

Digital Marketing Report

Impressions

How many ads were served:

34,209

Clicks

Times a user clicked on an ad

568

Click-Through Rate

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

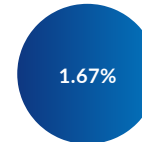
1.66%

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%)
Homestead Resources - Household Income top 25%-50% of ZIP codes (US)/Single/Parents Facebook/Instagram Premium	29,914	505	1.69%	24.12
Homestead Resources - Retargeting Facebook/Instagram Premium	4,295	63	1.47%	20.95

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

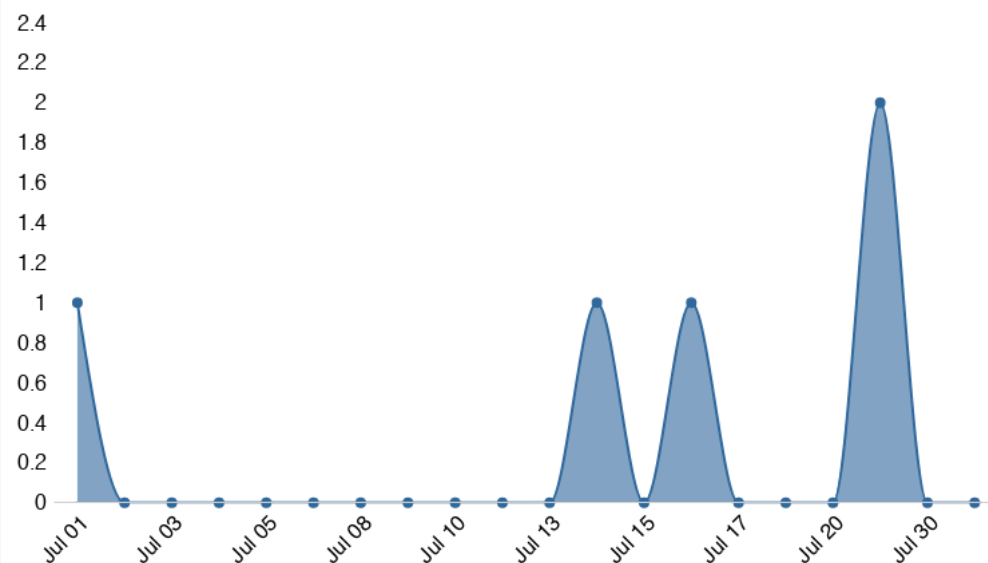
Conversion Name

[View-Through Conversions](#) ↓

Homestead Resources 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 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%)
Homestead Resources_Feel at Home Digital Ad- Front Door	28,604	475	1.66%	23.72
Homestead Resources_Feel at Home Digital Ad- Living Room	5,030	78	1.55%	22.15
Homestead Resources_Feel at Home Digital Ad- Outside	575	15	2.61%	37.27



Device Performance

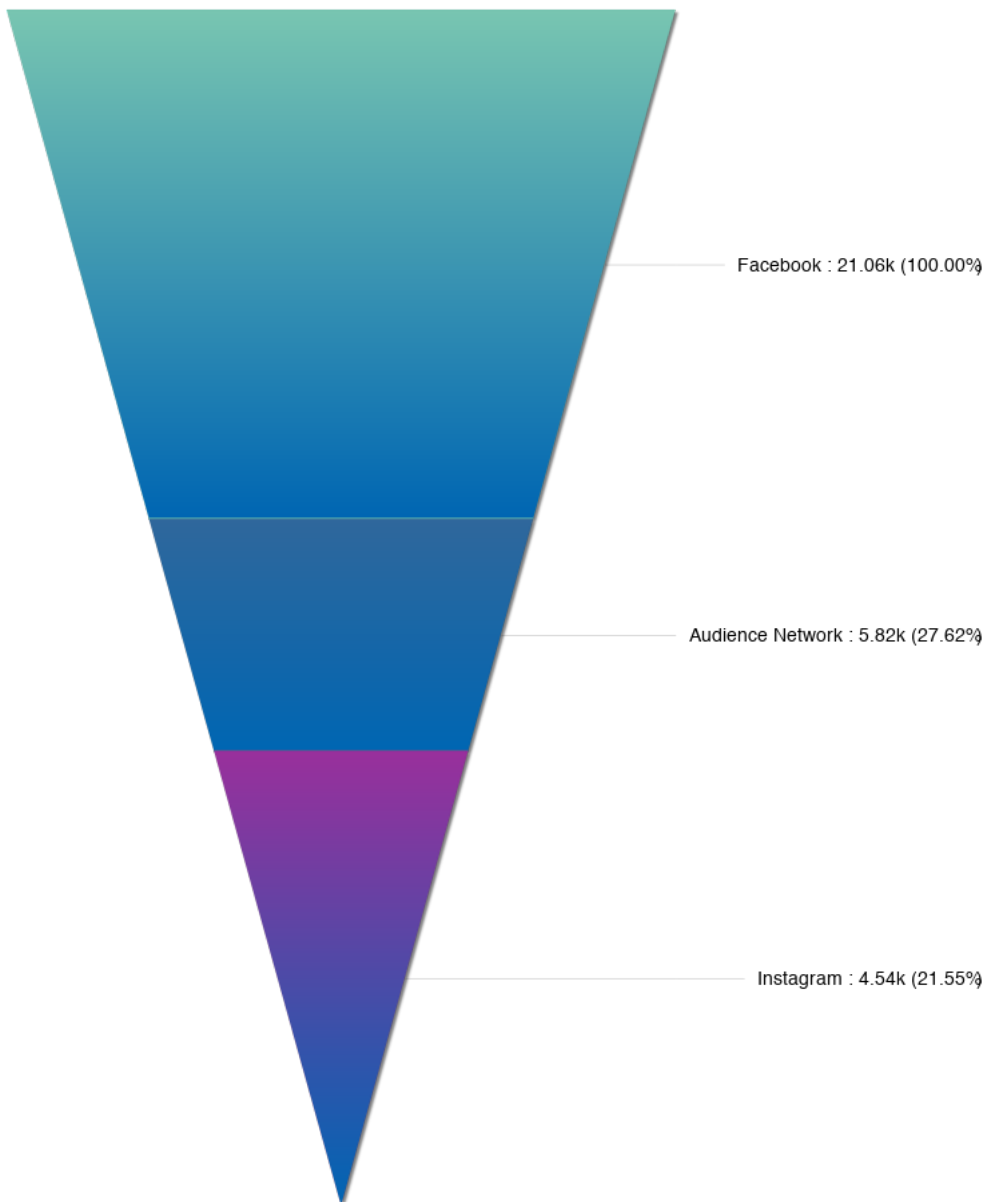
Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	33,022	548	1.66%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,024	14	1.37%
Unknown	---	157	6	3.82%
Desktop	A personal computing device that remains stationary at one location.	6	0	0.00%



Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Facebook Reels	Your ads appear in the Reels tab on Facebook.	17,093	256	1.50%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	5,818	20	0.34%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	3,847	62	1.61%
Facebook Notification	Your ads appear within a user's notifications feed.	2,755	137	4.97%
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.	2,233	57	2.55%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,403	19	1.35%
Instagram Stories	Your ads appear in people's Stories on Instagram.	648	8	1.23%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	217	2	0.92%
Facebook Stories	Your ads appear in people's Stories on Facebook.	97	4	4.12%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	44	2	4.55%

Social Placement Performance by Impressions



Facebook News Feed Performance



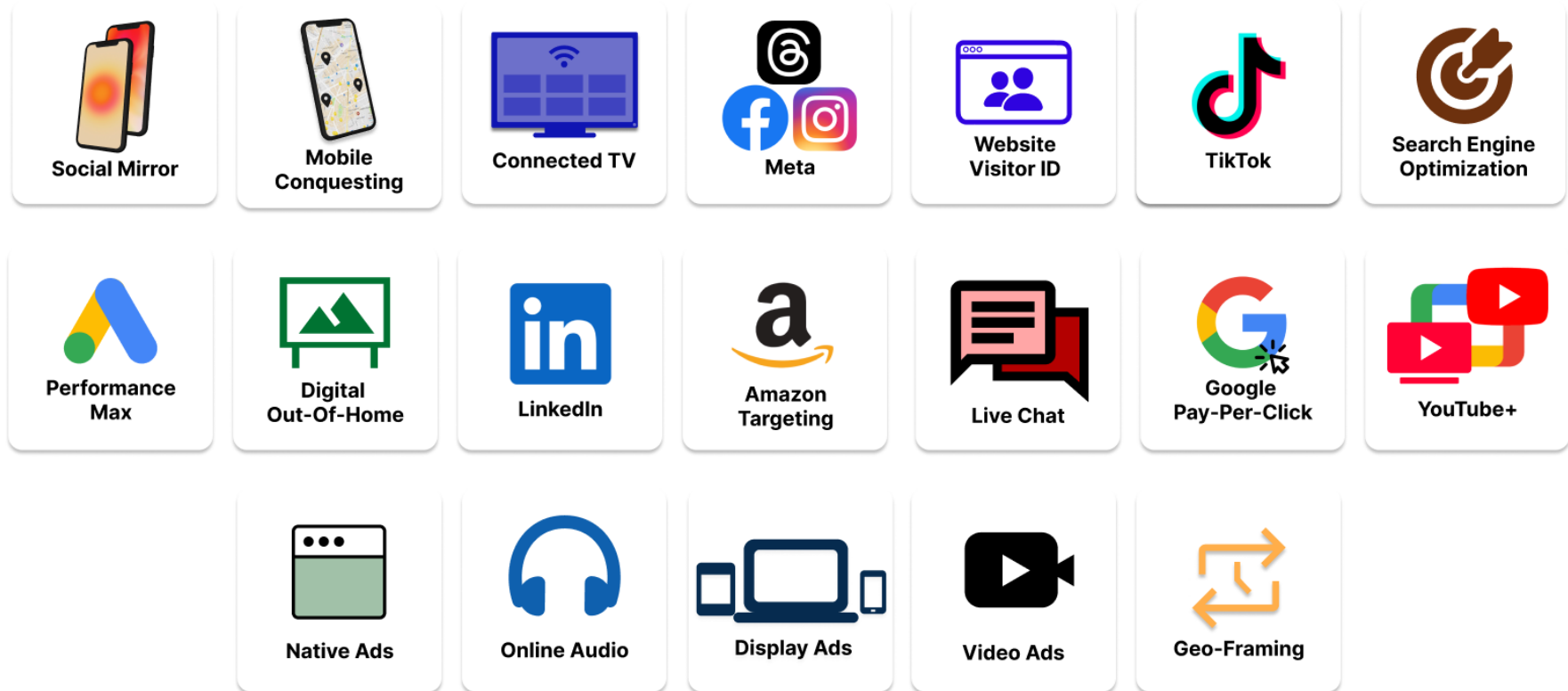
Audience Network Performance



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.