

Digital Marketing Report

Impressions

How many ads were served:

201,838

Clicks

Times a user clicked on an ad

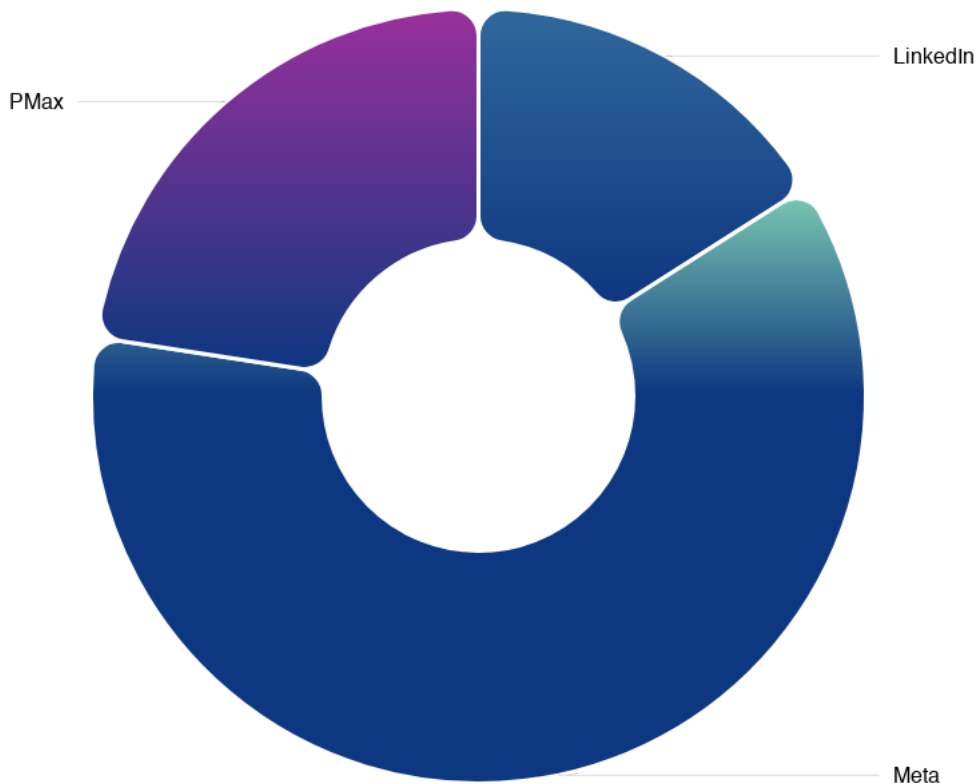
6,192

Click-Through Rate

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

1.12%

Your Product Breakout by Impressions



Events

4,863

Total Clicks, Video Views, Phone Calls, Engagements, & Conversions

Event Rate

10.67%

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

Total Engagement Rate

1.13%

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

X the National Average

16.03

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.

LinkedIn Spend Performance

Does not include management fee

LinkedIn Ad Cost

Amount spent on the campaign

3,232.57

LinkedIn Cost-Per-Click

Cost/Clicks

19.59

Performance Max Cost

Amount spent on the campaign

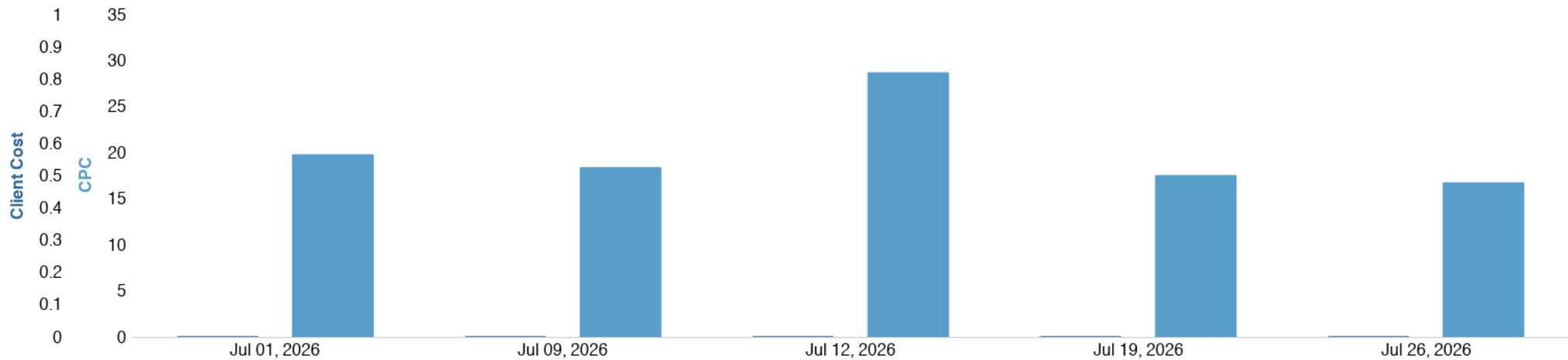
4,320.83

Performance Max Cost-Per-Event

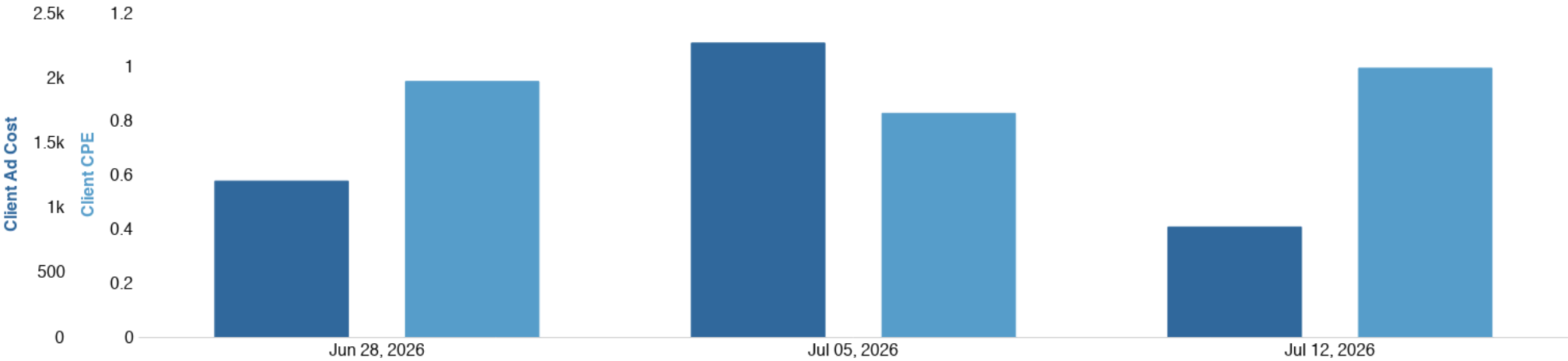
Cost/Events

0.89

Week by Week Spend Performance



Performance Max Week by Week Spend Performance





Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
Vici Media - Matching Facebook/Instagram	101,230	239	0.24%	3.37
Vici Media Inc - Performance Max	45,582	4,439	9.74%	139.12
Vici Media - Owner/Director/President AND Advertising Agency Facebook/Instagram	22,762	1,349	5.93%	84.66
Vici Media - Executive/Director/CEO/Marketing Director AND Advertising Services LinkedIn	16,888	98	0.58%	8.29
Vici Media - Email Matching LinkedIn	15,376	67	0.44%	6.22

Meta Click Conversions

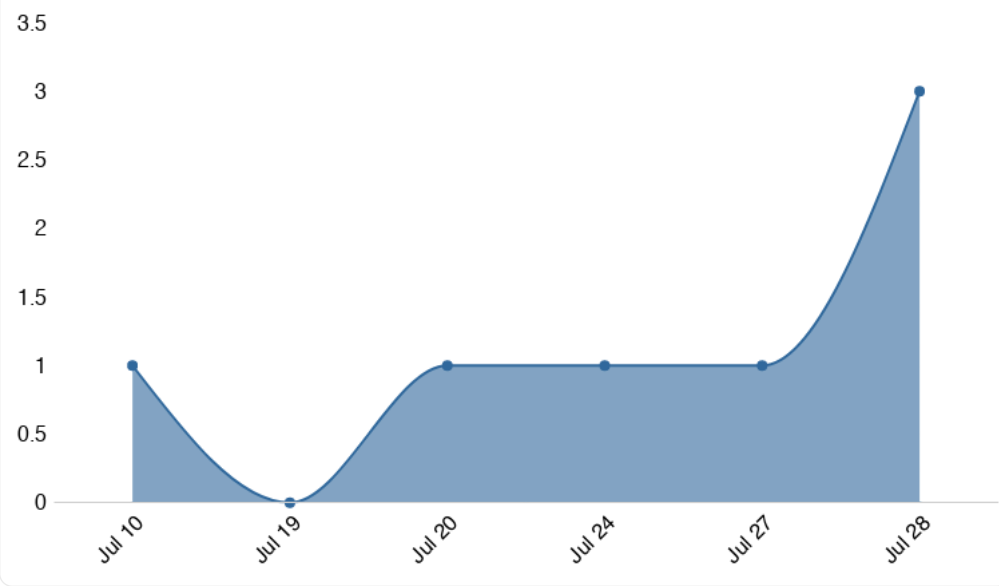


Times users clicked on an ad leading to your site and visited a page or completed an action

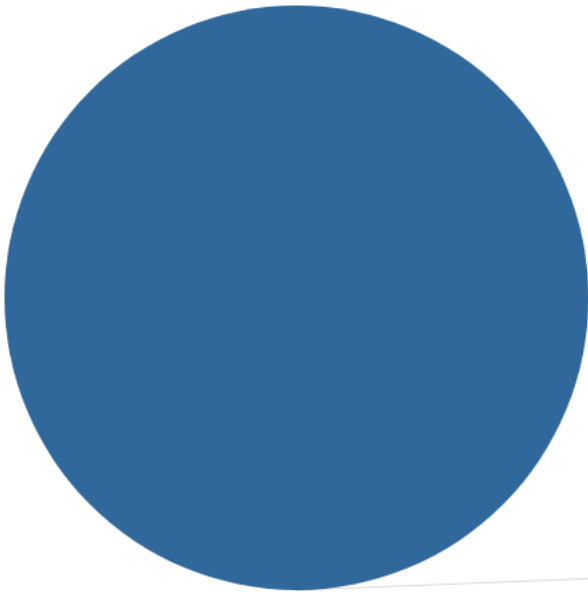
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Vici See Adtini in Action Click Conversion	4
Vici Become a Partner Click Conversion	2
Vici See More Partner Wins Click Conversion	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions

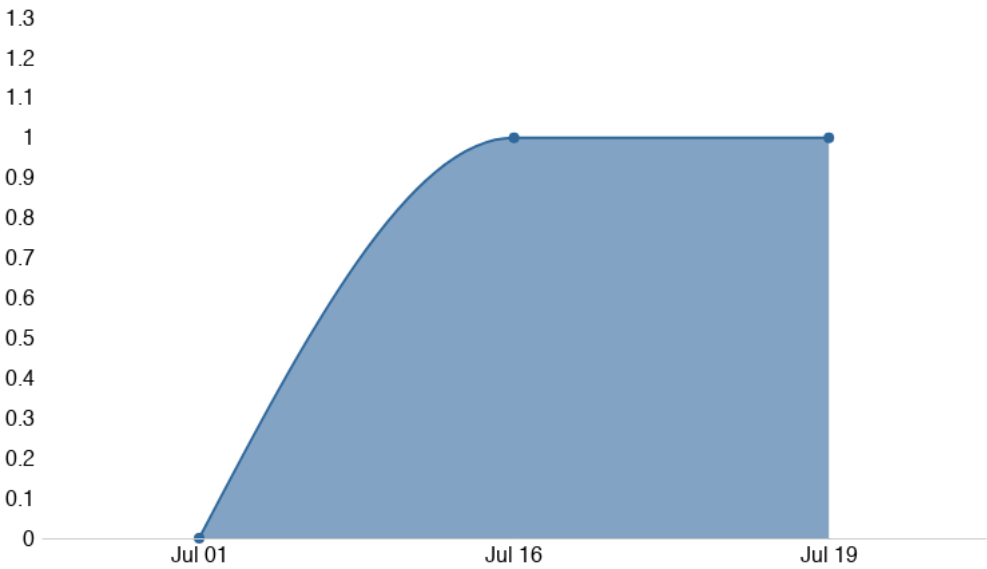


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

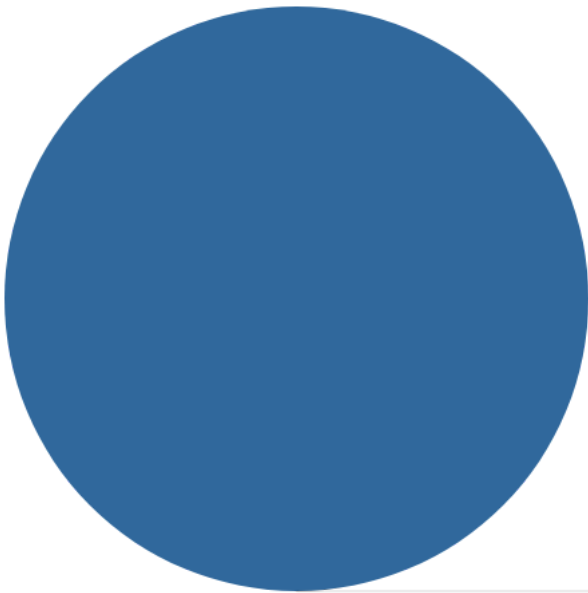
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Vici Contact Page View	1
Vici Homepage Visits	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Matching:
100%

Meta Post Engagements

20,312

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

Meta Post Comments

12

The total number of comments your ads received

Meta Post Reactions

33

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



Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Cutting Edge - Todd	21,342	1,031	4.83%	69.01
Empire State Building Meme	5,130	284	5.54%	79.09
Vici - 60 Seconds - Master 4K - Digital Rock Star	69,475	198	0.29%	4.07
The Agency Behind The Empire	22,464	53	0.24%	3.37
Social Mirror - Megan	1,636	13	0.79%	11.35
Social Mirror - Todd	3,945	9	0.23%	3.26

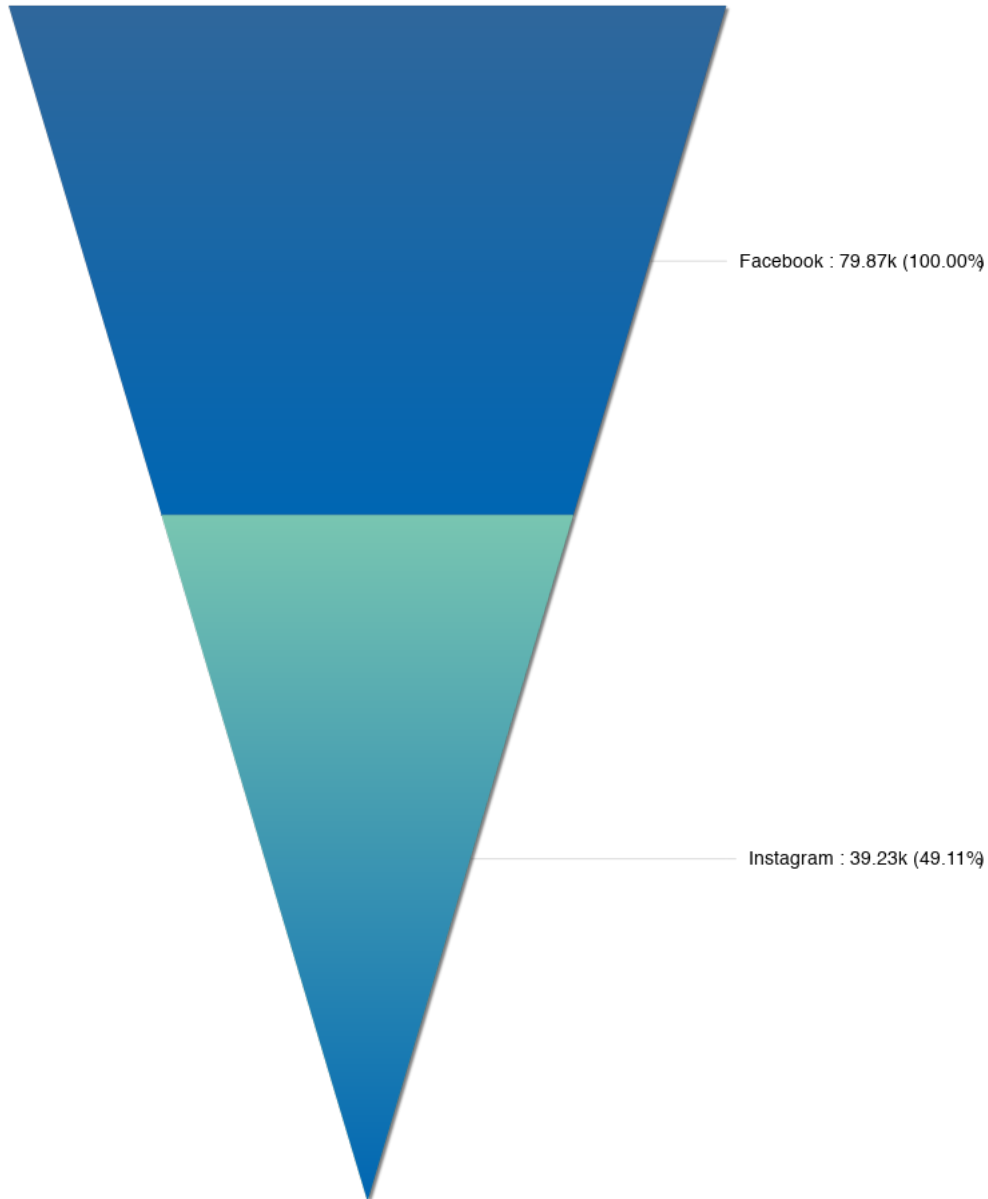
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	119,162	1,547	1.30%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,827	32	1.13%
Desktop	A personal computing device that remains stationary at one location.	1,534	7	0.46%
Unknown	---	469	2	0.43%

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.	54,753	475	0.87%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	19,939	145	0.73%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	19,573	534	2.73%
Instagram Stories	Your ads appear in people's Stories on Instagram.	12,594	34	0.27%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	7,059	13	0.18%
Facebook Stories	Your ads appear in people's Stories on Facebook.	5,177	140	2.70%
Threads	Your ads appear in the Threads feed.	3,315	244	7.36%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	1,141	2	0.18%
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.	441	1	0.23%

Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance



Performance Max Creative Group Performance

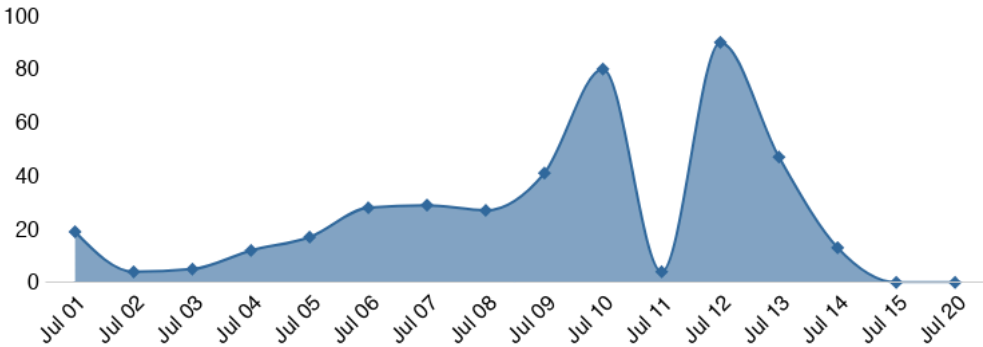
Creative Group Name	Search Themes	Client Ad Cost	Client CPE	Impressions	Events ↓	Event Rate
Vici Media Inc - Performance Max	Agency Branded Reporting Dashboards,Agency Digital Expansion Solutions,Agency Digital Partnership Solutions,Agency Growth Digital Partner,Agency Partner Ad Tech Solutions,Digital Ad Operations for Marketing Agencies,Digital Advertising Support for Agencies,Digital Campaign Management for Agencies,Digital Marketing Fulfillment for Agencies,Digital Media Buying for Agencies,Digital Sales Enablement for Agencies,Marketing Agency White Label Partner,Multi Platform Digital Advertising for Agencies,Outsourced Digital Advertising for Agencies,Scalable Digital Solutions for Agencies,Turnkey Digital Campaigns for Agencies,White Label Advertising Solutions for Agencies,White Label CTV Advertising for Agencies,White Label Digital Marketing Services,White Label Display Advertising,White Label Online Audio Advertising,White Label PPC Management for Agencies,White Label Programmatic Advertising,White Label SEO Services for Agencies,White Label Social Advertising Services	4,320.84	0.89	45,582	4,863	10.67%
Total		4,320.84	0.89	45,582	4,863	10.67%

Performance Max Click Conversions



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

Performance Max Click Conversions by Day



Performance Max Click Conversion Performance

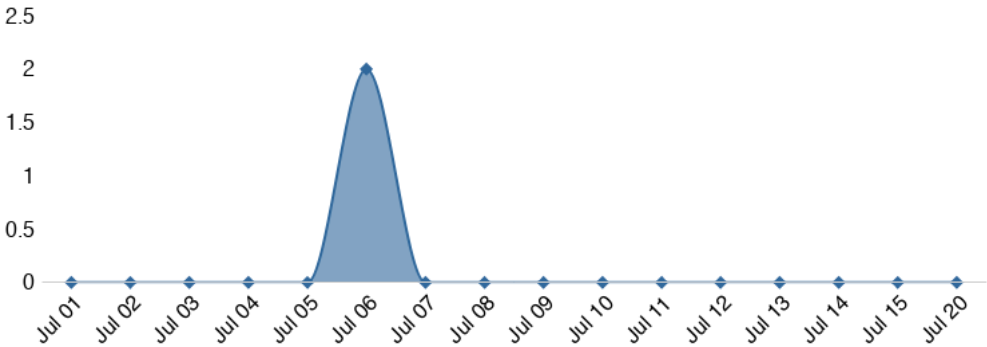
Conversion Action Name	Click Conversions ↓
Vici Live Chat Conversion	412
Vici Get Started Click Conversion	3
Vici Contact Page Form Submission	1

Performance Max View-through Conversions



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

Performance Max View-through Conversions by Day

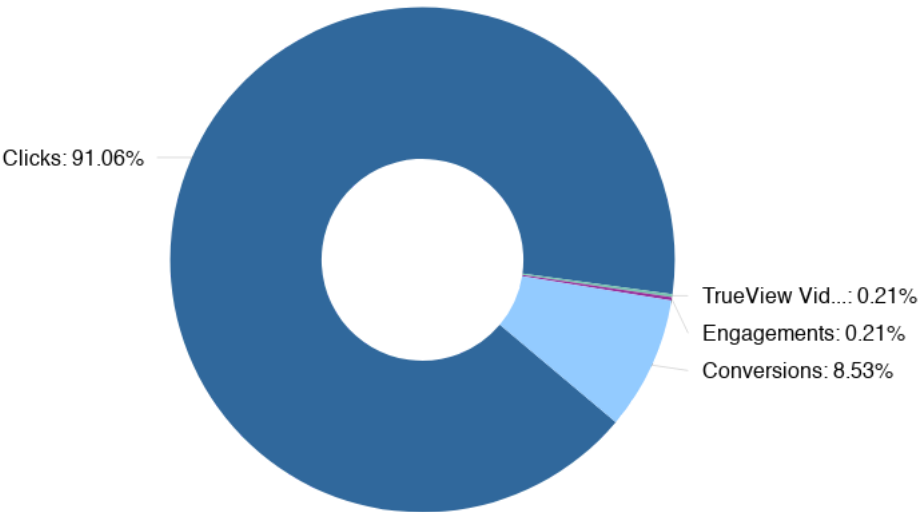


Performance Max View-through Conversion Performance

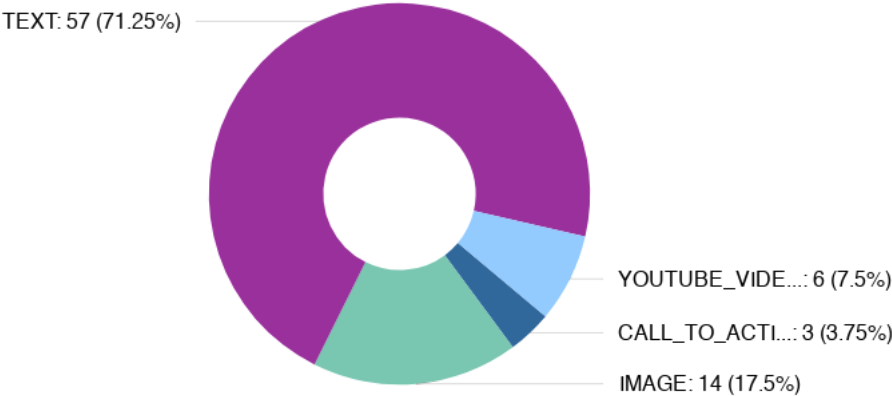
Conversion Action Name	View-through Conversions ↓
Vici Live Chat Conversion	2

"Calls from ads" refers to a qualified conversion, meaning that the call had to go through and last for at least 60 seconds for it to be counted.

Event Breakdown by Type



Creative Type by Quantity



Performance Max Top 5 Extension Performance

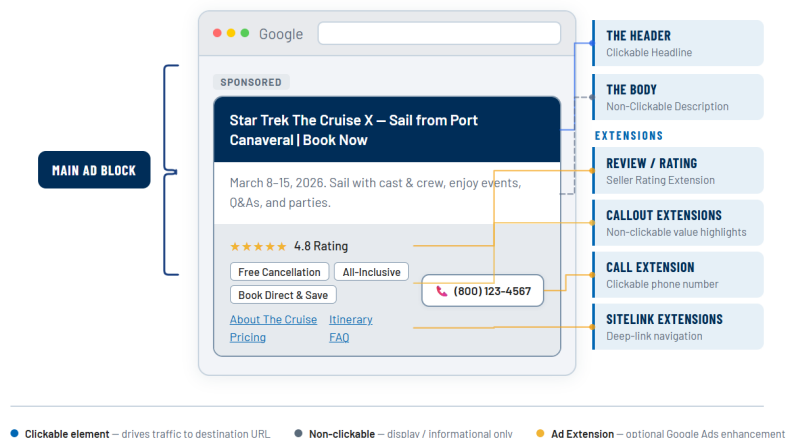
Type	Extension (upgraded)	Impressions	Events	Event Rate ↓	Client Ad Cost	Client CPE
LOGO	Vici Logo.jpg, https://tpc.googlesyndication.com/simgad/12123090071215911067	14,501	1,835	12.66%	1,561.56	1.70
LOGO	VICI_Logo_ICON_STANDARD_RGB.png, https://tpc.googlesyndication.com/simgad/13055650121677902022	13,316	1,633	12.26%	1,442.60	1.77
BUSINESS_NAME	Vici Media	45,582	4,865	10.67%	4,320.84	1.78

Because a single ad can display multiple extensions at the same time, this data overlaps. As a result, the combined metrics (Impressions, Events, Event Rate, Client Ad Cost, & Client CPE) for all extensions will appear much higher than the actual overall campaign totals.

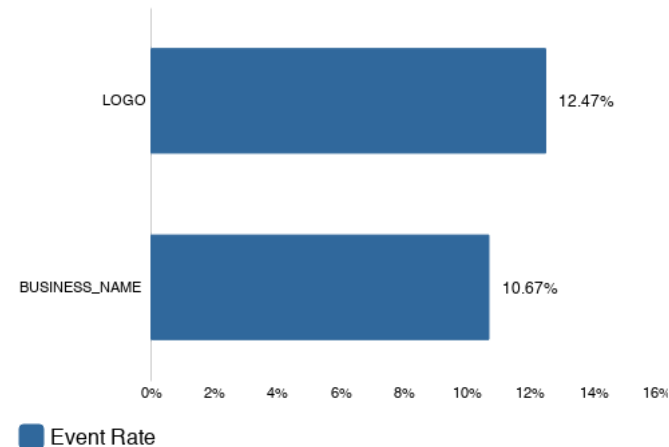
80

Number of Creative Assets

Currently Running



Performance Max Extension Type Performance



This report shows many times an ad was clicked that contained that extension, not how many people clicks on that specific extension itself. Location Extensions are not currently available to be shown.

“Phone calls” are the number of times people clicked on a phone number displayed in an ad on a mobile device or manually dialed the Google forwarding number displayed in an ad on any device, regardless of the duration.



LinkedIn Cost per Line Item

Campaign Name	Impressions	Clicks ↓	CTR	Client Cost	CPC
Vici Media - Executive/Director/CEO/Marketing Director AND Advertising Services LinkedIn	16,888	98	0.58%	1,822.11	18.59
Vici Media - Email Matching LinkedIn	15,376	67	0.44%	1,410.46	21.05
Total	32,264	165	0.51%	3,232.57	19.59

Client Cost: Amount Spent on the LinkedIn campaign. You are charged when a Click occurs on an ad.

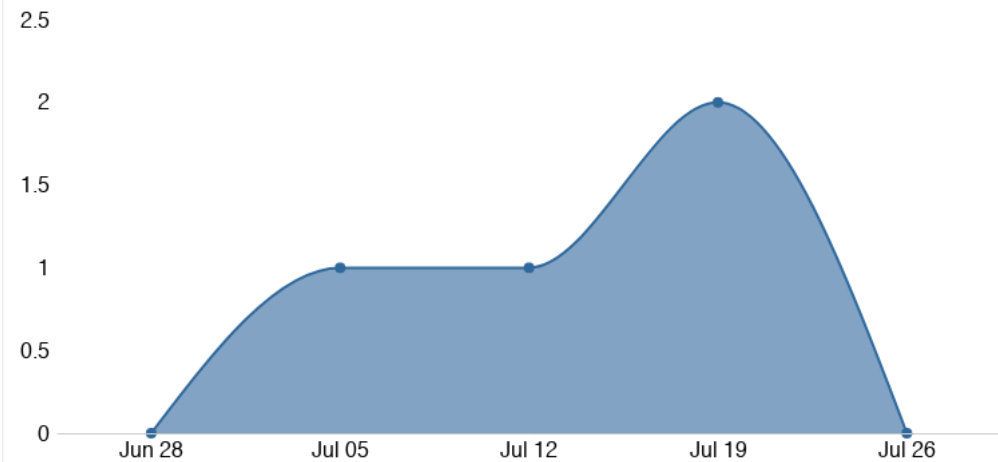
CPC: The amount paid for your Ads divided by your total Clicks.

Note: Costs do not include management fee.

LinkedIn View-through Conversions



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

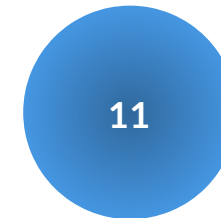


LinkedIn Other Engagements



Other clicks on your ad include: view all comments, see more description, see social count, see list of likes, and more

LinkedIn Reactions



Number of positive reactions your ad received

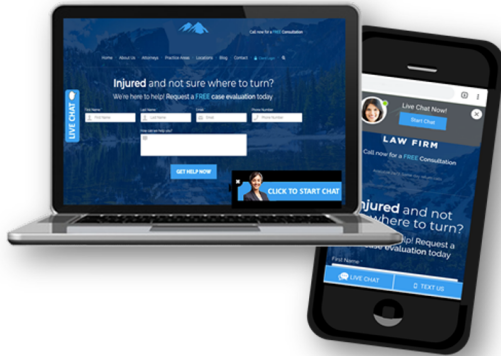


LinkedIn Creative Performance

Creative Name	Impressions	Clicks ↓	CTR	Client Cost	CPC
Cutting Edge - Todd	13,202	81	0.61%	1,401.25	17.30
Social Mirror - Todd	12,960	60	0.46%	1,248.84	20.81
Social Mirror - Megan	6,102	24	0.39%	582.48	24.27

LinkedIn Video Completion Performance by Creative

Creative Name	25% Completed ↓	50% Completed	75% Completed	100% Completed
Social Mirror - Todd	7.78%	3.14%	1.93%	1.27%
Cutting Edge - Todd	6.57%	2.57%	1.50%	1.07%
Social Mirror - Megan	2.92%	1.37%	0.92%	0.63%



Chats: Number of people that started a chat

Leads: Number of Visitors that started a chat and converted into a lead

Billable Leads: Leads classified as Sales Leads

Chat vs. Lead Ratio: $(\text{Billable Leads} / \text{Chats}) \times 100$

Note: Data is updated once daily. Chats and Leads will update during the next day's sync.

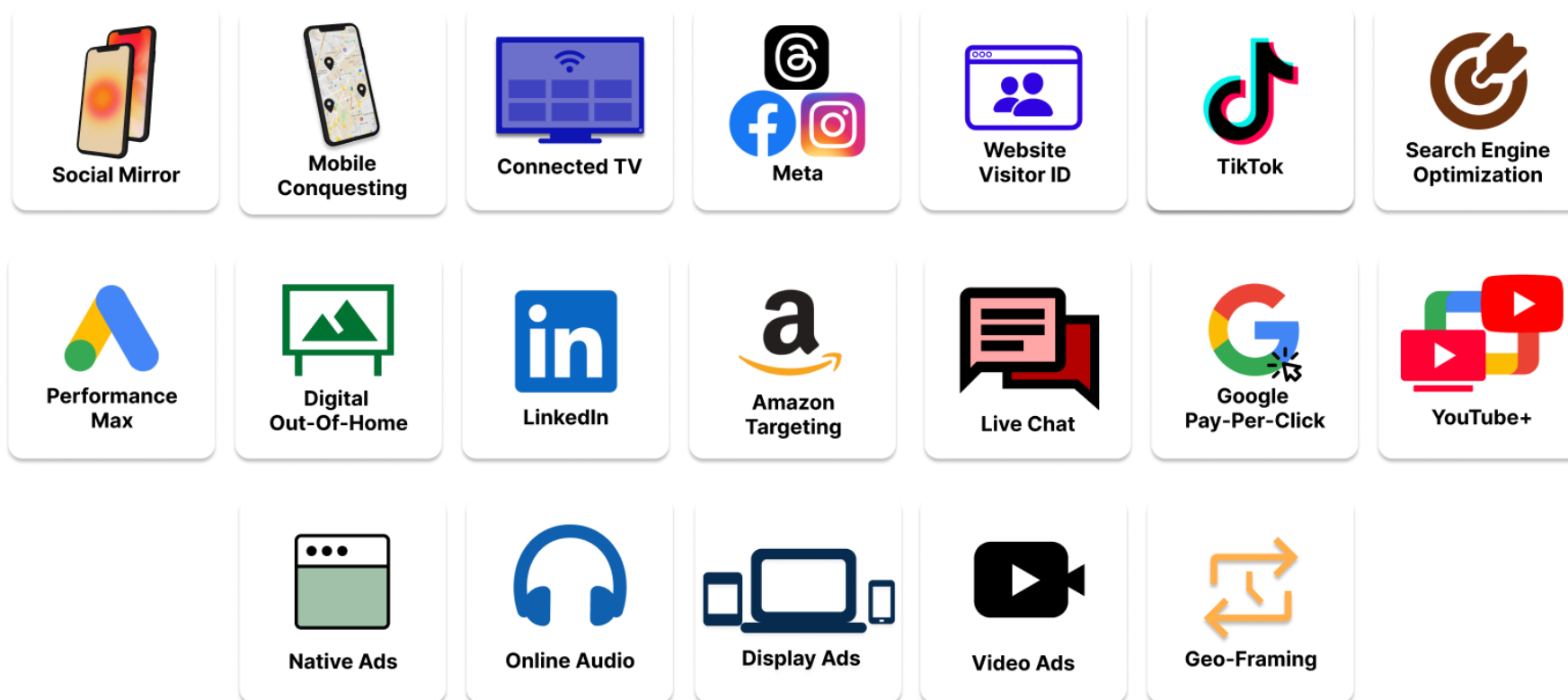
What are the different Lead types?

Sales Lead: (Billable) Someone we've chatted with where we've obtained the visitor's name and contact information (phone number and/or email address), what the visitor is looking for is offered by the business, and the visitor falls within the businesses geographic coverage area. This lead type is billable.

Service Lead: (Non-Billable) An existing client of the business - they may be trying to reschedule an appointment or get in touch with their account manager, etc. This lead type is non-billable.

Other Lead: (Non-Billable) Someone who's outside of the geographic coverage area, someone looking for a service the business doesn't offer, looking for a job, etc. This lead type is non-billable.

All available products in our *toolbox*.



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