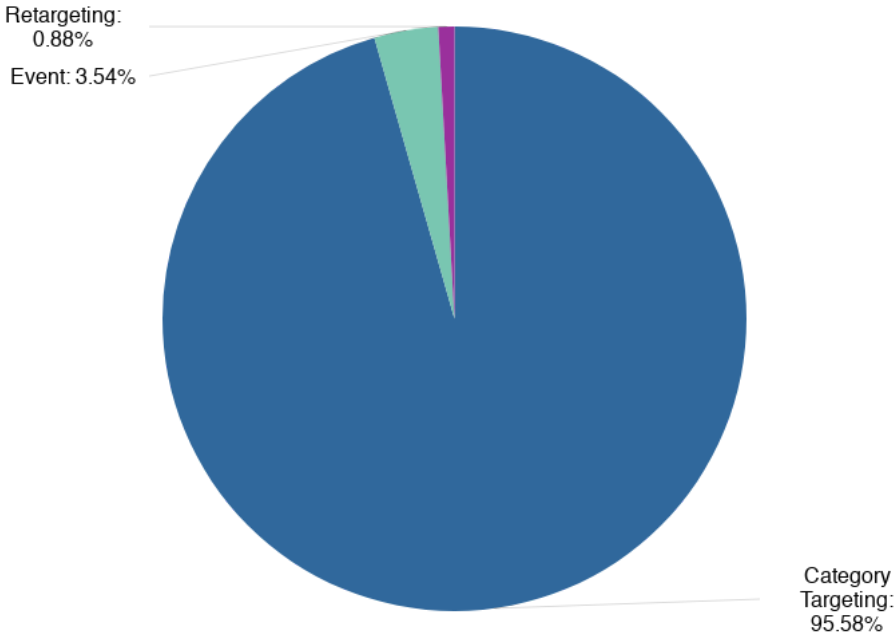
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Rene J Fournier's Farm Equipment Inventory Page	99
Rene J Fournier's Farm Equipment Products Page	13
Rene J Fournier's Farm Equipment About Us Page	1

Meta Click Conversions by Day

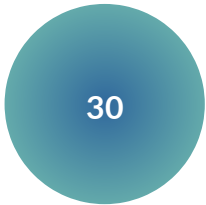


Top Meta Click Conversions by Strategy





Meta View-Through Conversions

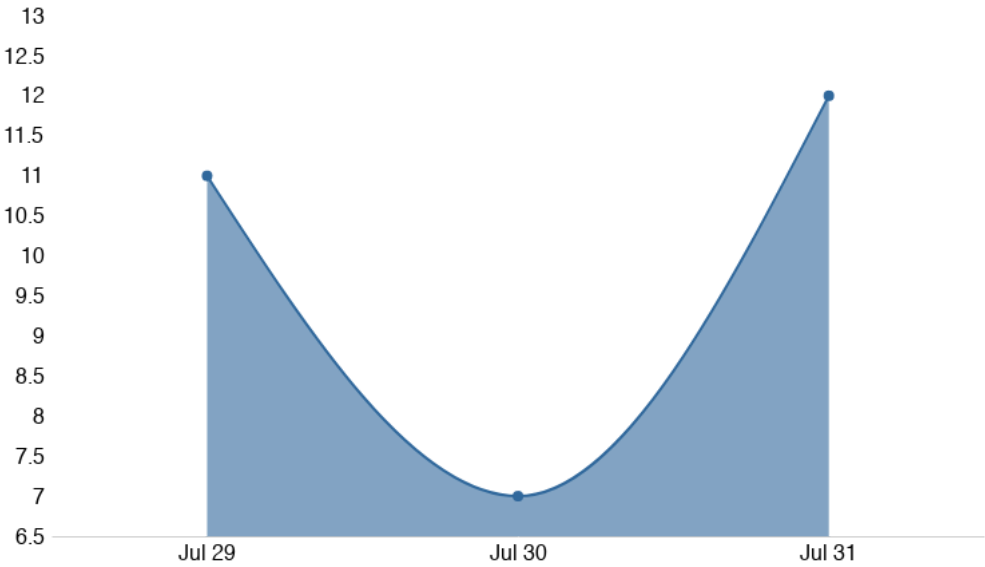


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

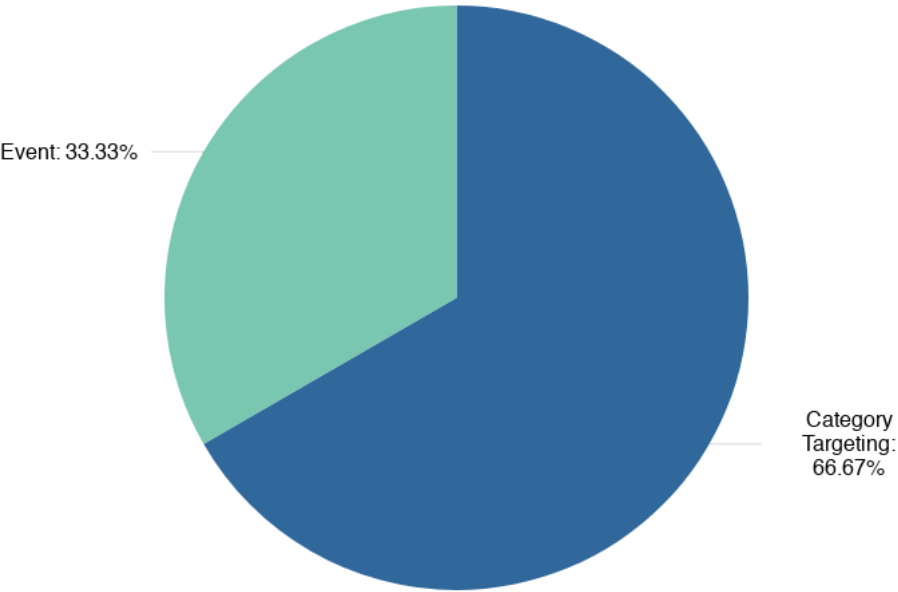
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Rene J Fournier's Farm Equipment Homepage Visits	27
Rene J Fournier's Farm Equipment Inventory Page	3

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Event Response Performance

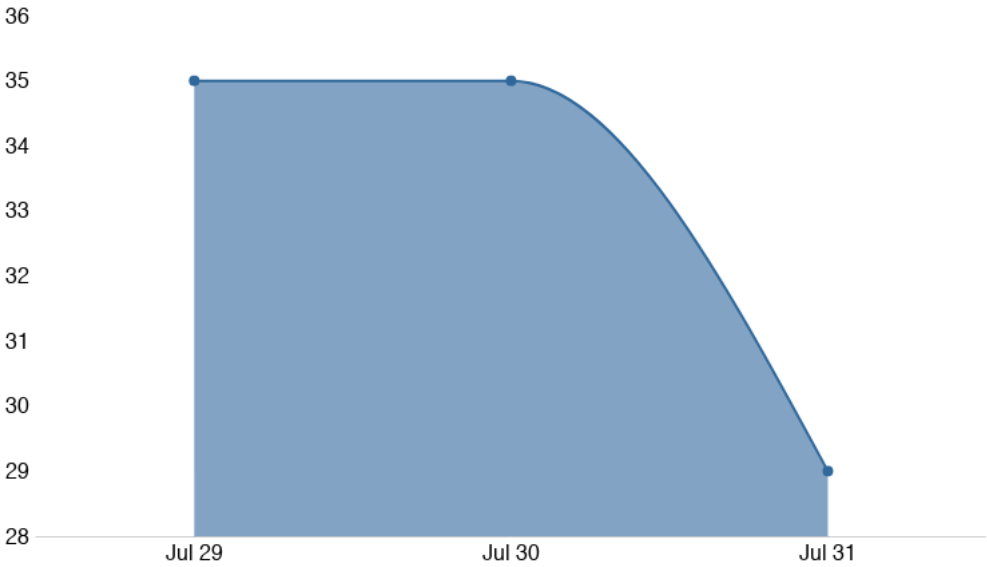


Times users clicked on an ad and responded to the event

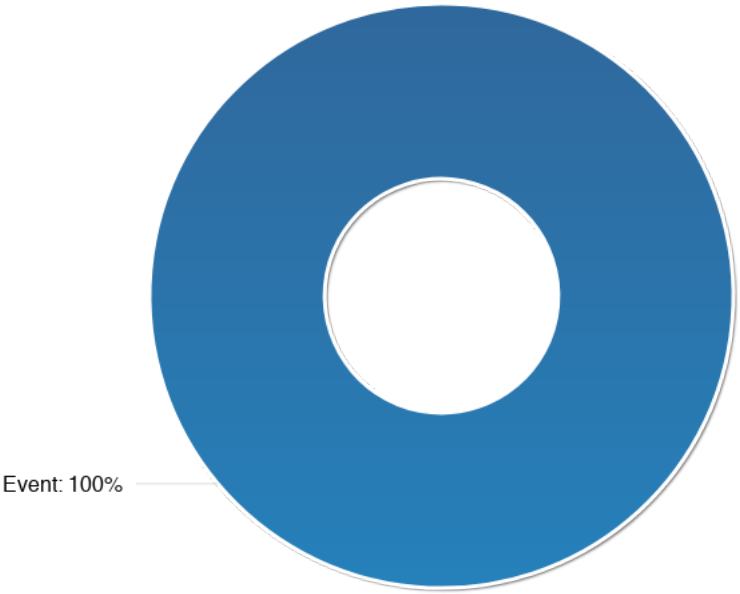
Meta Event Response Performance by Creative

Ad	Event Responses ↓
Rene J Fournier's Farm Equipment_HUGE SUMMER Auction Event	99

Meta Event Responses by Day



Meta Event Responses by Strategy



Meta Post Engagements

2,304

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

Meta Post Comments

2

The total number of comments your ads received

Meta Post Reactions

63

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

Meta Post Shares

31

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%)
Rene J Fournier's Farm Equipment_FournierAuctionAug2026.png	9,015	950	10.54%	150.54
Rene J Fournier's Farm Equipment_HUGE SUMMER Auction Event	5,081	476	9.37%	133.83



Device Performance

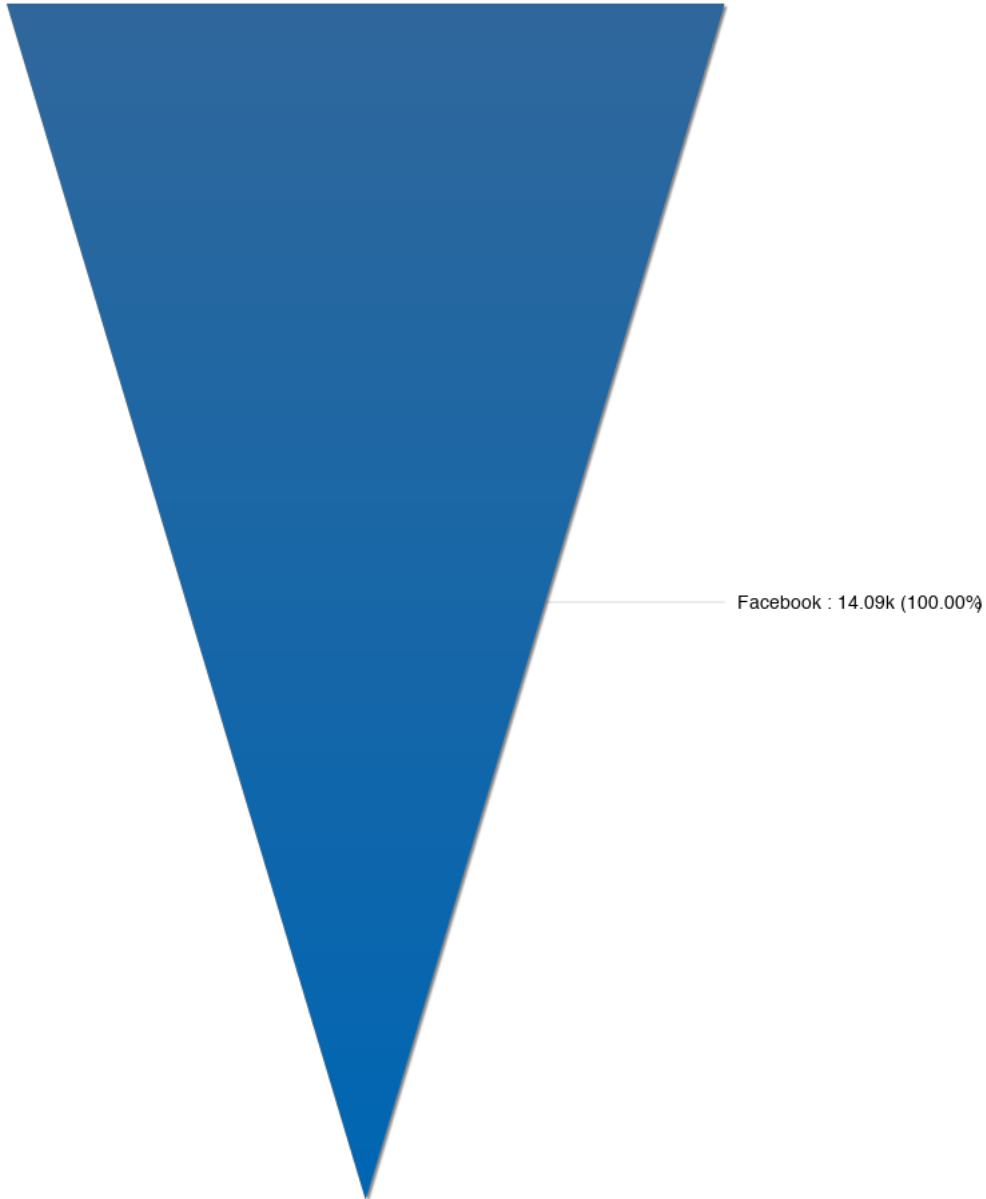
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	13,096	1,306	9.97%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	870	109	12.53%
Unknown	---	114	9	7.89%
Desktop	A personal computing device that remains stationary at one location.	16	2	12.50%



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.	9,057	1,091	12.05%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	4,617	327	7.08%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	368	3	0.82%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	24	1	4.17%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	12	1	8.33%
Facebook Stories	Your ads appear in people's Stories on Facebook.	11	1	9.09%
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.	7	2	28.57%

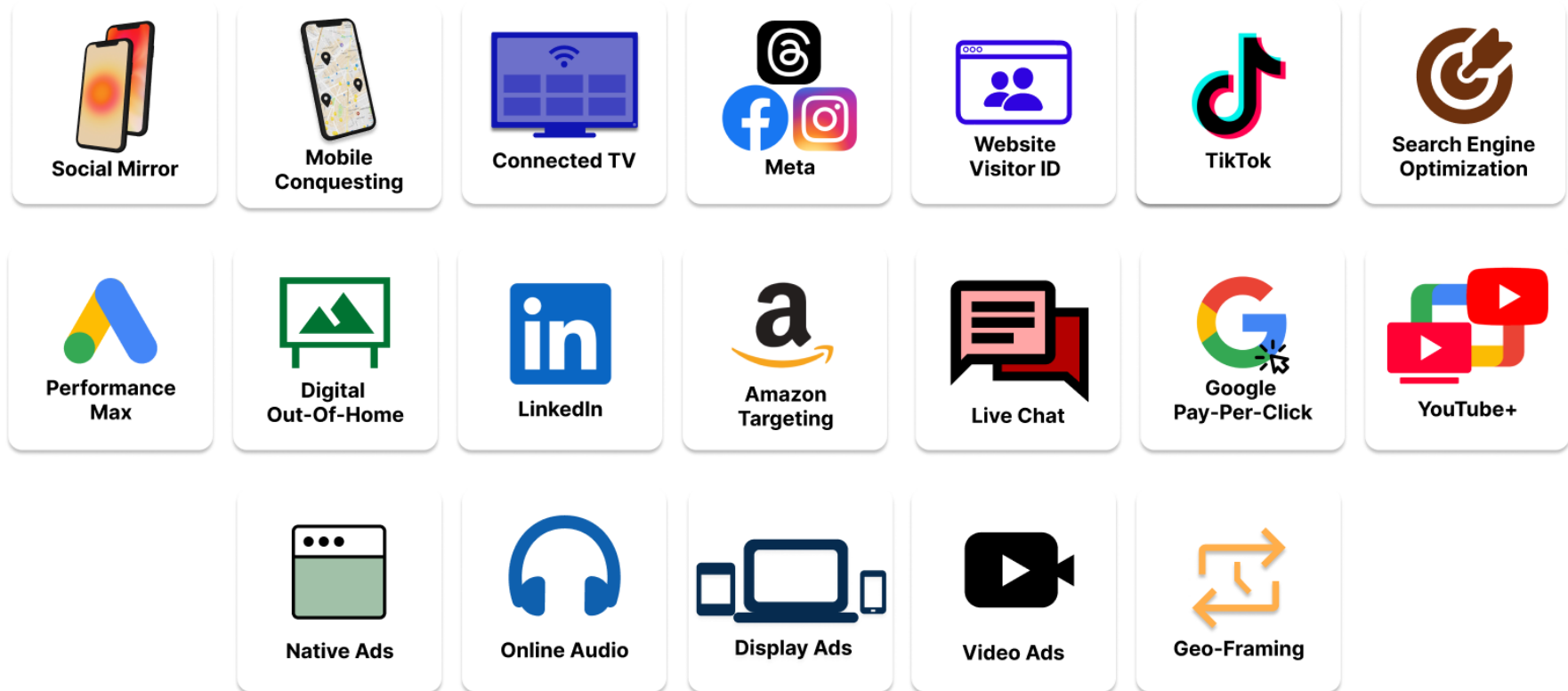
Social Placement Performance by Impressions



Facebook News Feed Performance



All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.