

Digital Marketing Report

Impressions

How many ads were served:

44,273

Clicks

Times a user clicked on an ad

4,344

Click-Through Rate

(Clicks/Impressions) x 100

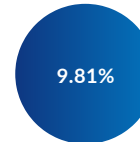
9.81%

Your Product Breakout by Impressions



Meta

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%)
Winans Coffee & Chocolate - Central District - Coffee/Parents/Commuters Facebook/Instagram Premium	44,273	4,344	9.81%	140.17

Meta Post Engagements



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

Meta Post Comments



The total number of comments your ads received

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



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Winans Coffee & Chocolate - Central District_Socks.png	43,259	4,264	9.86%	140.81
Winans Coffee & Chocolate - Central District_Proposal 2.png	874	52	5.95%	85.00
Winans Coffee & Chocolate - Central District_Winans Free Buckeyes	140	28	20.00%	285.71

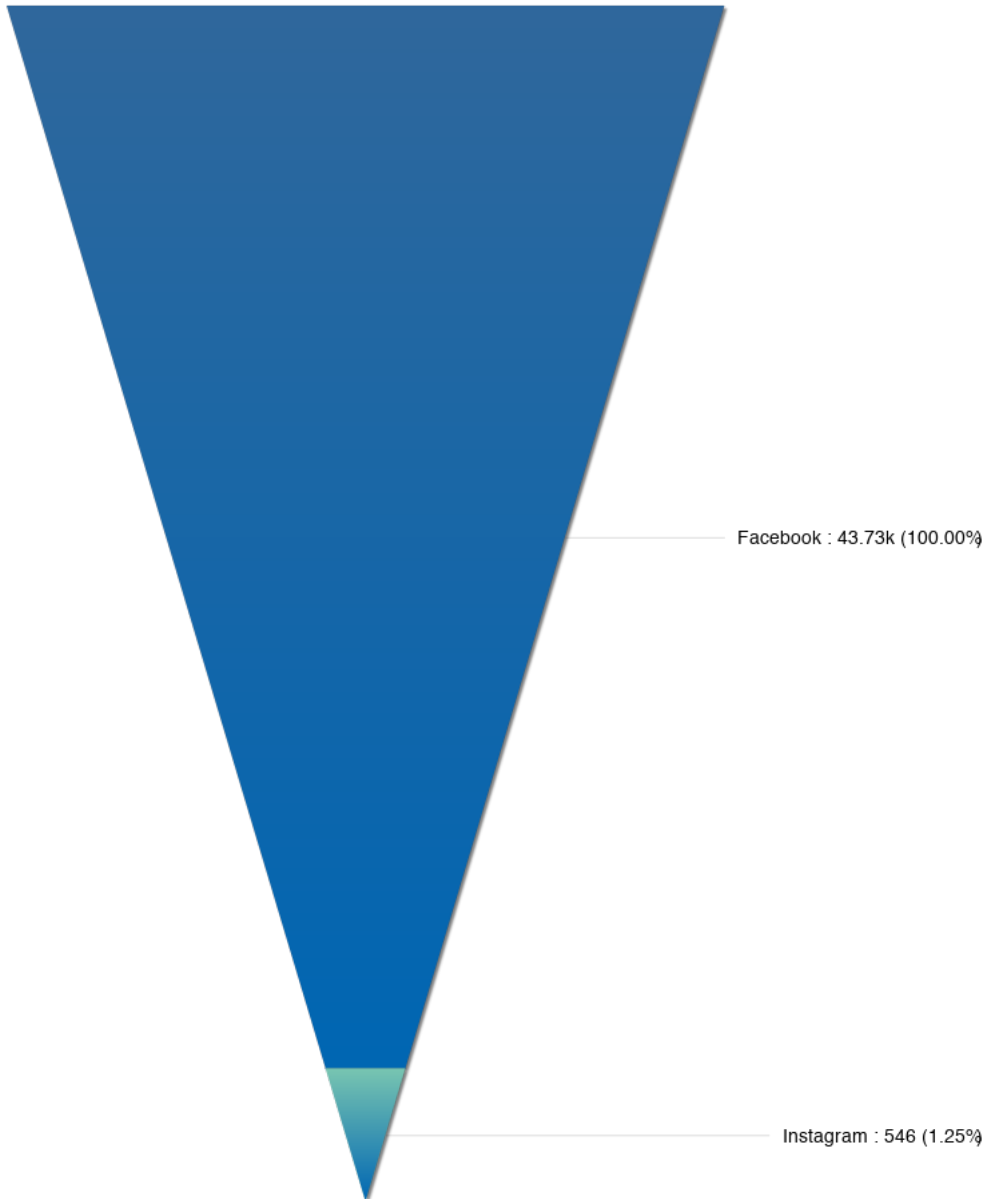
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	43,917	4,313	9.82%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	344	29	8.43%
Unknown	---	11	2	18.18%
Desktop	A personal computing device that remains stationary at one location.	1	0	0.00%

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.	30,320	4,056	13.38%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	12,959	216	1.67%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	413	11	2.66%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	295	19	6.44%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	249	36	14.46%
Facebook Stories	Your ads appear in people's Stories on Facebook.	33	6	18.18%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	2	0	0.00%
Instagram Stories	Your ads appear in people's Stories on Instagram.	2	0	0.00%

Social Placement Performance by Impressions



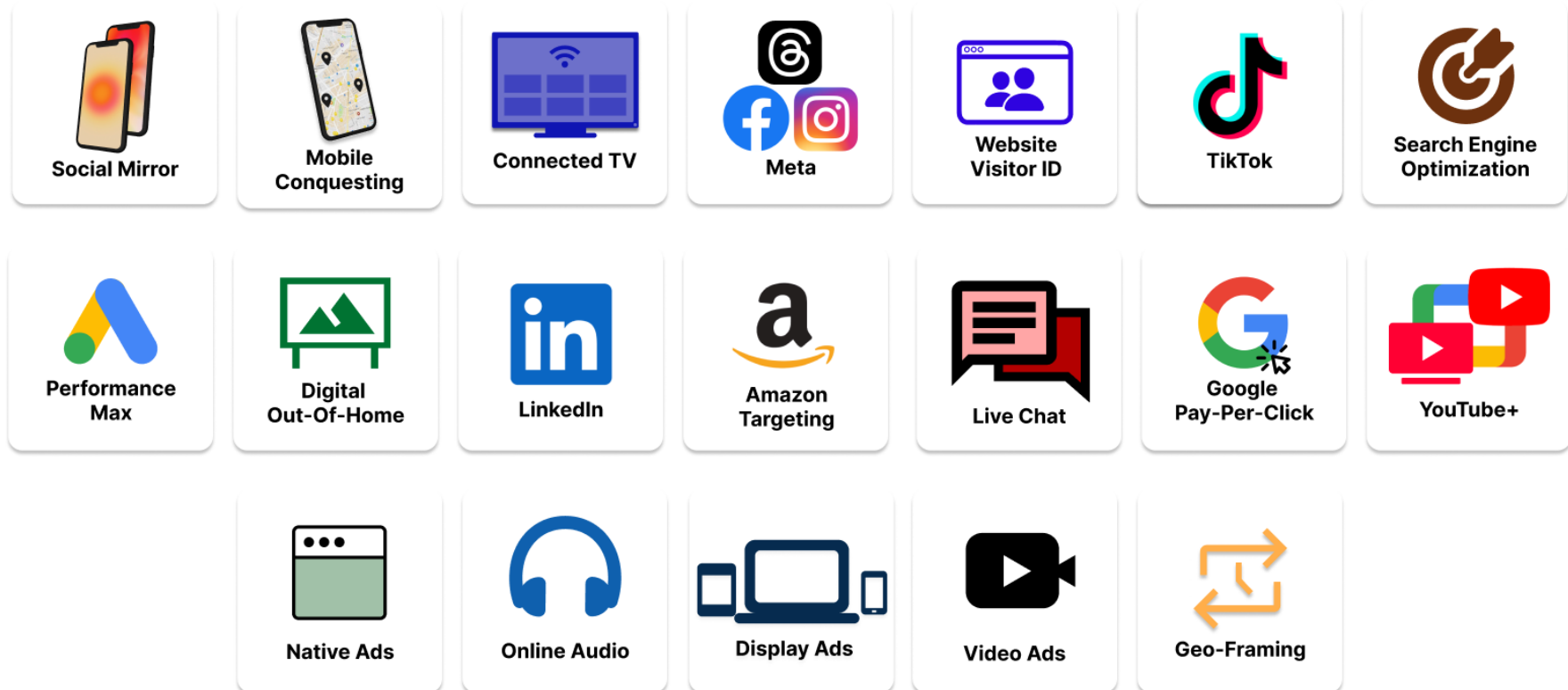
Facebook News Feed Performance



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.