

Digital Marketing Report

Impressions

How many ads were served:

31,859

Clicks

Times a user clicked on an ad

1,329

Click-Through Rate

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

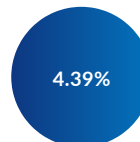
4.17%

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%)

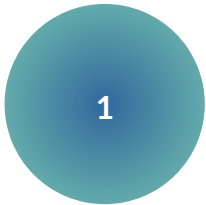
*Note: CTR and Total Engagement Rate do not include impressions or view-throughs from CTV, YouTube, or PMax campaigns. For TikTok campaigns, Total Engagement Rate includes both Click Conversions and View-throughs due to differences in Conversion tracking.



Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Mercer County - Nature/Camping Facebook Premium	31,707	1,329	4.19%	59.88
Mercer County - Retargeting Facebook Premium	152	0	0.00%	0.00

Meta Click Conversions



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

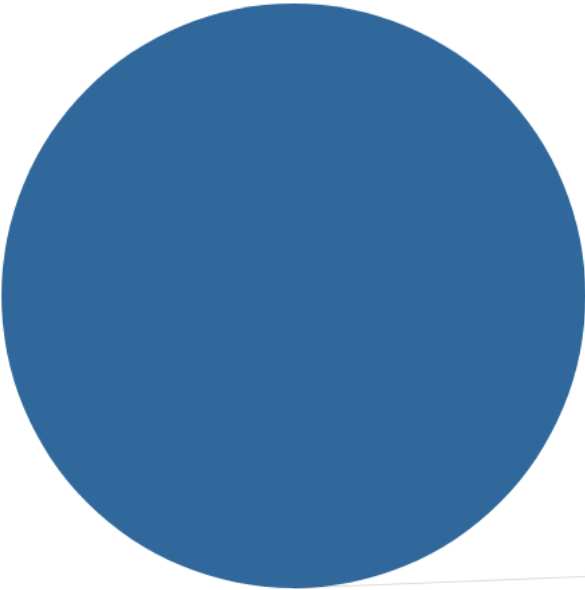
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Mercer County Big Blue Bin 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

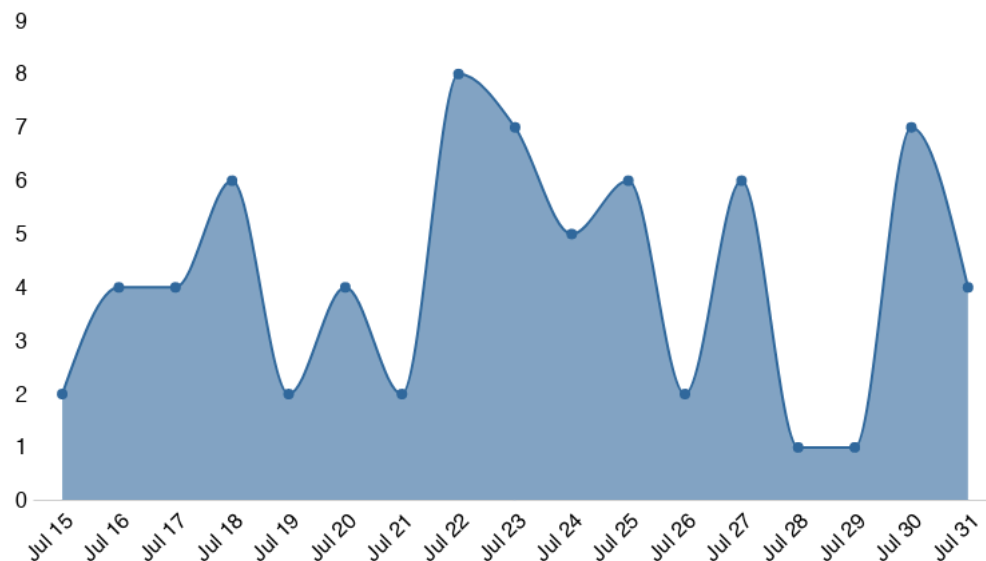
Conversion Name

[View-Through Conversions](#) ↓

Mercer County Homepage Visits

71

Meta View-Through Conversions by Day



Meta Post Engagements

9,999

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

Meta Post Comments

8

The total number of comments your ads received

Meta Post Reactions

97

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

Meta Post Shares

34

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%)
Mercer County_7.9_Every Bottle Counts	31,859	1,329	4.17%	59.59

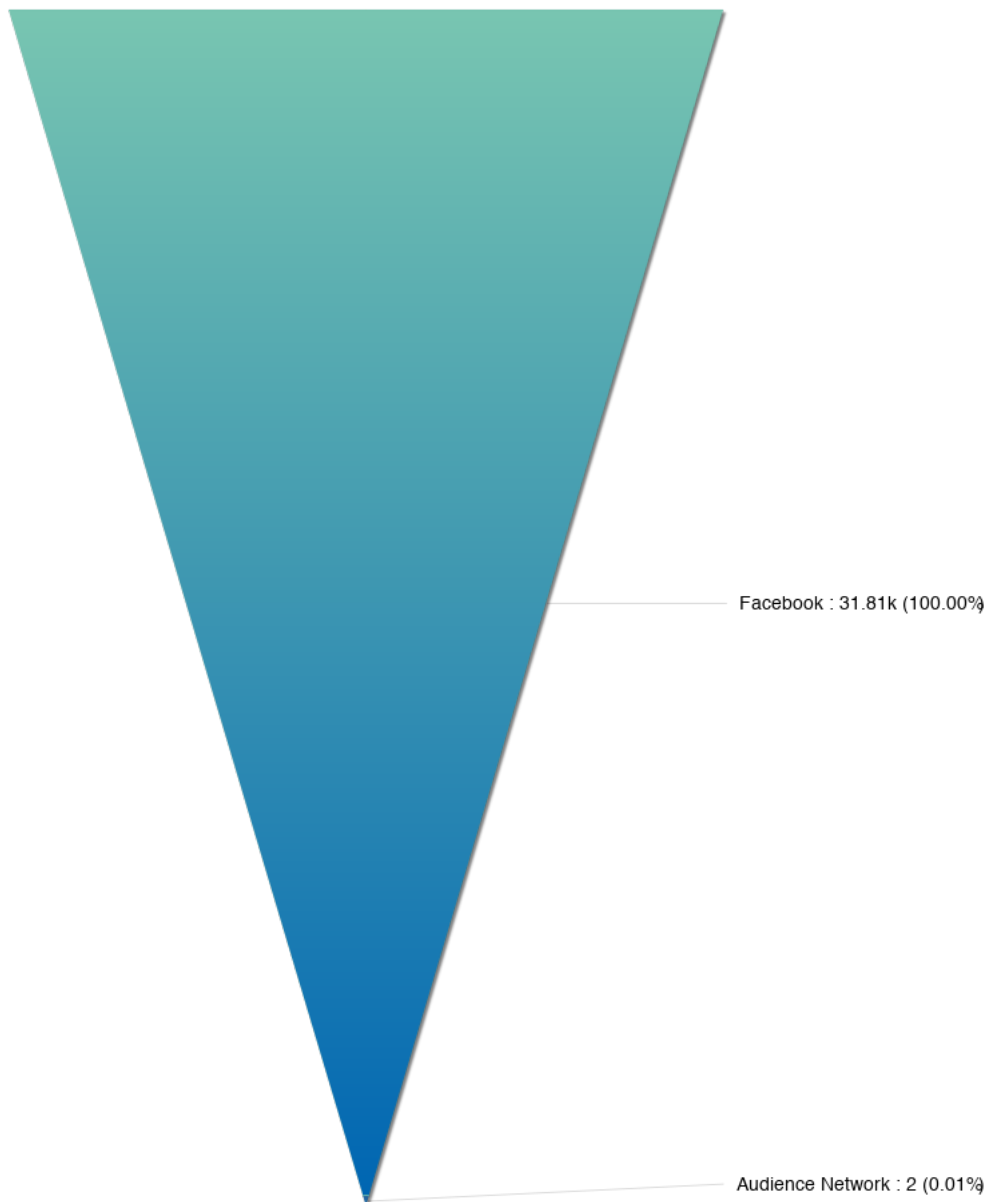
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	25,447	1,028	4.04%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,798	249	6.56%
Desktop	A personal computing device that remains stationary at one location.	2,210	38	1.72%
Unknown	---	404	14	3.47%

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.	23,962	1,170	4.88%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	6,914	152	2.20%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	803	1	0.12%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	98	2	2.04%
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.	42	1	2.38%
Facebook Stories	Your ads appear in people's Stories on Facebook.	37	3	8.11%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	2	0	0.00%
Facebook Notification	Your ads appear within a user's notifications feed.	1	0	0.00%

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.