

Digital Marketing Report

Impressions

How many ads were served:

273,655

Clicks

Times a user clicked on an ad

1,084

Click-Through Rate

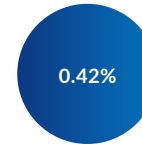
(Clicks/Impressions) x 100

0.40%

Your Product Breakout by Impressions



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%)
National Pools of Roanoke - Furniture Shoppers/Pool Supplies Shoppers Mobile	90,305	168	0.19%	2.66
National Pools of Roanoke - Furniture/Backyard/Swimming Pool Facebook/Instagram Premium	58,335	536	0.92%	13.13
National Pools of Roanoke - Keyword Social Mirror	54,471	80	0.15%	2.10
National Pools of Roanoke - Outdoor Furniture Buyers/Pool Owners Behavioral Social Mirror	47,526	152	0.32%	4.57
National Pools of Roanoke - Website Retargeting Mobile	9,358	51	0.54%	7.79
National Pools of Roanoke - Retargeting Social Mirror	4,769	8	0.17%	2.40
National Pools of Roanoke - Geo-Retargeting Mobile	4,729	16	0.34%	4.83
National Pools of Roanoke - Retargeting Facebook/Instagram Premium	4,162	73	1.75%	25.06

Social Mirror View-through Conversions



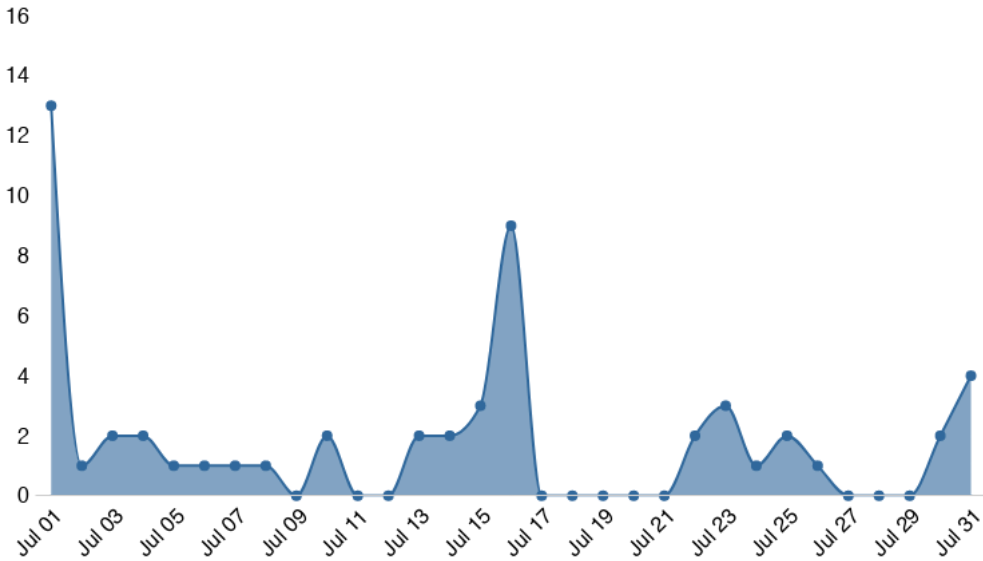
Times users saw an ad, did NOT click, but came to your site and visited a page

or completed an action

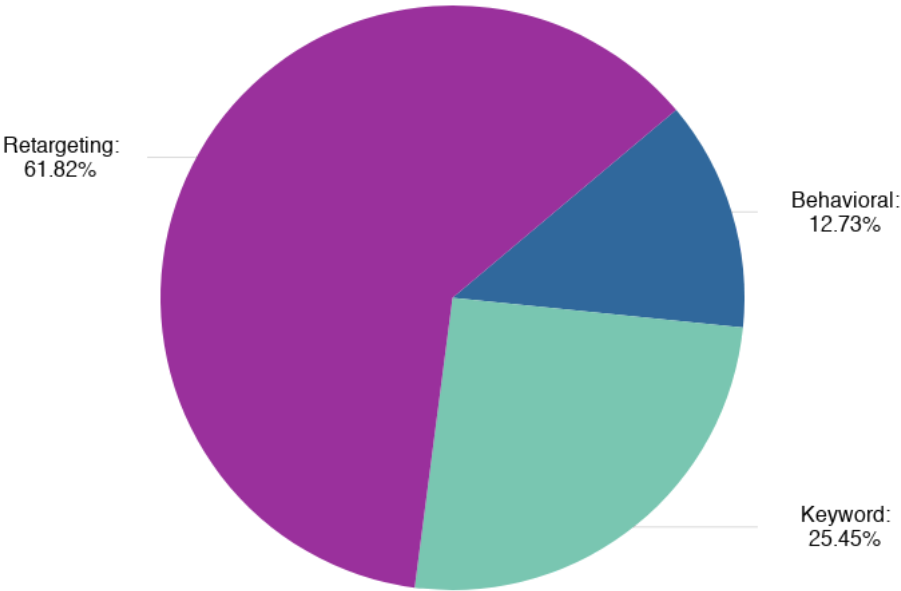
Social Mirror View-through Conversion Performance Breakout

Conversion Name	View-through Conversions ↓
National Pools of Roanoke Homepage Visits	46
National Pools of Roanoke Contact Us Page View	6
National Pools of Roanoke Our Services Page View	3

Social Mirror View-through Conversions by Day



Top Social Mirror View-through Conversions by Strategy



Mobile Conquesting View-through Conversions

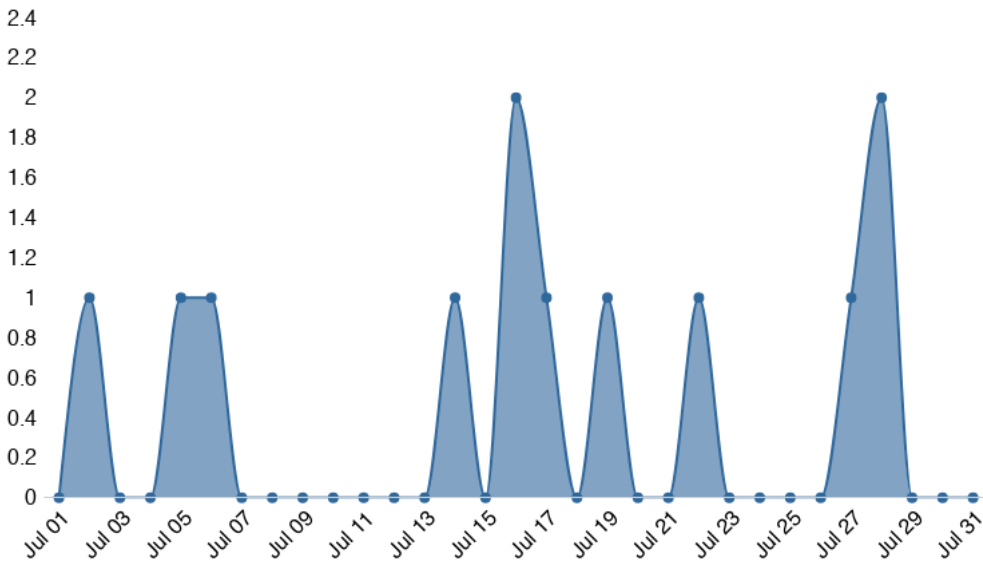


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

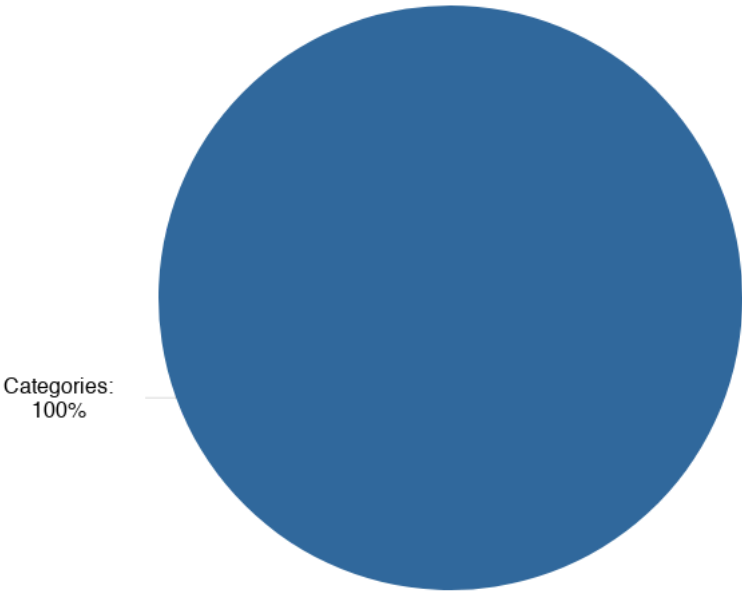
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
National Pools of Roanoke Homepage Visits	12

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through 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

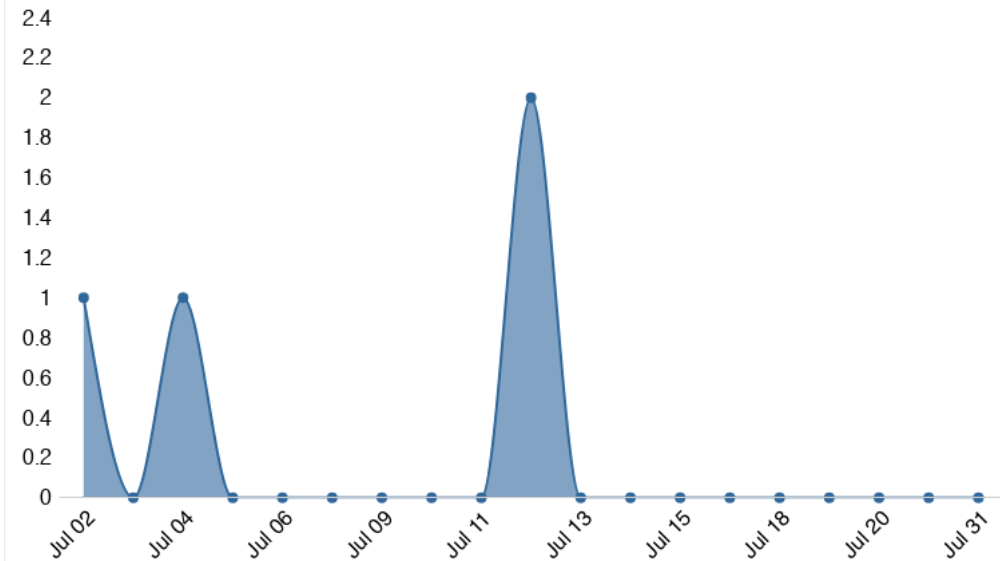
Conversion Name

View-Through Conversions ↓

National Pools of Roanoke Homepage Visits

4

Meta View-Through Conversions by Day



Meta Post Engagements



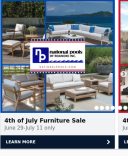
The total number of actions people take involving your ads (clicks on CTA, clicks to profile, site clicks, etc.)

Meta Post Reactions



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

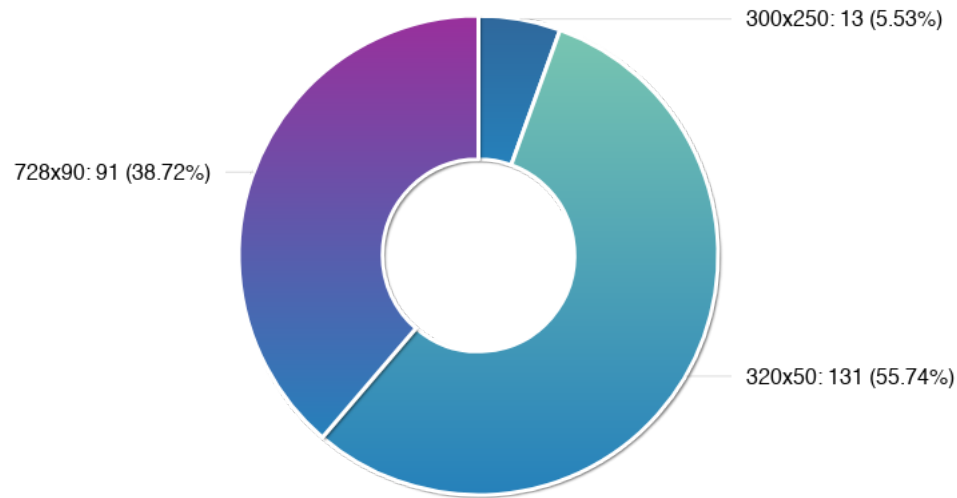
Social Mirror Creative Performance

Preview Image	Creative Name	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
	National Pools of Roanoke_Social Mirror_4.12_Furniture Carousel 2_Get ready for summer	42,012	87	0.21%	2.96
	National Pools of Roanoke_Social Mirror_4.12_Furniture Carousel 1_Get ready for summer	39,120	72	0.18%	2.63
Thumbnail not available	National Pools of Roanoke_Social Mirror_6.29_July 4th Carousel 1	12,530	44	0.35%	5.02
	National Pools of Roanoke_Social Mirror_6.29_July 4th Carousel 2	13,104	37	0.28%	4.03

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	National Pools of Roanoke_4.12_Nat Pools Outdoor Furniture Generic - 320x50.jpg	81,402	131	0.16%	2.30
	National Pools of Roanoke_4.12_Nat Pools Outdoor Furniture Generic - 728x90.jpg	18,983	91	0.48%	6.85
	National Pools of Roanoke_4.12_Nat Pools Outdoor Furniture Generic - 300x250.jpg	4,007	13	0.32%	4.63

Mobile Conquesting Click Performance by Ad Size



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
National Pools of Roanoke_4.12_Furniture Carousel 2	19,752	283	1.43%	20.47
National Pools of Roanoke_6.29_July 4th Carousel 1	16,119	168	1.04%	14.89
National Pools of Roanoke_4.12_Furniture Carousel 1	8,715	94	1.08%	15.41
National Pools of Roanoke_6.29_July 4th Carousel 2	17,911	64	0.36%	5.10

Meta Carousel Card Performance

Card Name	Ad	Count ↓
National Pools of Roanoke, Inc.	National Pools of Roanoke_4.12_Furniture Carousel 1	238
1:	National Pools of Roanoke_4.12_Furniture Carousel 1	125
1: 4th of July Furniture Sale	National Pools of Roanoke_6.29_July 4th Carousel 1	53
2:	National Pools of Roanoke_4.12_Furniture Carousel 1	32
2: 4th of July Furniture Sale	National Pools of Roanoke_6.29_July 4th Carousel 1	19

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	119,103	767	0.64%
Desktop	A personal computing device that remains stationary at one location.	40,170	47	0.12%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	9,654	30	0.31%
Unknown	---	336	5	1.49%

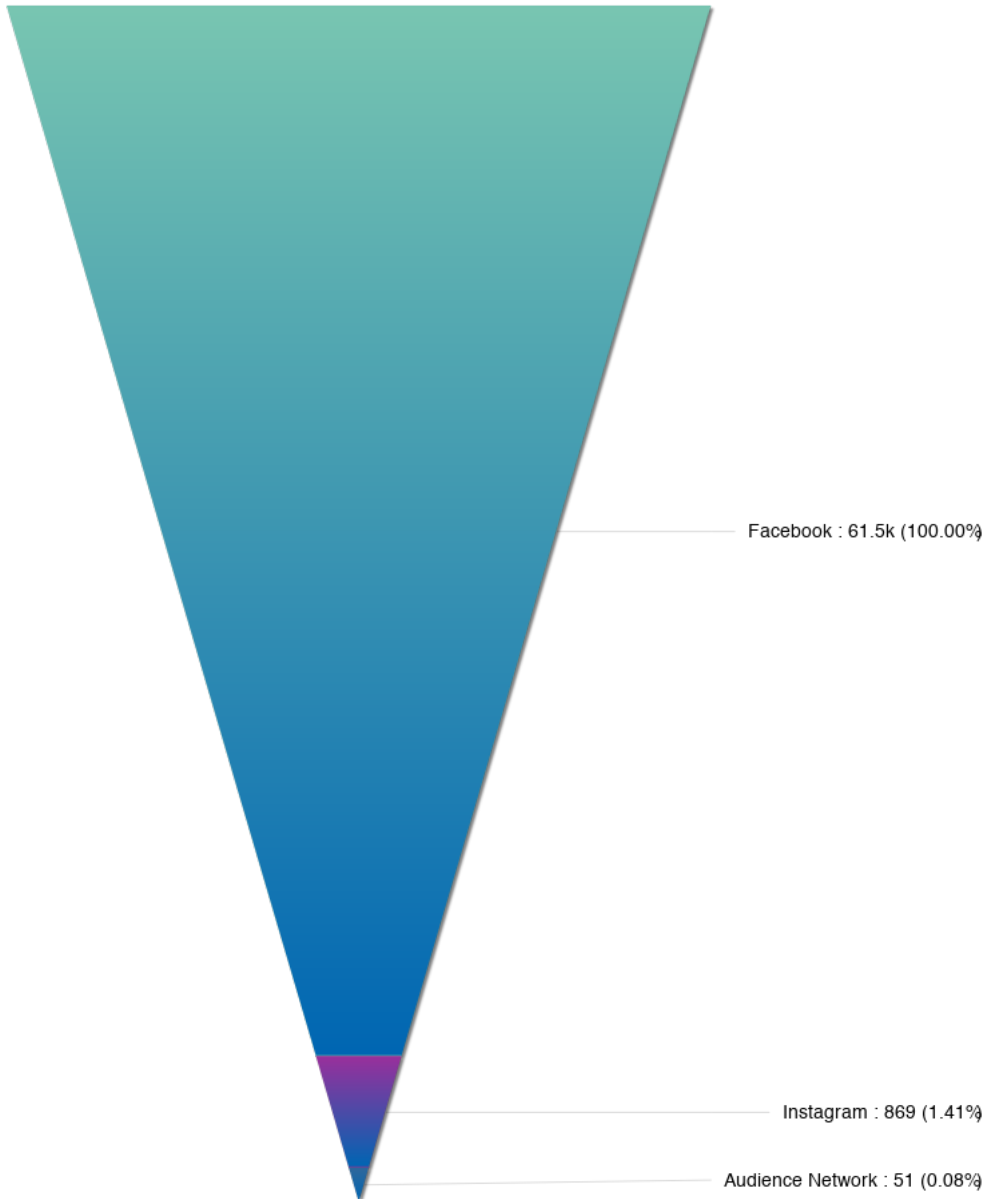
Site and App Performance

Name	Impressions ↓	Clicks	CTR
msn.com	18,155	3	0.02%
foxnews.com	7,069	33	0.47%
realtor.com	1,559	3	0.19%
huffpost.com	1,472	0	0.00%
luxedreamer.com	1,256	1	0.08%
Fox News - Daily Breaking News	1,225	0	0.00%
nypost.com	979	6	0.61%
dailymail.com	906	7	0.77%
courttv.com	896	1	0.11%
studentdoctor.net	827	2	0.24%
theadventurebeckons.com	805	0	0.00%
tmz.com	775	4	0.52%
farandwide.com	739	5	0.68%
Podcast Player	684	0	0.00%
rvingknowhow.com	630	0	0.00%
shopgoodwill.com	622	4	0.64%
theguardian.com	596	4	0.67%
OfferUp: Buy. Sell. Letgo.	454	2	0.44%
buzzfeed.com	435	1	0.23%
brezzamistica.info	433	0	0.00%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	22,745	206	0.91%
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.	19,754	275	1.39%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	15,442	17	0.11%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,120	41	1.93%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	1,035	6	0.58%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	585	18	3.08%
Facebook Stories	Your ads appear in people's Stories on Facebook.	399	32	8.02%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	203	3	1.48%
Instagram Stories	Your ads appear in people's Stories on Instagram.	81	6	7.41%
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.	68	2	2.94%

Social Placement Performance by Impressions



Facebook News Feed Performance



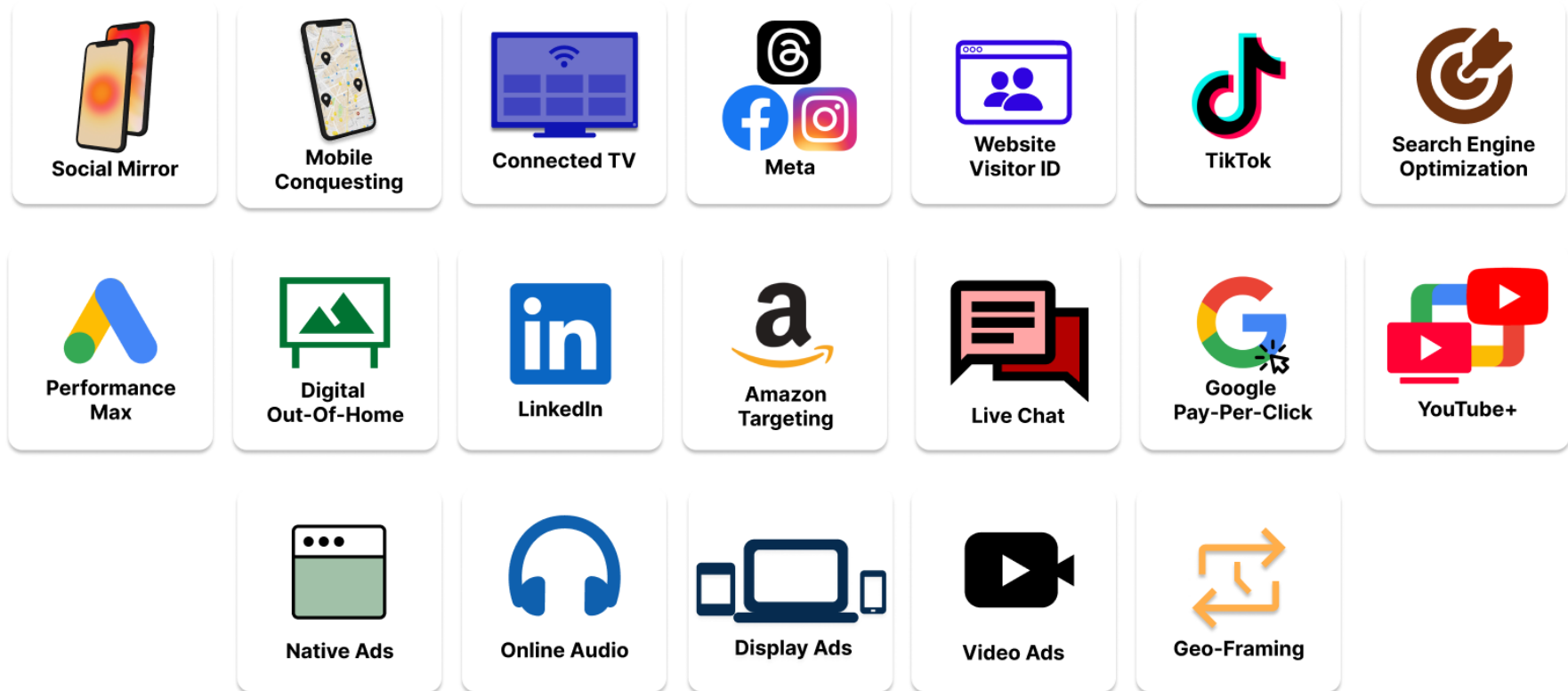
Audience Network Performance



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.