



Digital Marketing Report

Impressions

How many ads were served:

65,665

Clicks

Times a user clicked on an ad

700

Click-Through Rate

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

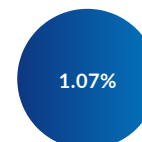
1.07%

Your Product Breakout by Impressions



Meta

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%)
Crystal Clean - Cleaning/Home Improvement/Home Facebook/Instagram Premium	39,906	274	0.69%	9.81
Crystal Clean - 123312 Cleaning/Home Improvement/Home Facebook/Instagram Premium	20,899	331	1.58%	22.63
Crystal Clean - 123312 Retargeting Facebook/Instagram Premium	3,823	73	1.91%	27.28
Crystal Clean - Retargeting Facebook/Instagram Premium	1,037	22	2.12%	30.31



Meta Click Conversions

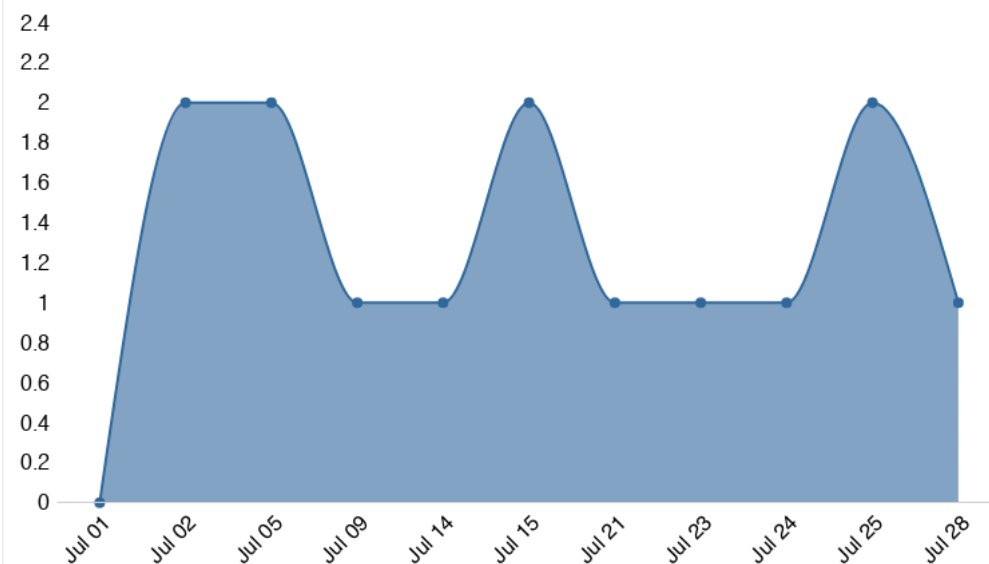


Times users clicked on an ad leading to your site and visited a page or completed an action

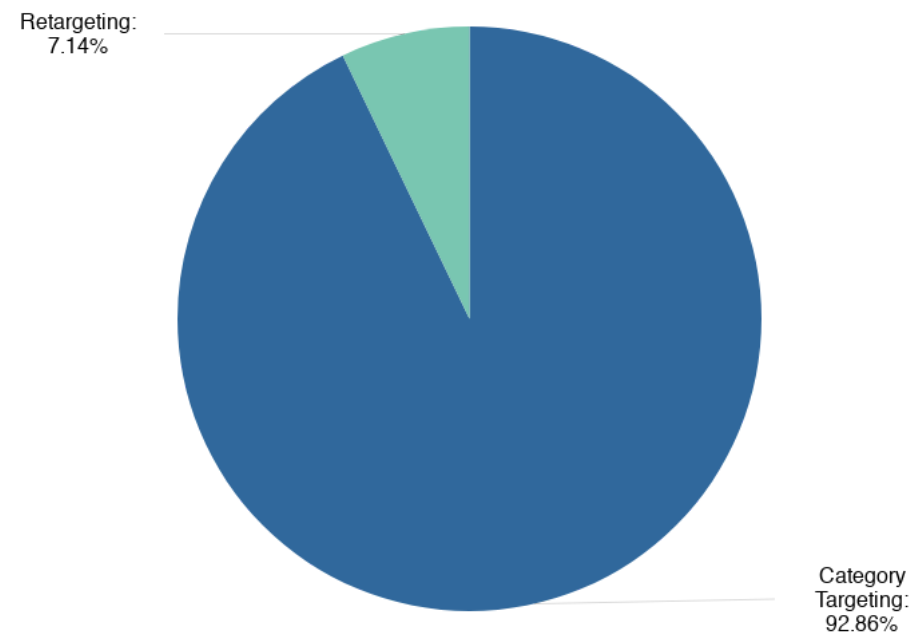
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Crystal Clean Home Cleaning Page View	10
Crystal Clean Commercial Cleaning Page View	3
Crystal Clean Maid Service Page View	1

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

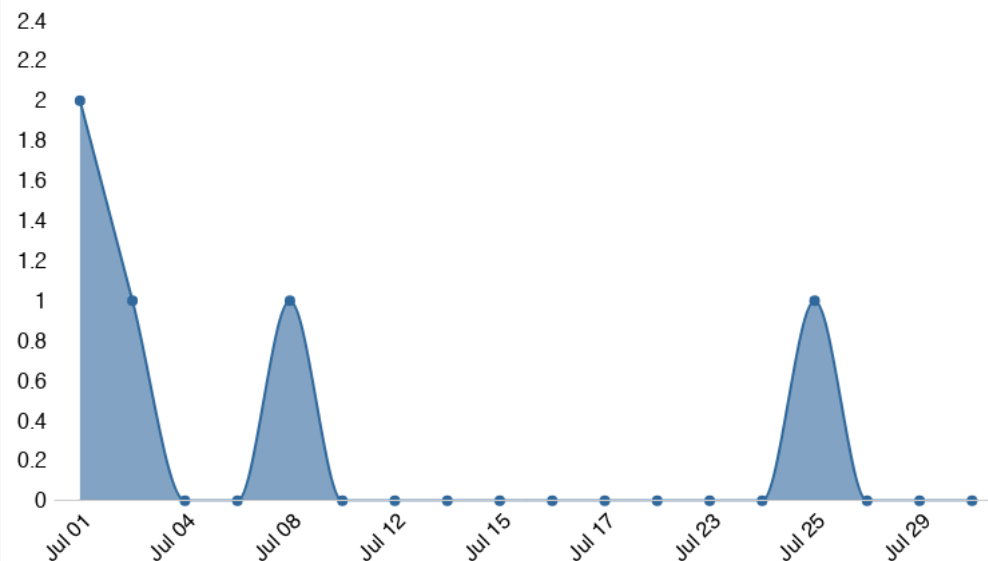
Meta View-Through Conversion Performance

Conversion Name

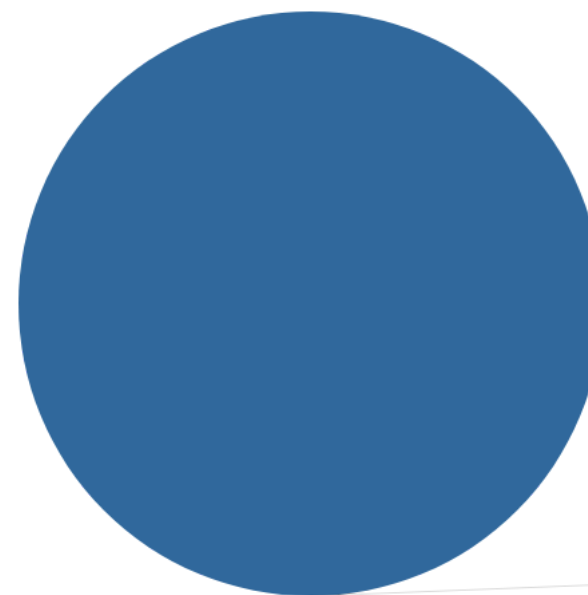
View-Through Conversions ↓

Crystal Clean Home Services Homepage Visits	4
Crystal Clean Cleaning Service Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category
Targeting:
100%



Meta Post Engagements

13,336

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

Meta Post Reactions

12

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

Meta Post Shares

1

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%)
Crystal Clean_6.18_CC-Windows.mp4	24,722	404	1.63%	23.35
Crystal Clean_7.13_Good citizens of DuBois	12,937	144	1.11%	15.90
Crystal Clean_6.2_SCHOOL'S OUT FOR SUMMER!	11,659	102	0.87%	12.50
Crystal Clean_2.12_General Superhero	16,347	50	0.31%	4.37



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	57,099	602	1.05%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	6,009	74	1.23%
Desktop	A personal computing device that remains stationary at one location.	1,346	9	0.67%
Unknown	---	1,211	15	1.24%

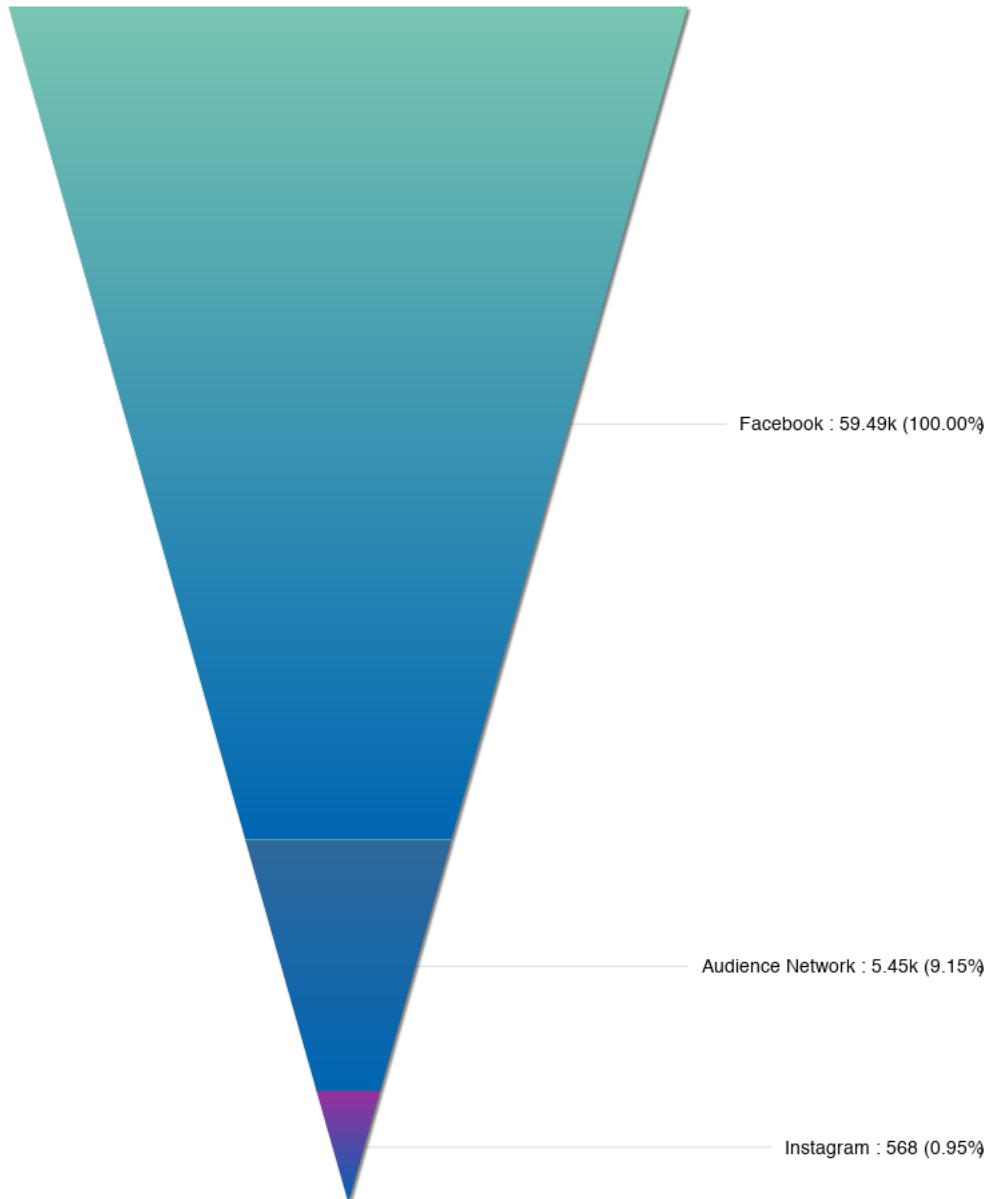


Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	22,725	16	0.07%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	19,567	152	0.78%
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.	14,471	189	1.31%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	4,099	170	4.15%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	2,662	91	3.42%
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	1,346	61	4.53%
Instagram Stories	Your ads appear in people's Stories on Instagram.	314	18	5.73%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	156	0	0.00%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	120	0	0.00%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	98	0	0.00%



Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network Performance



Instagram Performance





All available products in our *toolbox*.



Social Mirror



Mobile Conquesting



Connected TV



Meta



Website Visitor ID



TikTok



Search Engine Optimization



Performance Max



Digital Out-Of-Home



LinkedIn



Amazon Targeting



Live Chat



Google Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

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