

Digital Marketing Report

Impressions

How many ads were served:

80,774

Clicks

Times a user clicked on an ad

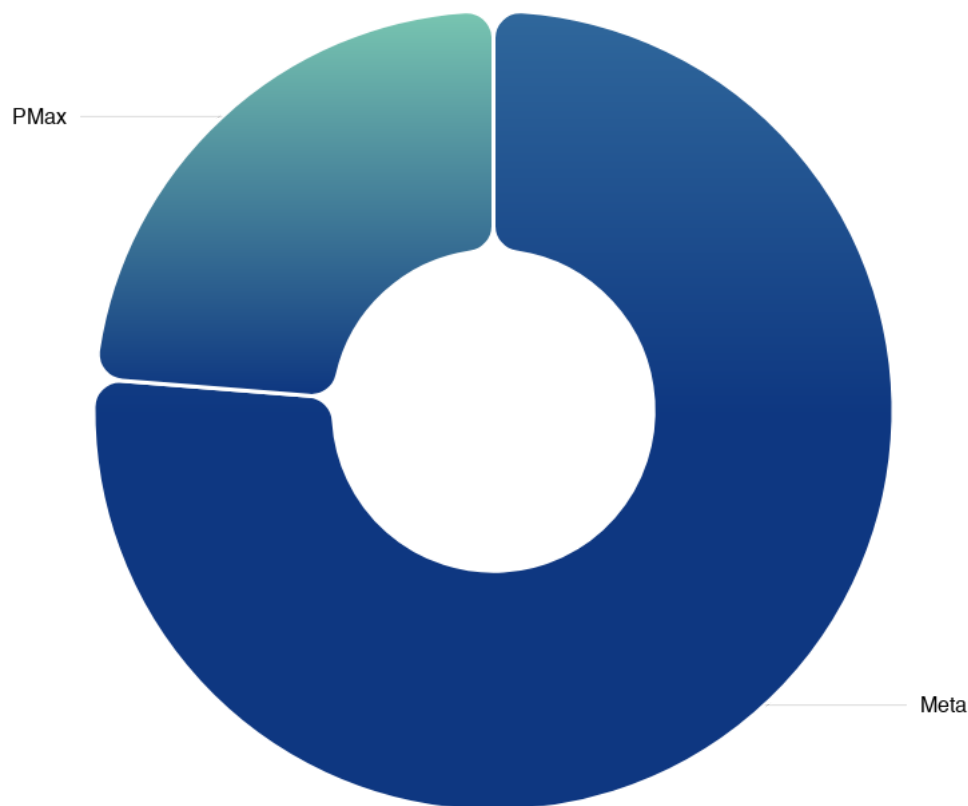
2,461

Click-Through Rate

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

2.01%

Your Product Breakout by Impressions



Events

2,694

Total Clicks, Video Views, Phone Calls, Engagements, & Conversions

Event Rate

14.06%

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

Total Engagement Rate

2.15%

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

X the National Average

28.77

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.

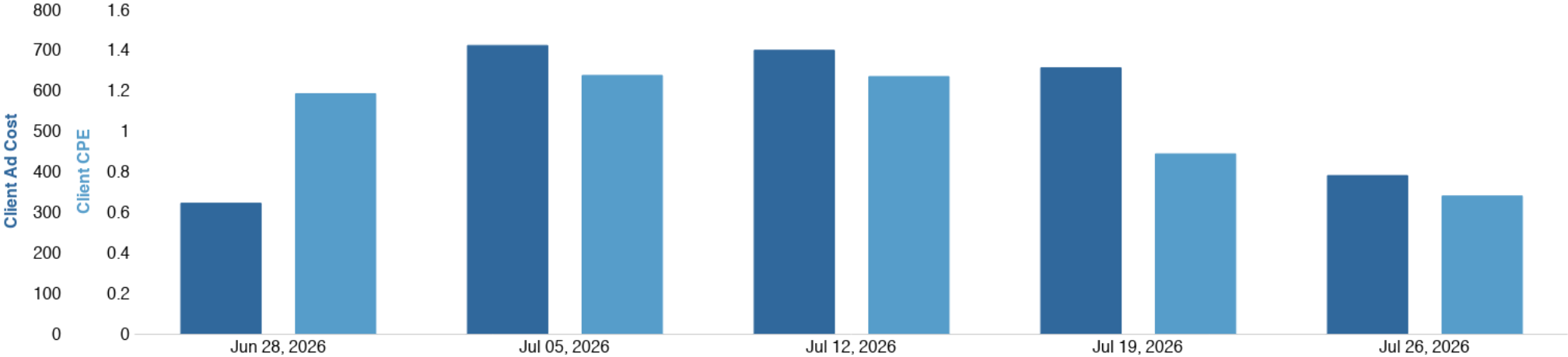
Performance Max Cost



Performance Max Cost-Per-Event



Performance Max Week by Week Spend Performance



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Hampton Roads Academy - Parents with Teens/Independent School Facebook/Instagram Premium	52,295	1,021	1.95%	27.89
Hampton Roads Academy - Parents of Teens/Education/Secondary Schools Performance Max	19,157	1,220	6.37%	90.98
Hampton Roads Academy - Retargeting Facebook/Instagram Premium	9,322	220	2.36%	33.71

Meta Click Conversions

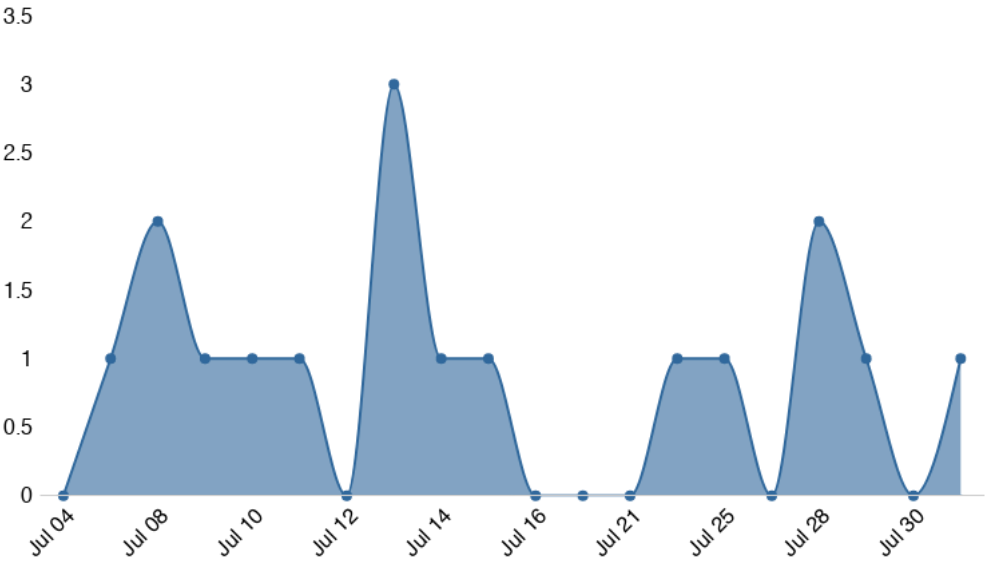


Times users clicked on an ad leading to your site and visited a page or completed an action

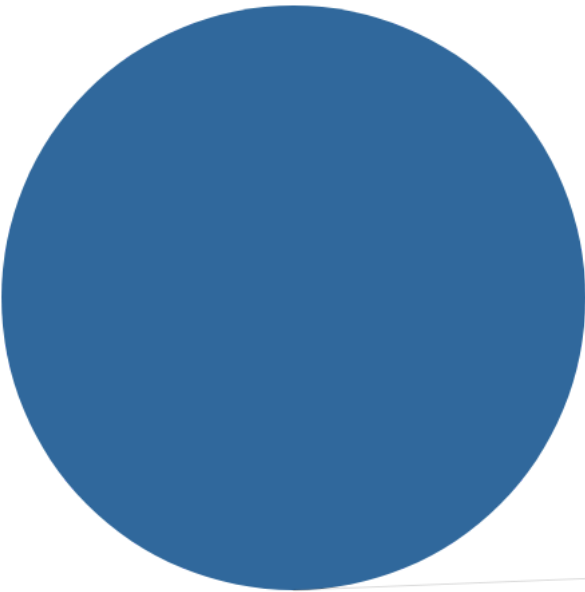
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Hampton Roads Academy Admissions Page View	7
Hampton Roads Academy Tuition Affordability PV	5
Hampton Roads Academy Academics Page View	2
Hampton Roads Academy Visit Us Page View	2
Hampton Roads Academy About Page View	1

Meta Click Conversions by Day

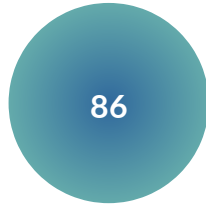


Top Meta Click Conversions by Strategy



Category Targeting: 100%

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

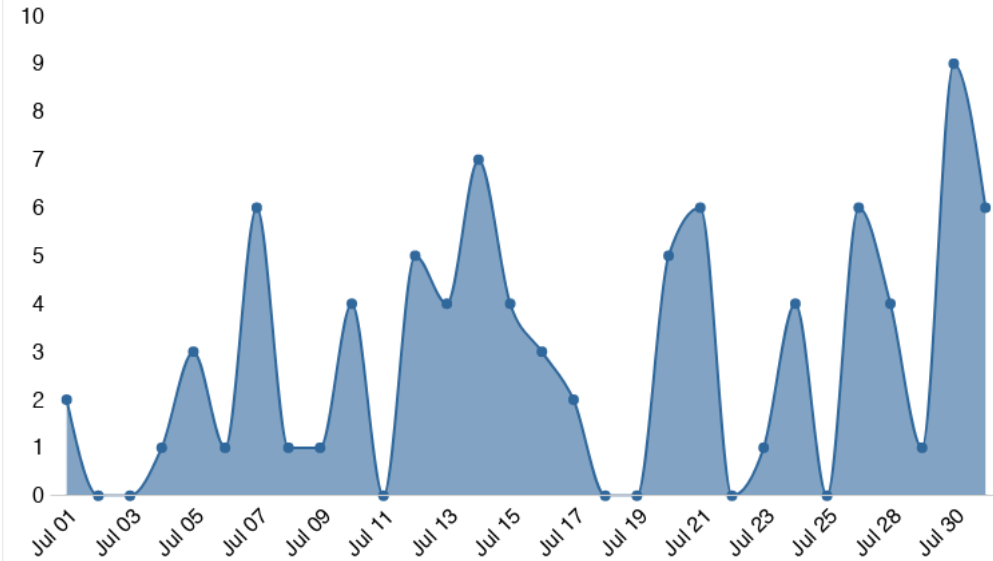
Meta View-Through Conversion Performance

Conversion Name

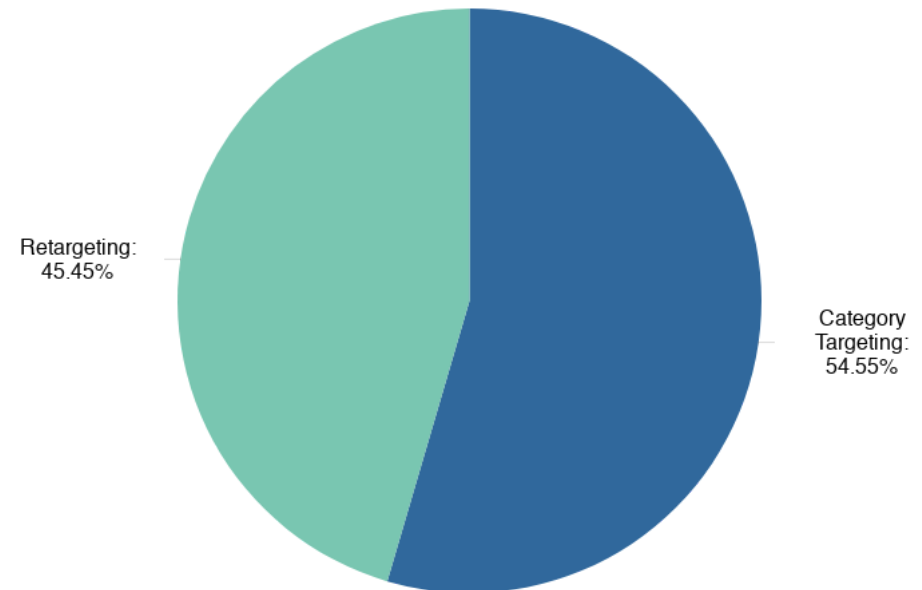
View-Through Conversions ↓

Hampton Roads Academy Homepage Visits	75
Hampton Roads Academy About Page View	2
Hampton Roads Academy HRA FAQs Page View	2
Hampton Roads Academy Student Life Page View	2
Hampton Roads Academy Tuition Affordability PV	2
Hampton Roads Academy Academics Page View	1
Hampton Roads Academy Admissions Page View	1
Hampton Roads Academy Visit Us Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



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 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%)
Hampton Roads Academy_General Carousel	35,789	657	1.84%	26.23
Hampton Roads Academy_Student Life Carousel	12,224	320	2.62%	37.40
Hampton Roads Academy_4.9_HRA_2026 CFSL 30.mov	7,233	203	2.81%	40.09
Hampton Roads Academy_Academics Carousel	5,554	54	0.97%	13.89
Hampton Roads Academy_4.9_HRA_2026 CFSL 15.mov	817	7	0.86%	12.24

Meta Carousel Card Performance

Card Name	Ad	Count ↓
Hampton Roads Academy	Hampton Roads Academy_Student Life Carousel	223
1: Confidence Starts Here	Hampton Roads Academy_General Carousel	205
1: Confidence On Every Stage	Hampton Roads Academy_Student Life Carousel	45
2: A Place To Grow Every Day.	Hampton Roads Academy_General Carousel	34
1: Schedule Your HRA Tour	Hampton Roads Academy_Student Life Carousel	23

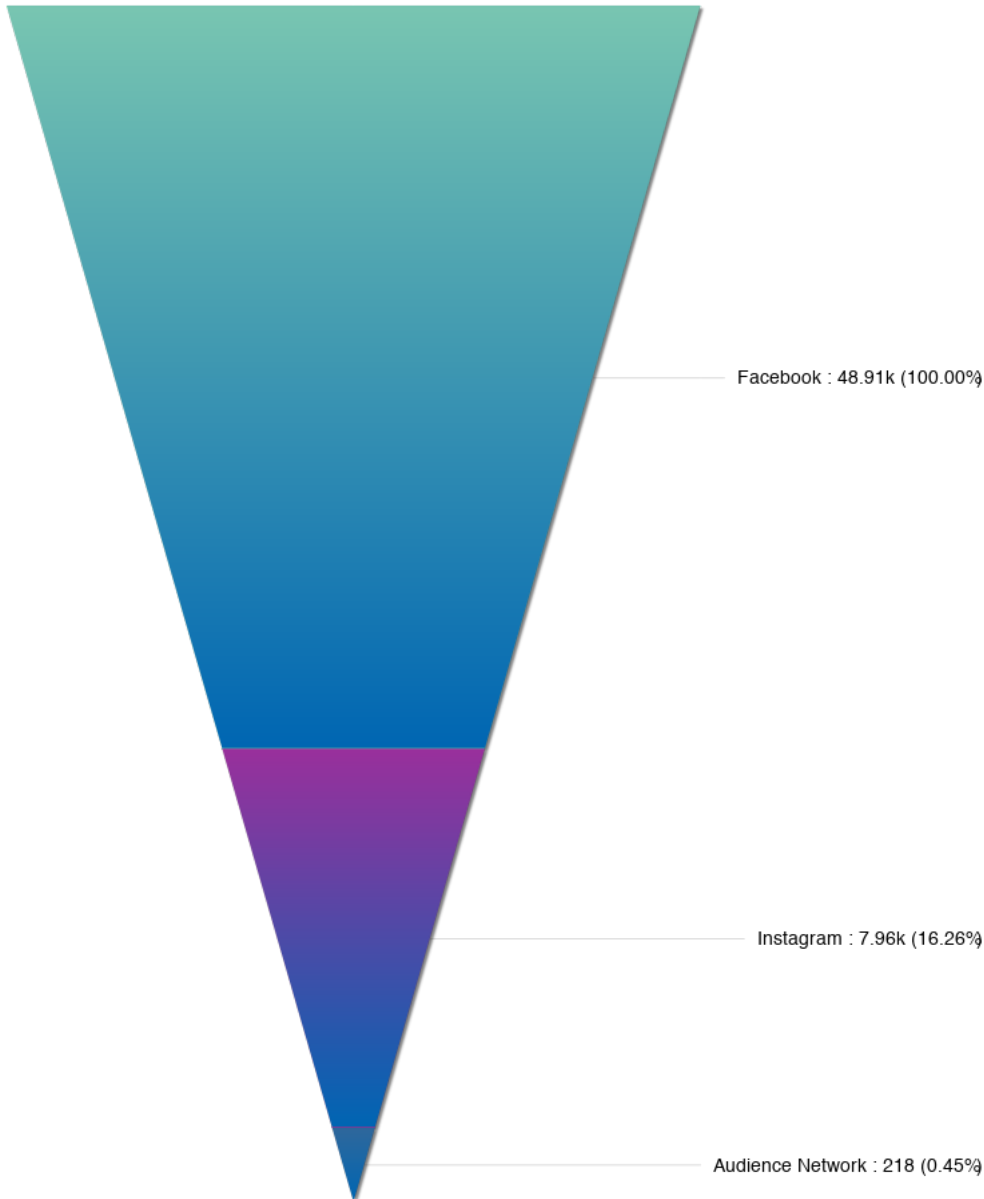
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	54,719	1,207	2.21%
Desktop	A personal computing device that remains stationary at one location.	4,548	0	0.00%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,208	29	1.31%
Unknown	---	142	5	3.52%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	20,689	421	2.03%
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.	13,598	548	4.03%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	10,795	7	0.06%
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.	4,370	0	0.00%
Instagram Stories	Your ads appear in people's Stories on Instagram.	3,921	101	2.58%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	3,339	30	0.90%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	2,236	57	2.55%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,798	49	2.73%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	445	8	1.80%
Facebook Notification	Your ads appear within a user's notifications feed.	133	5	3.76%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance



Grid contains more rows, but they have been clipped.

Performance Max Creative Group Performance

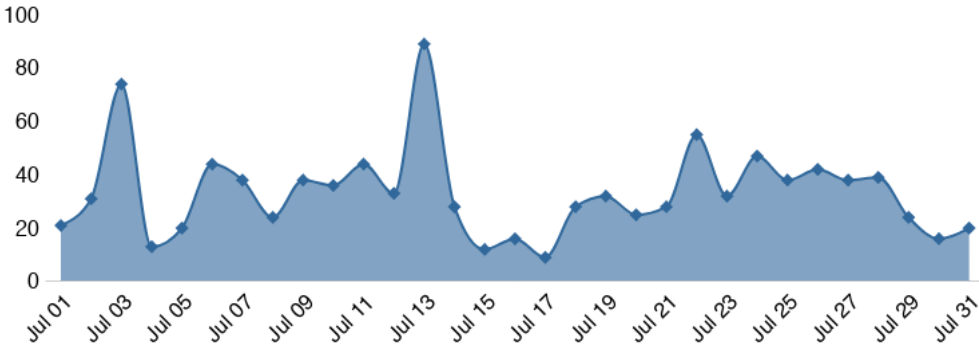
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Hampton Roads Academy - Parents of Teens/Education/Secondary Schools Performance Max	Academic Excellence Schools,Best Academic Private School,Best Academic Schools Near Me,Best Private Schools Near Me,Best School for my student,Best Schools of College Admission,College Prep Curriculum,College Prep High School,College Prep High School Near Me,College Preparatory High School,Diverse Private School Near Me,IB Program Schools Virginia,Independent School Hampton Roads,Is Private School Worth It,K-12 Private School Virginia,Local College Prep Schools,Nansemond-Suffolk Academy,Peninsula Catholic,Performing Arts Private School,Private High School near me,Private High School Poquoson,Private High School Virginia Peninsula,Private High School Williamsburg,Private High School Yorktown,Private Middle School near me,Private Middle School Poquoson,Private Middle School Virginia Peninsula,Private Middle School Williamsburg,Private Middle School Yorktown,Private School Admissions near me,Private School Athletics Hampton Roads,Private School Hampton Roads,Private School Poquoson,Private School Tuition,Private School Virginia Peninsula,Private School Williamsburg,Private School Yorktown,Rigorous Academic Schools,School for Gifted Students,Schools With Arts Program,Schools With Clubs and Activities,Schools With Leadership Programs,Schools With STEM	2,782.47	1.03	19,157	2,694	14.06%

Performance Max Click Conversions



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

Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

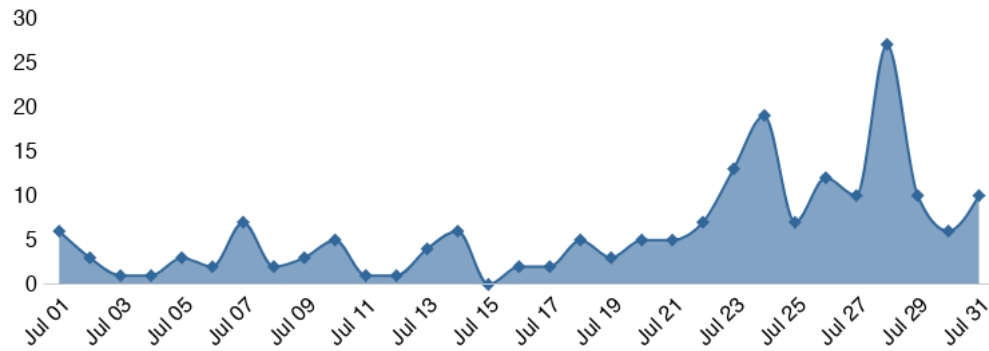
Conversion Action Name	Click Conversions ↓
Hampton Roads Academy Admissions Page View	203
Hampton Roads Academy Affordability Page View	168
Local actions - Website visits	141
Hampton Roads Academy Admissions Process Page View	122
Local actions - Other engagements	93
Hampton Roads Academy Visit Us Page View	67
Hampton Roads Academy About HRA Page View	66
Local actions - Directions	57
Hampton Roads Academy Academics Page View	39
Hampton Roads Academy Student Life Page View	31
Clicks to call	20
Hampton Roads Academy FAQs Page View	12
Hampton Roads Academy Admissions Events Page View	6
Hampton Roads Academy How to Apply Page View	5

Performance Max View-through Conversions



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

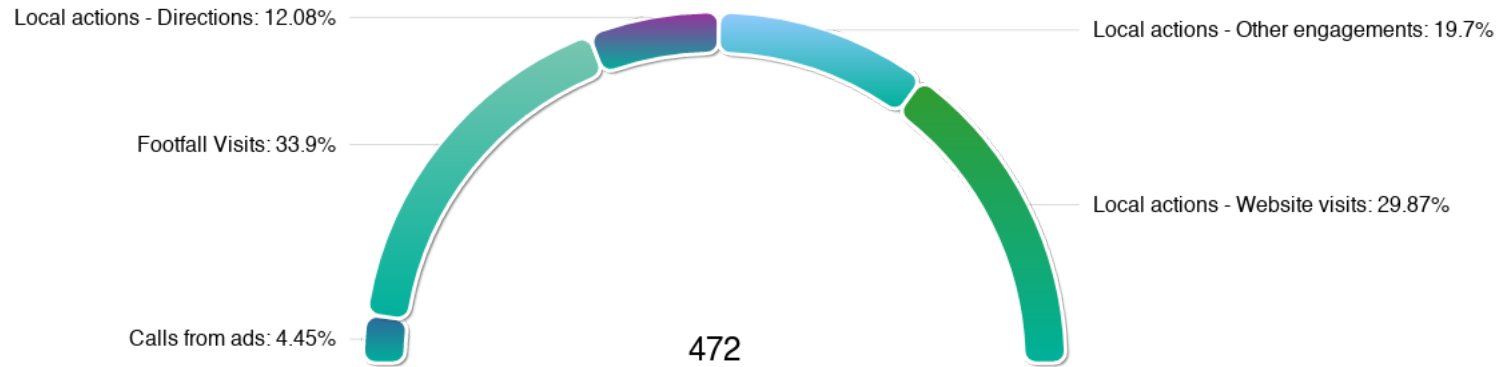
Performance Max View-through Conversions by Day



Performance Max View-through Conversion Performance

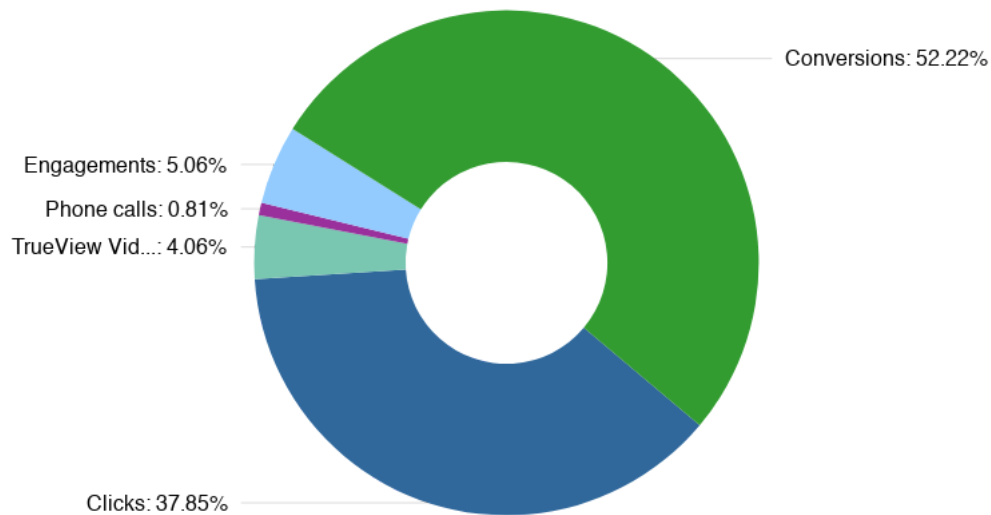
Conversion Action Name	View-through Conversions ↓
Hampton Roads Academy Homepage Visits	107
Hampton Roads Academy Affordability Page View	25
Hampton Roads Academy Student Life Page View	11
Hampton Roads Academy Admissions Process Page View	10
Hampton Roads Academy About HRA Page View	8
Hampton Roads Academy Academics Page View	7
Hampton Roads Academy Visit Us Page View	6
Hampton Roads Academy FAQs Page View	5
Hampton Roads Academy Admissions Page View	4

Performance Max Other Google Conversions - these are automatic conversions Google tracks based on actions taken from your ads

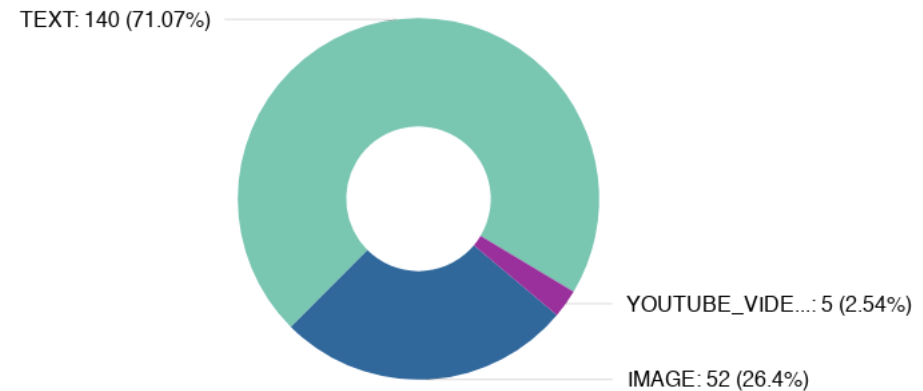


"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



Creative Type by Quantity



Performance Max Top 5 Extension Performance

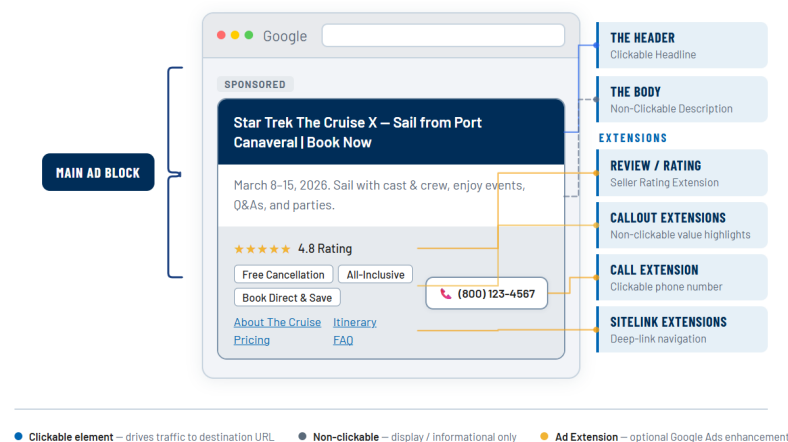
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
SITELINK	Learn about the application process, Start your journey with HRA today, Admissions	1,404	1,219	86.85%	1,153.86	0.95
CALLOUT	Learn More	183	155	84.90%	101.44	0.65
CALL	757-884-9148	949	798	84.09%	820.33	1.03
LOGO	https://tpc.google syndication.com/simgad/1134317139448512596	931	763	81.98%	649.02	0.85
CALLOUT	Where Futures Begin	95	76	79.73%	67.20	0.89

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.

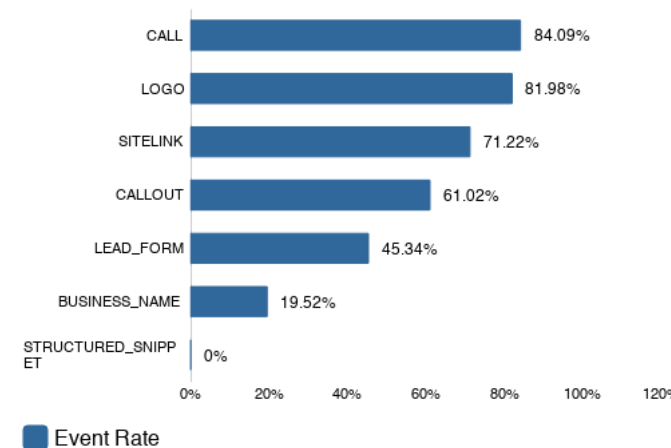
197

Number of Creative Assets

Currently Running



Performance Max Extension Type Performance



This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself. Location Extensions are not currently available to be shown.

Performance Max Call Reporting Details

Date	Client ↑	Client Phone Number	Phone calls
Jul 01, 2026	Hampton Roads Academy	757-884-9148	1
Jul 02, 2026	Hampton Roads Academy	757-884-9148	1
Jul 06, 2026	Hampton Roads Academy	757-884-9148	2
Jul 09, 2026	Hampton Roads Academy	757-884-9148	1
Jul 16, 2026	Hampton Roads Academy	757-884-9148	1
Jul 27, 2026	Hampton Roads Academy	757-884-9148	4
Jul 28, 2026	Hampton Roads Academy	757-884-9148	1
Jul 30, 2026	Hampton Roads Academy	757-884-9148	3
Jul 31, 2026	Hampton Roads Academy	757-884-9148	5

“Phone calls” are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.

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.