

Digital Marketing Report

Impressions

How many ads were served:

95,423

Clicks

Times a user clicked on an ad

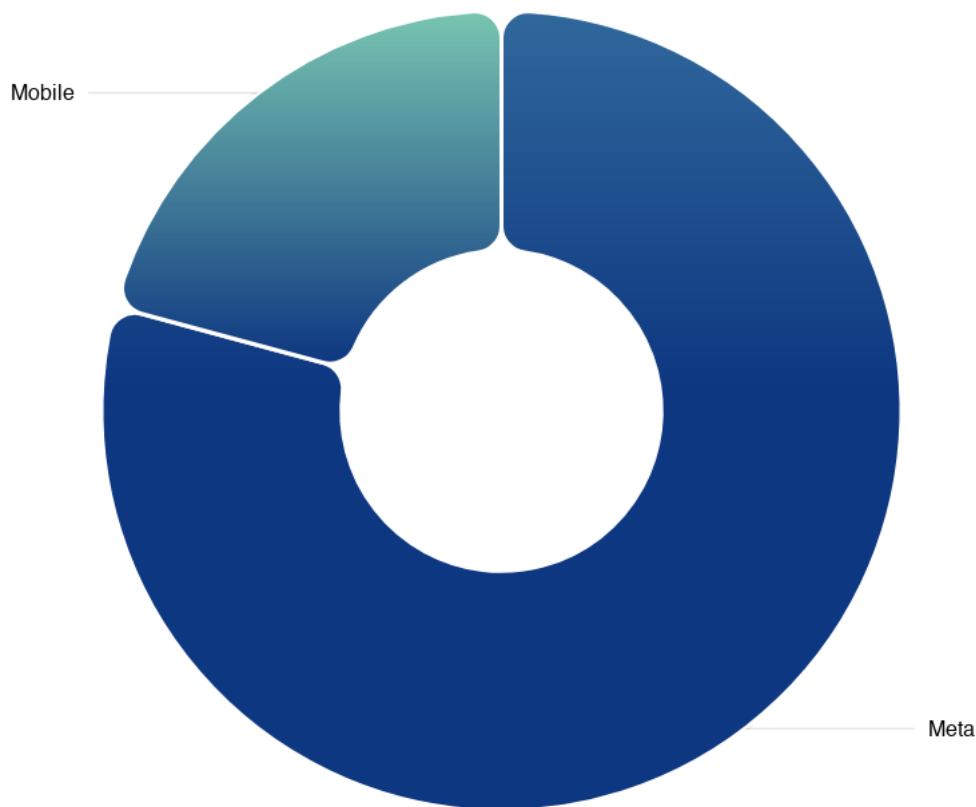
1,695

Click-Through Rate

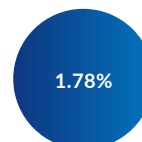
(Clicks/Impressions) x 100

1.78%

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

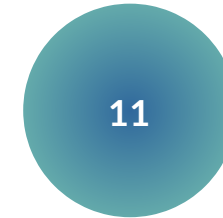
Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
TLC Supply - 35-64 AND Home Improvement/DIY Facebook/Instagram Premium	71,110	1,534	2.16%	30.82
TLC Supply - Geo-Retargeting Mobile	12,030	39	0.32%	4.63
TLC Supply - Career & Vocational Counseling Visitors/Employment Agencies & Opportunities Visitors Mobile	7,689	42	0.55%	7.80
TLC Supply - Retargeting Facebook/Instagram Premium	4,452	77	1.73%	24.71
TLC Supply - Geo-Fencing Mobile	142	3	2.11%	30.18

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

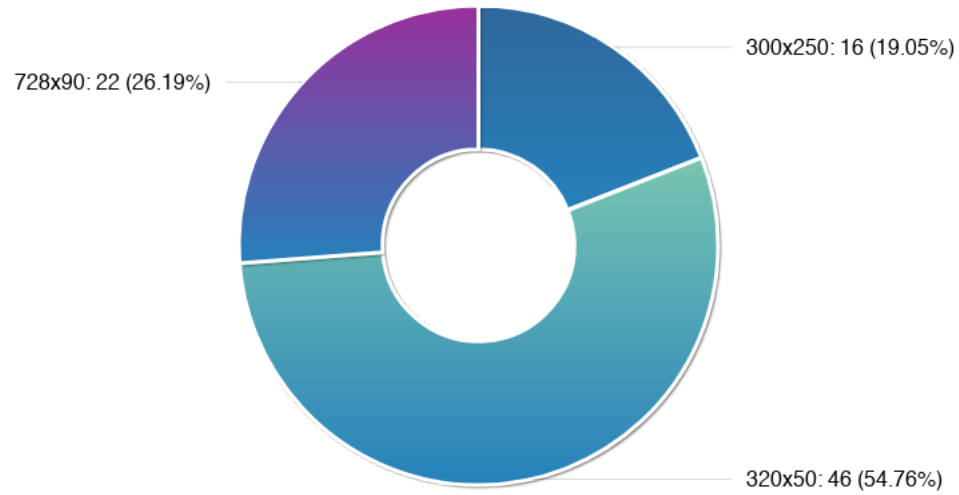


The total number of people who shared your ad, giving your campaign free impressions

Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	TLC Supply_TLC_Recruitment_320x50 (2).png	7,819	21	0.27%	3.84
	TLC Supply_TLC_Recruitment_320x50 (1).png	7,806	25	0.32%	4.58
	TLC Supply_TLC_Recruitment_728x90 (2).png	1,726	11	0.64%	9.10
	TLC Supply_TLC_Recruitment_728x90 (1).png	1,719	11	0.64%	9.14
	TLC Supply_TLC_Recruitment_300x250 (1).png	405	9	2.22%	31.75
	TLC Supply_TLC_Recruitment_300x250 (2).png	386	7	1.81%	25.91

Mobile Conquesting Click Performance by Ad Size



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
TLC Supply_Carousel	48,869	1,044	2.14%	30.52
TLC Supply_7.21_Carousel	17,938	369	2.06%	29.39
TLC Supply_TLC_FB & IG_Homeowners_6.26	4,171	112	2.69%	38.36
TLC Supply_TLC_FB & IG_Homeowners & Contractors_5.26.mp4	2,934	59	2.01%	28.73
TLC Supply_TLC_FB & IG_Homeowners & Contractors_6.26	1,425	20	1.40%	20.05
TLC Supply_TLC_FB & IG_Homeowners_5.26.mp4	225	7	3.11%	44.44

Grid contains more rows, but they have been clipped.

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: TLC Supply has the premium stone & hardscape materials to make your vision a reality.	TLC Supply_Carousel	475
TLC Supply Inc	TLC Supply_7.21_Carousel	319
2: From poolside patios to stone walls, TLC Supply has everything your backyard needs.	TLC Supply_Carousel	52
4: 25+ years serving homeowners and contractors across the South Shore and still going.	TLC Supply_Carousel	9
3: Build the outdoor kitchen you've always wanted with materials from TLC Supply.	TLC Supply_Carousel	8

Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Hyde Park Masonry Supplies	1620 Hyde Park Ave	Hyde Park	MA	02136			133	2	1.50%
White Cap	420 E St	Boston	MA	02127			8	0	0.00%
SiteOne	120 Corporate Park Drive	Pembroke	MA	02359			1	1	100.00%

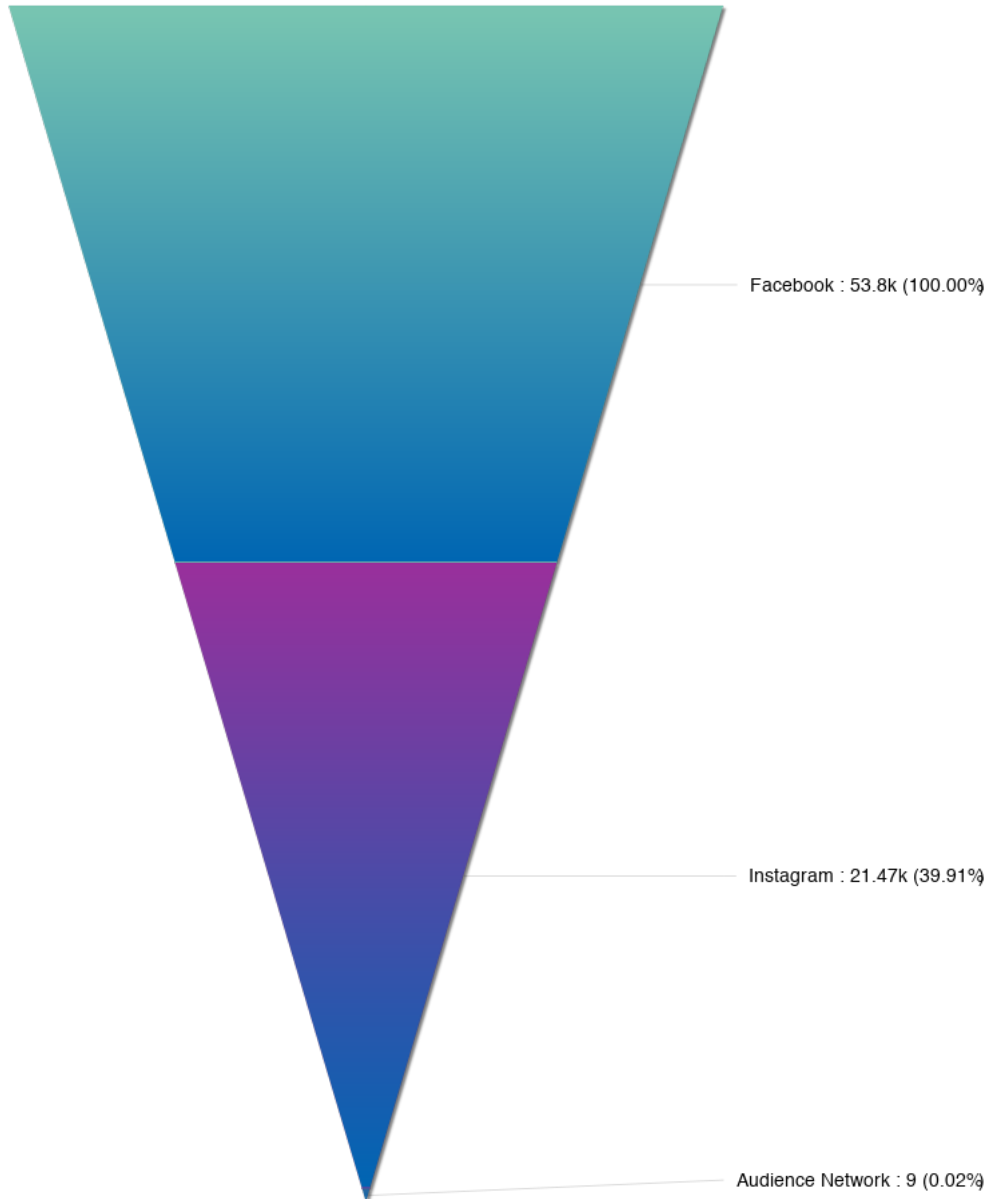
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	74,854	1,598	2.13%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	647	10	1.55%
Unknown	---	52	1	1.92%
Desktop	A personal computing device that remains stationary at one location.	9	2	22.22%

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.	24,372	524	2.15%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	24,066	324	1.35%
Instagram Stories	Your ads appear in people's Stories on Instagram.	19,517	614	3.15%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,725	48	1.76%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,806	43	2.38%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	1,385	18	1.30%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	956	7	0.73%
Facebook Stories	Your ads appear in people's Stories on Facebook.	293	8	2.73%
Facebook Notification	Your ads appear within a user's notifications feed.	207	14	6.76%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	150	6	4.00%

Social Placement Performance by Impressions



Facebook News Feed Performance



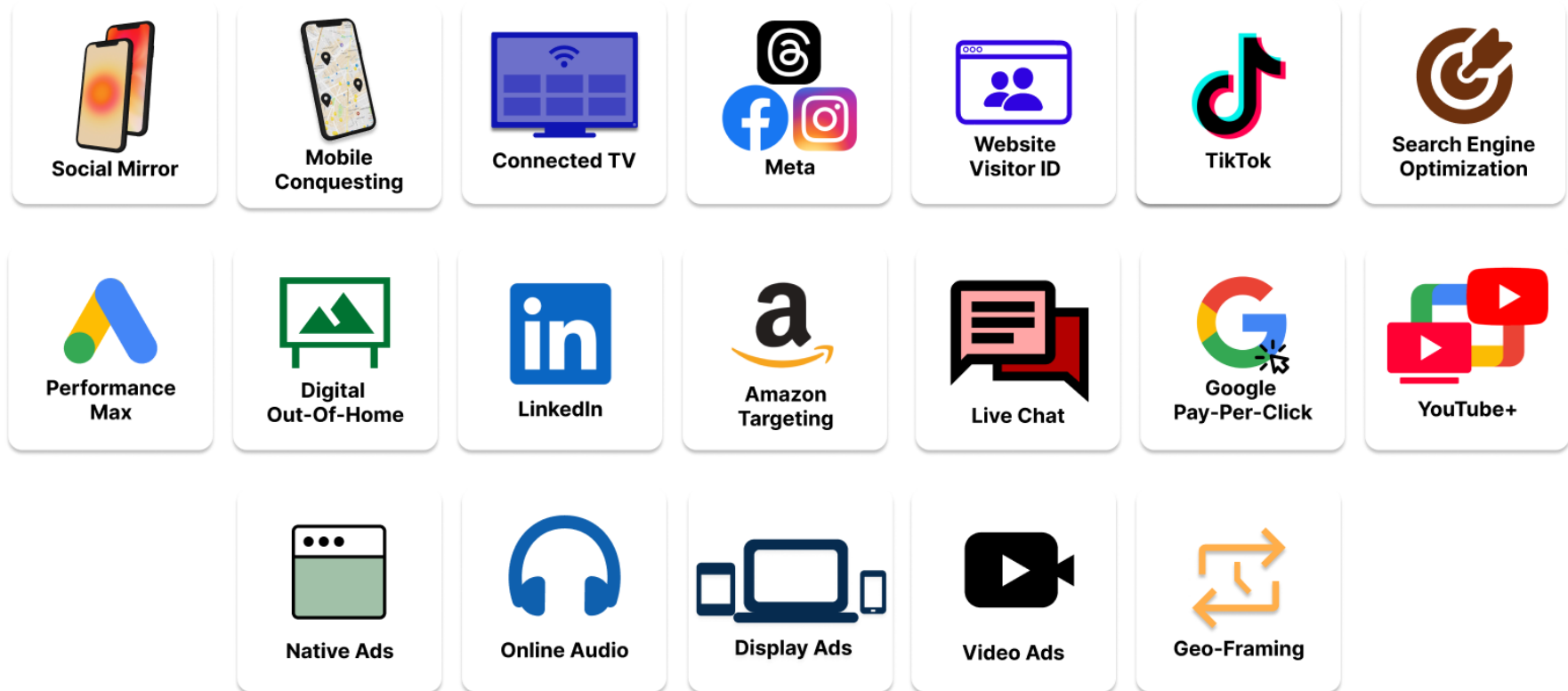
Audience Network Performance



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.