

Digital Marketing Report

Impressions

How many ads were served:

69,476

Clicks

Times a user clicked on an ad

1,829

Click-Through Rate

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

2.63%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

2.67%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

37.61

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%)
Tacos Marquitos - Facebook Newsfeed	54,898	1,439	2.62%	37.45
Tacos Marquitos - Retargeting Facebook Newsfeed	14,578	390	2.68%	38.22

Meta Click Conversions



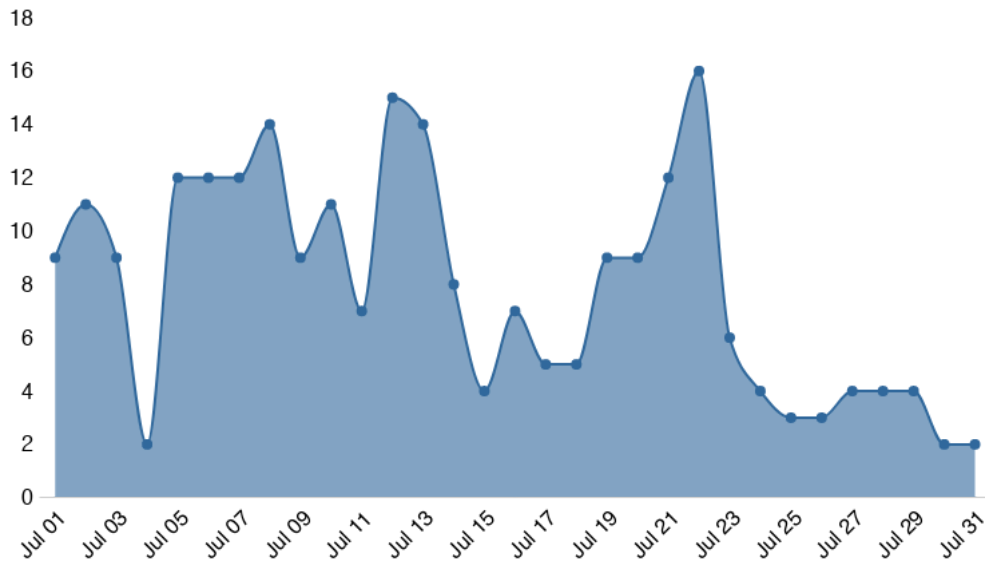
244

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

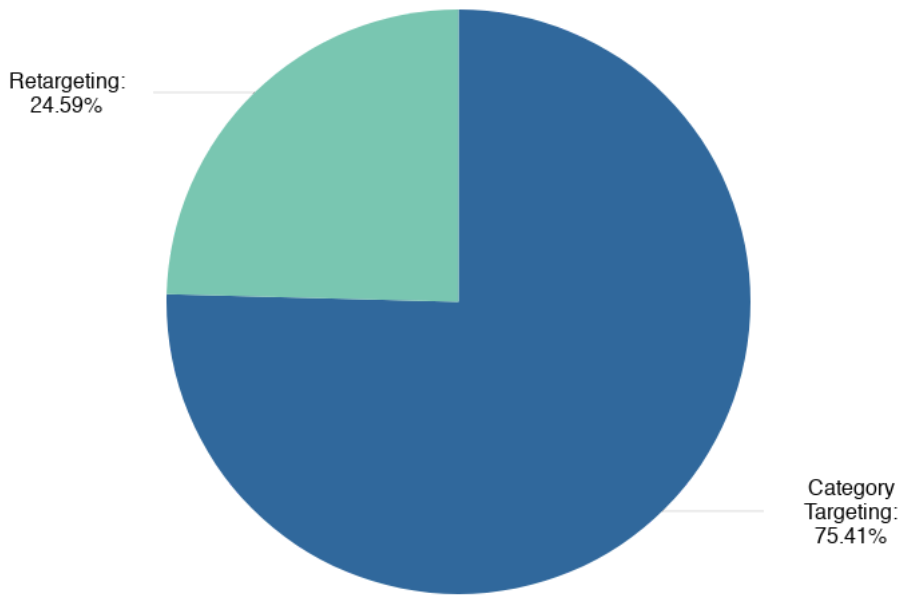
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Tacos Marquitos Menu Page View	238
Tacos Marquitos Contact Page View	3
Tacos Marquitos Story Page View	3

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

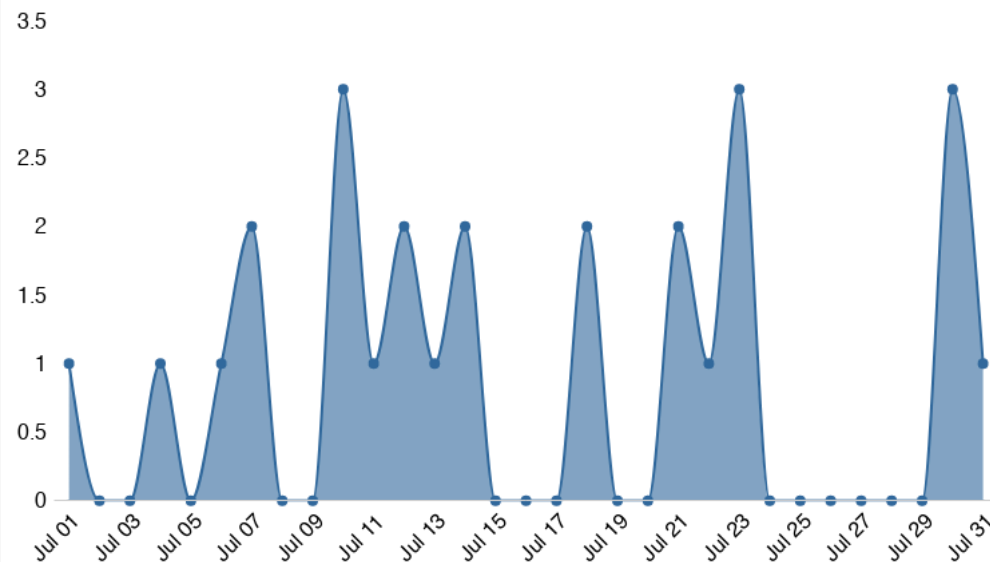


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

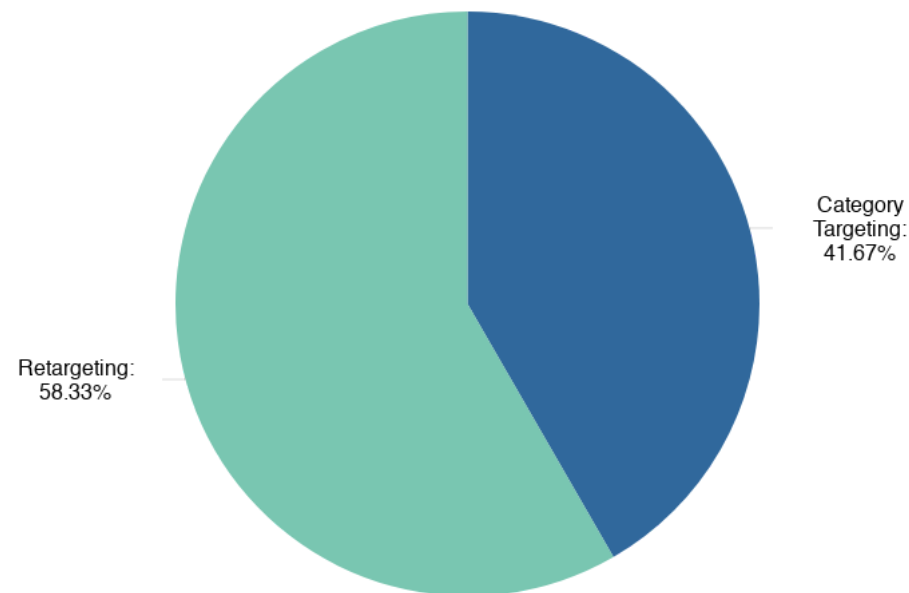
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Tacos Marquitos Homepage Visits	14
Tacos Marquitos Menu Page View	10
Tacos Marquitos Contact Page View	2

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements

3,261

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

Meta Post Comments

9

The total number of comments your ads received

Meta Post Reactions

84

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

Meta Post Shares

12

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%)
Tacos Marquitos_7.6.26_TacosMarquito-SM.png	50,312	1,448	2.88%	41.11
Tacos Marquitos_TM-meta	19,164	381	1.99%	28.40

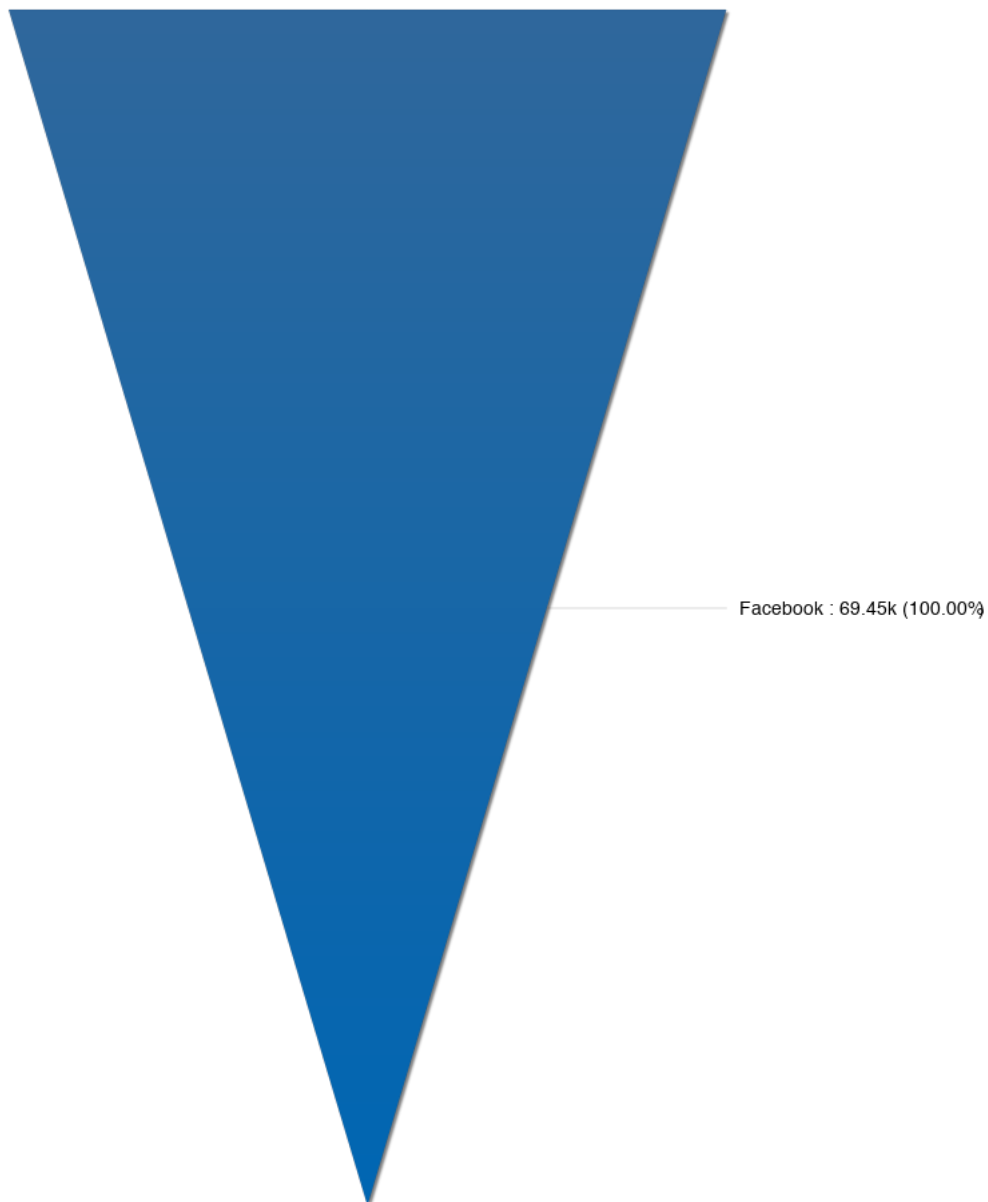
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	66,561	1,740	2.61%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,861	60	3.22%
Desktop	A personal computing device that remains stationary at one location.	742	16	2.16%
Unknown	---	312	13	4.17%

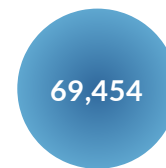
Social Placement Performance

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.	26,487	676	2.55%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	21,459	460	2.14%
Facebook Stories	Your ads appear in people's Stories on Facebook.	11,481	486	4.23%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	9,340	193	2.07%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	681	12	1.76%
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.	22	2	9.09%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	6	0	0.00%

Social Placement Performance by Impressions



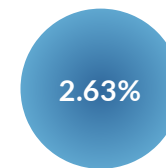
Facebook News Feed Performance



Impressions

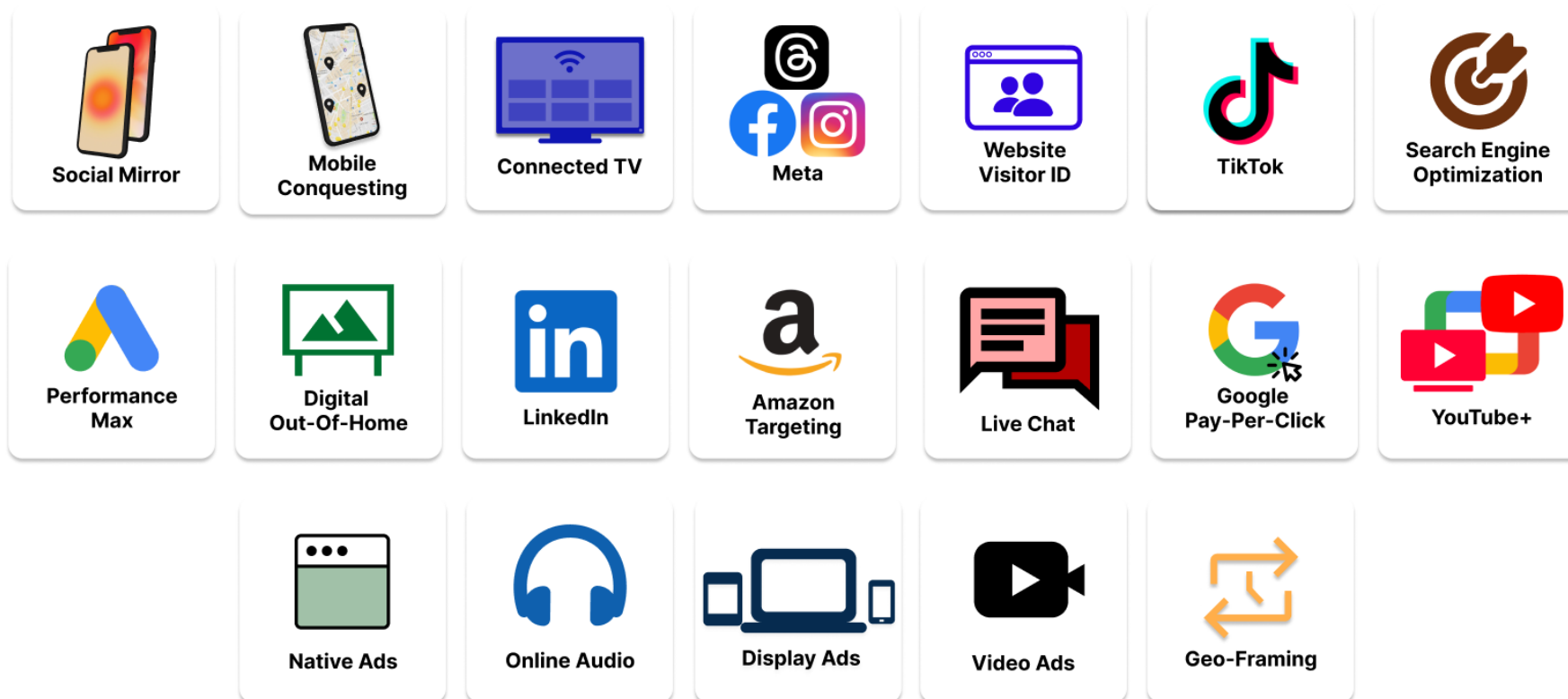


Clicks



CTR

All available products in our *toolbox*.



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