



Digital Marketing Report

Impressions

How many ads were served:

134,787

Clicks

Times a user clicked on an ad

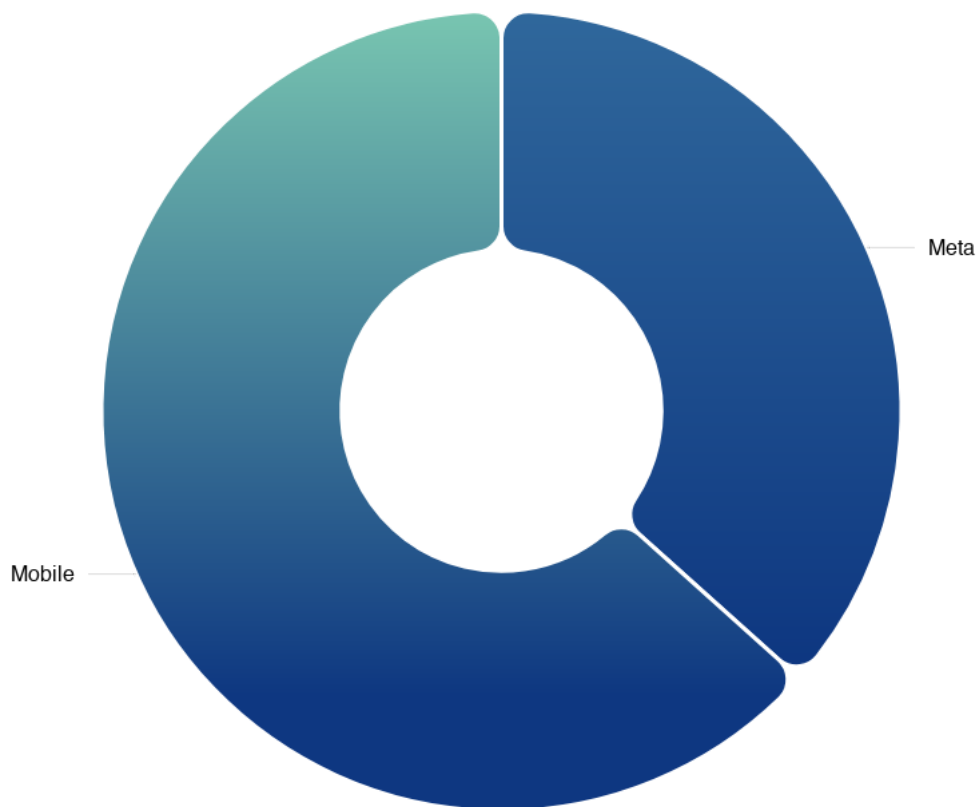
1,679

Click-Through Rate

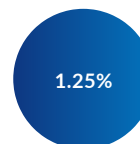
$(\text{Clicks} / \text{Impressions}) \times 100$

1.25%

Your Product Breakout by Impressions



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%)
Zaxbys - Casual Restaurant Visitors/QSR Restaurant Visitors Mobile	60,248	153	0.25%	3.63
Zaxbys - Fast Food Restaurants/Family Restaurants/All Parents Facebook/Instagram Premium	49,373	1,345	2.72%	38.92
Zaxbys - Geo-Retargeting Mobile	12,751	70	0.55%	7.84
Zaxbys - Geo-Fencing Mobile	12,415	111	0.89%	12.77



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 Visit Performance: *To be counted as a "Verified Visit", the user must have GPS on and be browsing at the store location.*

Mobile Conquesting Number of Store Locations

1

NUMBER OF LOCATIONS THAT TRACKED A VISIT



Visits



Estimated Visits (4x Verified Data)

Mobile Conquesting Visits by Store Location

Business Name	Address	City	State	Zip	Visits ↓
Zaxby's	4112 Lake Boone Trail	Raleigh	NC	27607	8

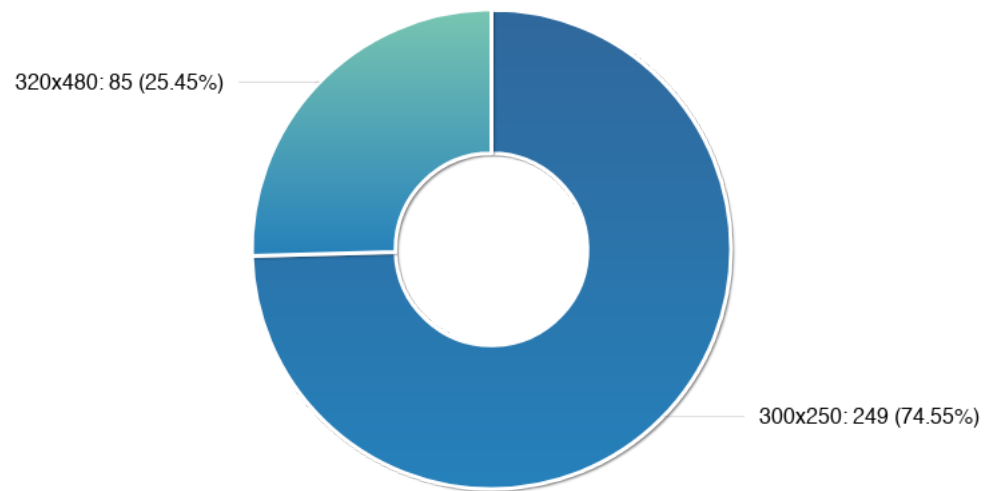


Mobile Conquesting Creative Performance

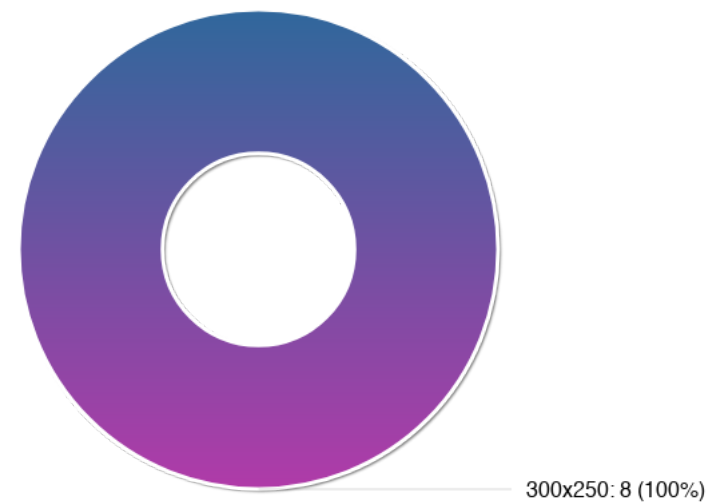
Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	Zaxbys_300x250_Now Open.jpg	39,715	127	0.32%	4.57
	Zaxbys_ZaxPack_300x250_Now Open.jpg	39,434	122	0.31%	4.42
	ZaxPack_320x480_Now Open.jpg	3,217	41	1.27%	18.21
	Zaxbys_320x480_Now Open.jpg	3,048	44	1.44%	20.62



Mobile Conquesting Click Performance by Ad Size



Mobile Conquesting Visit Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Zaxbys_FINAL KIDS good.jpg	41,037	1,094	2.67%	38.08
Zaxbys_Carousel	8,336	251	3.01%	43.01

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1:	Zaxbys_Carousel	129
Zaxbys	Zaxbys_Carousel	30
2:	Zaxbys_Carousel	25
3:	Zaxbys_Carousel	17



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
	2200 Hillsborough St	Raleigh	NC	27607			5,676	41	0.72%
	120 St Albans Dr Ste 100	Raleigh	NC	27609			4,284	46	1.07%
	1401 Edwards Mill Rd	Raleigh	NC	27607			2,043	22	1.08%
	4420 Lake Boone Trail	Raleigh	NC	27607			255	0	0.00%
	3540 Wade Avenue	Raleigh	NC	27607			160	2	1.25%
	3201 Edwards Mill Rd Suite 123	Raleigh	NC	27612			0	0	-



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	48,727	1,314	2.70%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	606	31	5.12%
Unknown	---	37	0	0.00%
Desktop	A personal computing device that remains stationary at one location.	3	0	0.00%

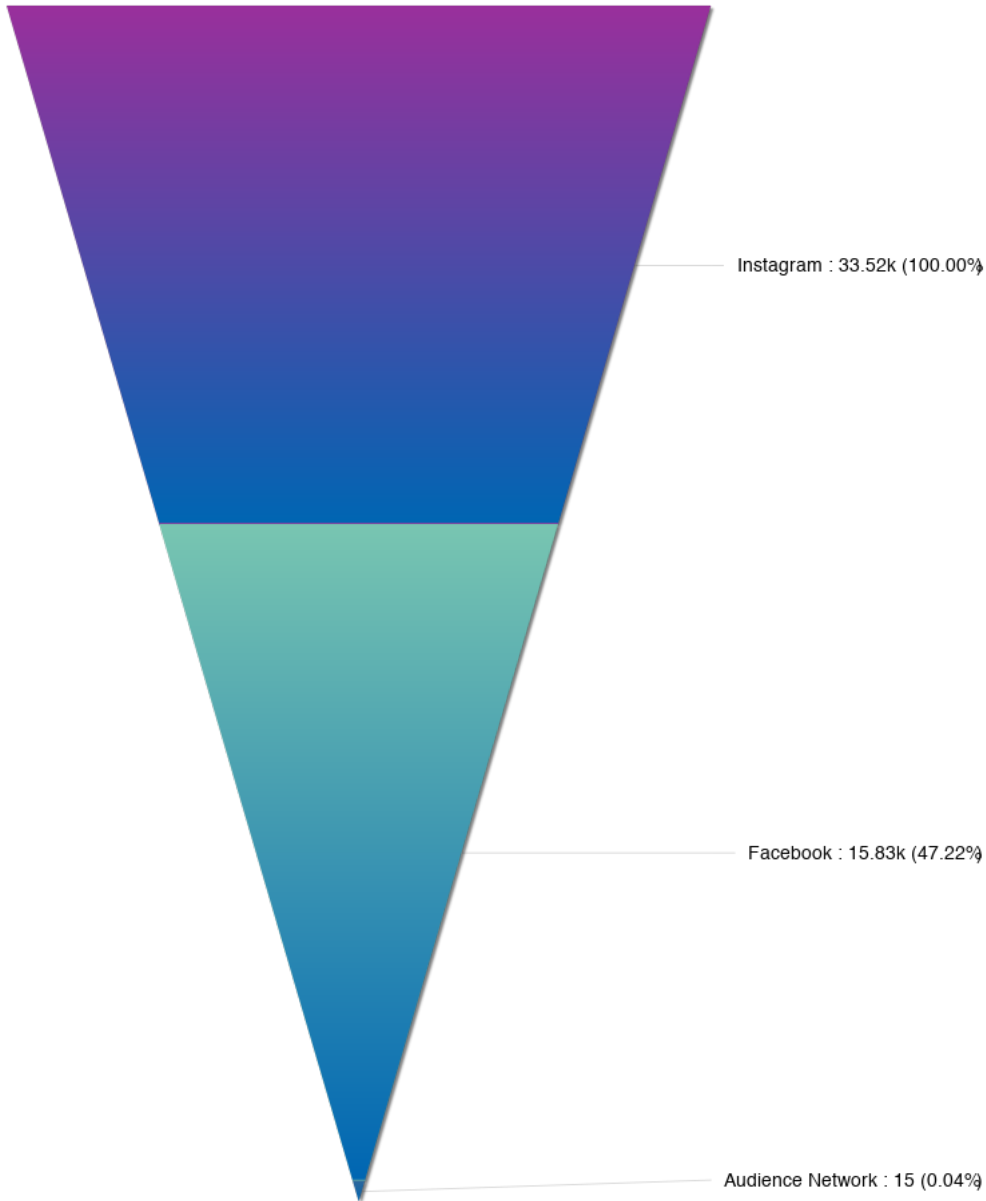


Social Placement Performance

		Impressions ↓	Clicks	CTR
Placement	Where your ads appear			
Instagram Reels	Your ads appear in the Reels tab on Instagram.	31,637	762	2.41%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	7,616	208	2.73%
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.	5,936	256	4.31%
Instagram Stories	Your ads appear in people's Stories on Instagram.	1,677	46	2.74%
Facebook Stories	Your ads appear in people's Stories on Facebook.	1,479	51	3.45%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	345	7	2.03%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	276	7	2.54%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	205	4	1.95%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	174	2	1.15%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	15	0	0.00%



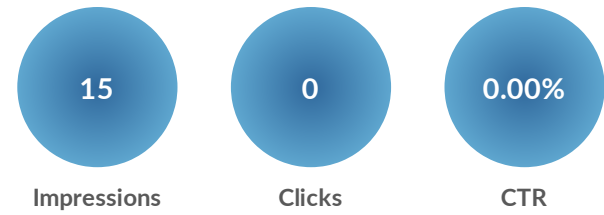
Social Placement Performance by Impressions



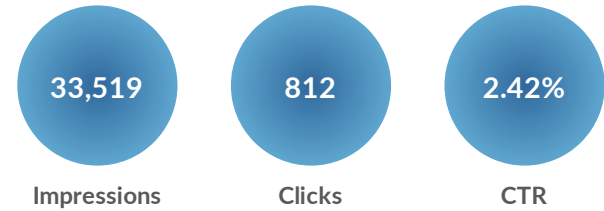
Facebook News Feed Performance



Audience Network Performance

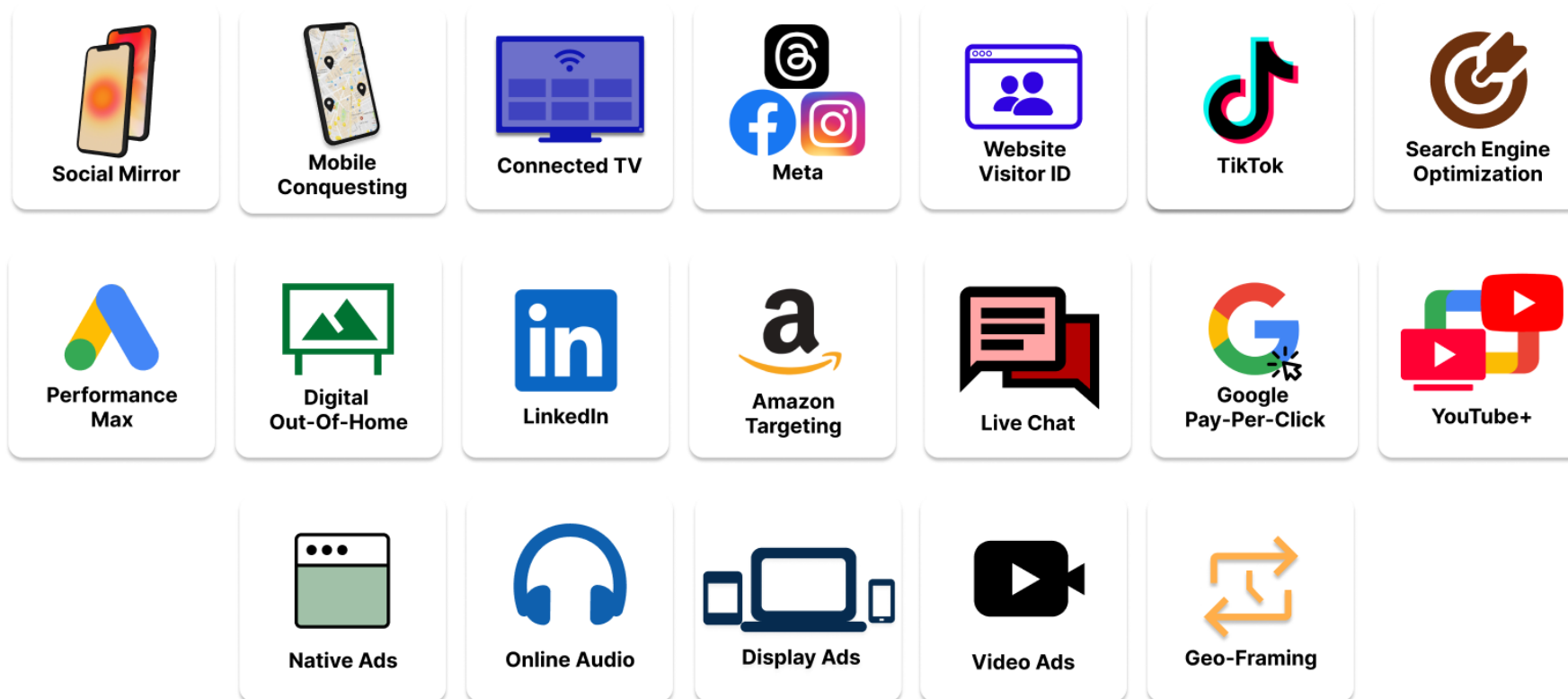


Instagram Performance





All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.