

Digital Marketing Report

Impressions

How many ads were served:

50,401

Clicks

Times a user clicked on an ad

1,481

Click-Through Rate

(Clicks/Impressions) x 100

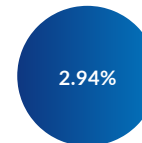
2.94%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



(Clicks+View-throughs)/Impressions x 100*

X the National Average



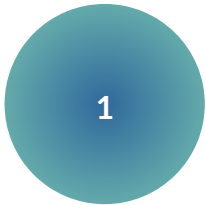
X the National Avg (.07%)

*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%)
Fusion Point - Household income: top 25%-50% of ZIP codes AND Recently Moved/Zillow Facebook/Instagram Lead	36,226	1,084	2.99%	42.75
Fusion Point - Custom Audience Matching Lookalike Facebook/Instagram Lead	14,103	394	2.79%	39.91
Fusion Point - Retargeting Facebook/Instagram Lead	45	2	4.44%	63.49
Fusion Point - Custom Audience Matching Facebook/Instagram Lead	27	1	3.70%	52.91

Meta Click Conversions

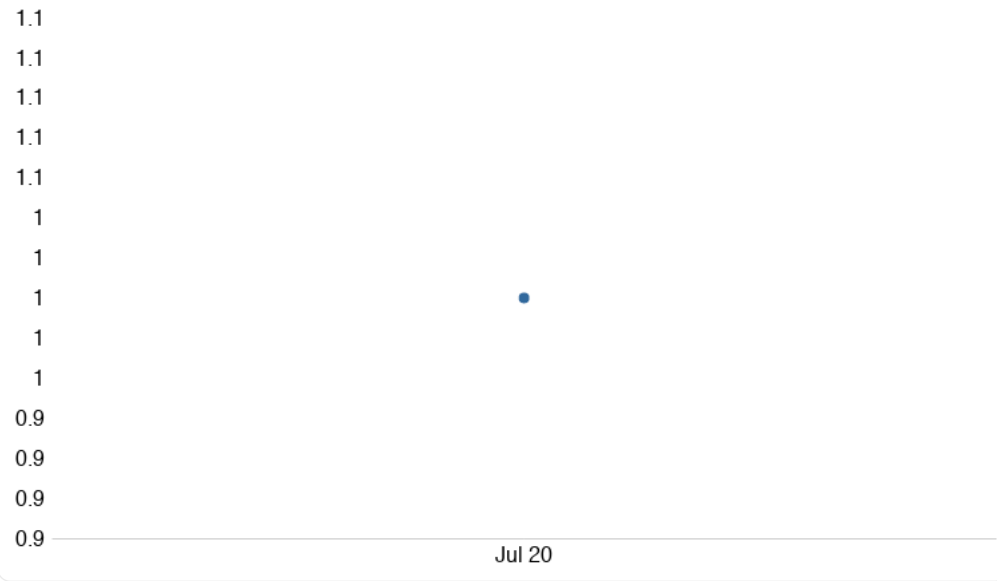


Times users clicked on an ad leading to your site and visited a page or completed an action

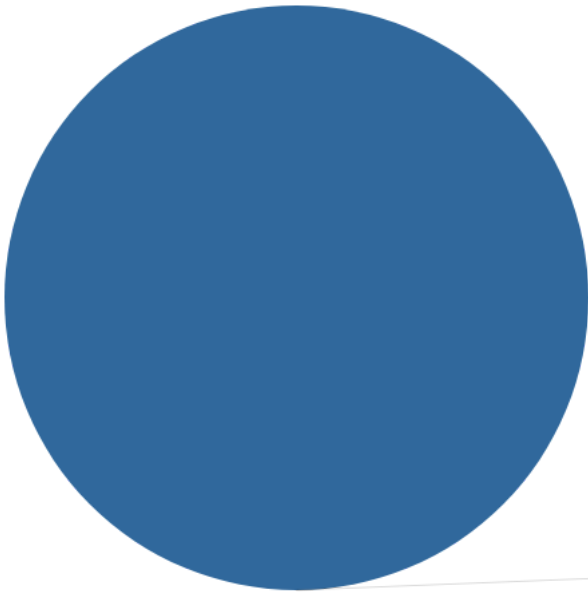
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Fusion Point Alarms and Cameras Page Veiw	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Category Targeting: 100%

Meta View-Through Conversions

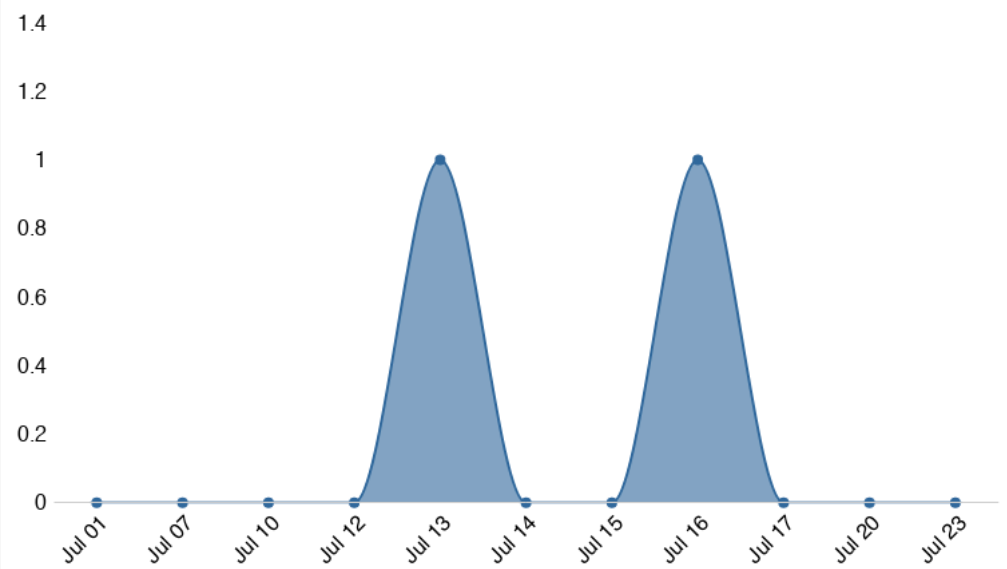


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Fusion Point Homepage Visits	2

Meta View-Through Conversions by Day



Social Lead Performance

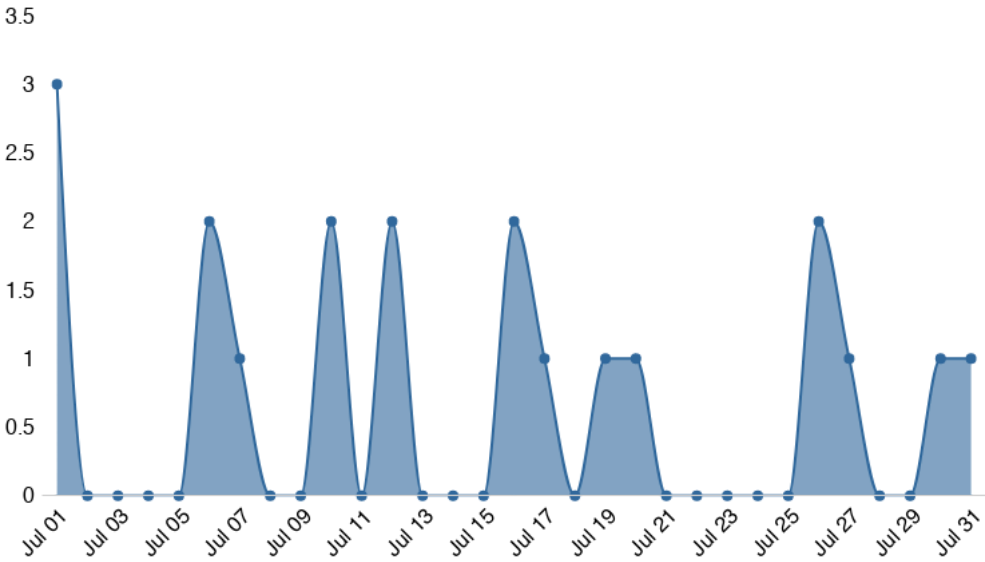


Times users clicked on an ad and completed the lead form

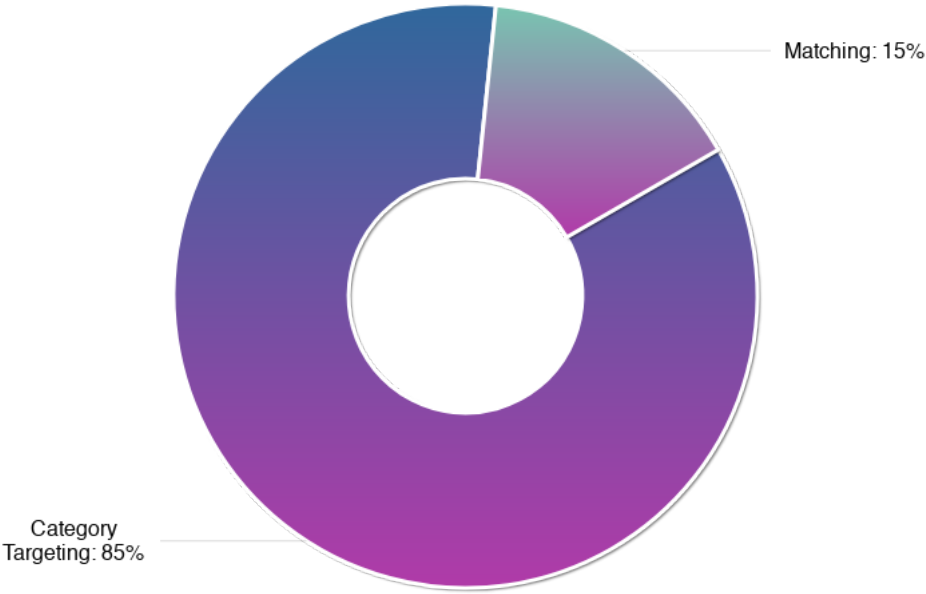
Social Lead Performance by Creative

Ad	On-Facebook Leads ↓
Fusion Point_Smart Home Solutions	19
Fusion Point_Carousel	1

Social Leads Performance by Day



Social Lead Performance by Strategy

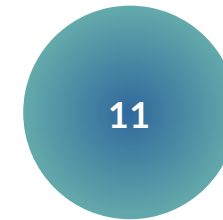


Meta Post Engagements



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 Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
Fusion Point_Carousel	35,824	1,074	3.00%	42.83
Fusion Point_Smart Home Solutions	14,577	407	2.79%	39.89

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: Whole-Home Connectivity	Fusion Point_Carousel	851
2: Home Security & Control	Fusion Point_Carousel	182
3: One App Total Control	Fusion Point_Carousel	5
FusionPoint	Fusion Point_Carousel	4
4: Premium Home Automation	Fusion Point_Carousel	3

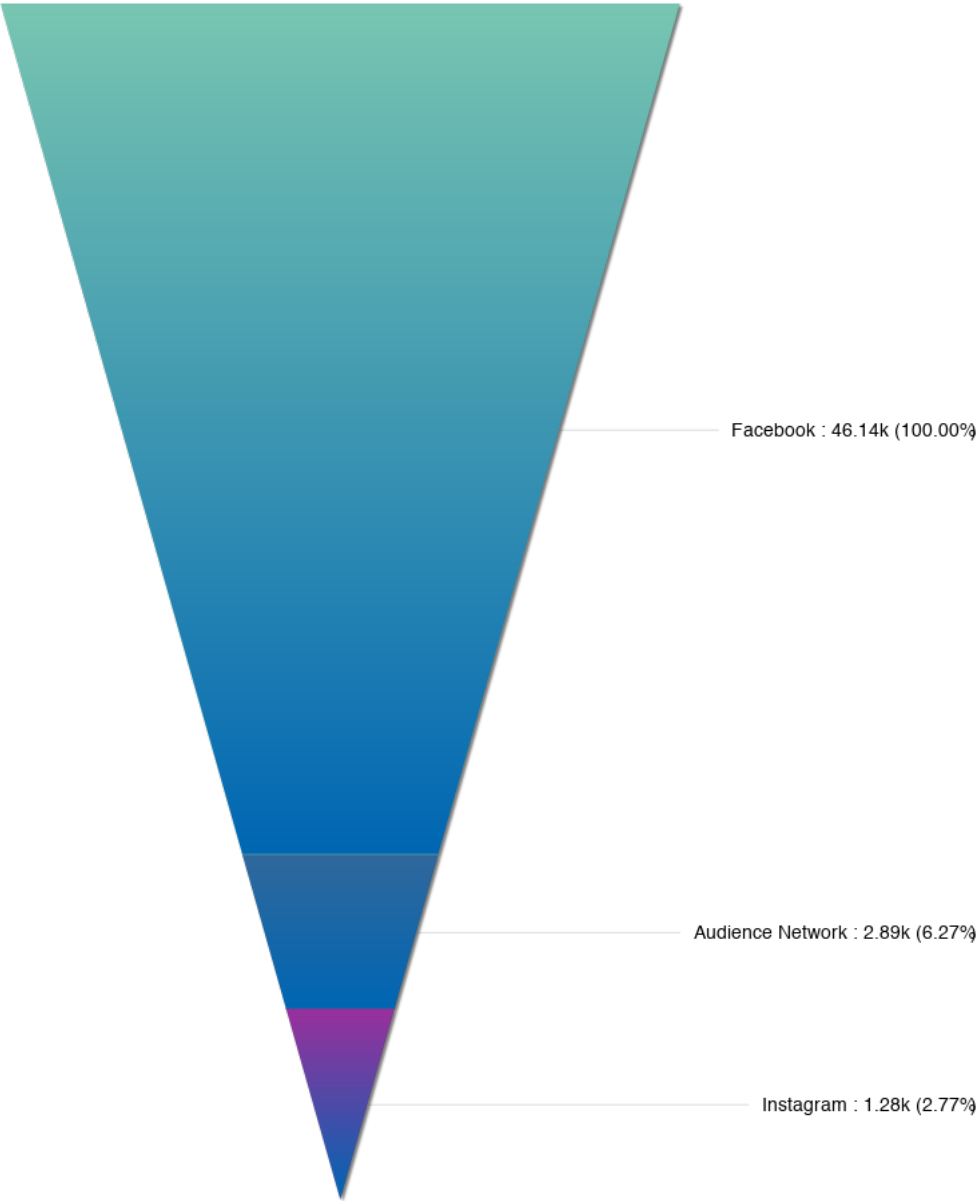
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	49,746	1,462	2.94%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	456	13	2.85%
Unknown	---	160	3	1.88%
Desktop	A personal computing device that remains stationary at one location.	39	3	7.69%

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.	40,840	1,152	2.82%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	2,893	171	5.91%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	2,641	44	1.67%
Facebook Stories	Your ads appear in people's Stories on Facebook.	2,018	87	4.31%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	711	13	1.83%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	447	3	0.67%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	299	4	1.34%
Instagram Stories	Your ads appear in people's Stories on Instagram.	267	4	1.50%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	163	0	0.00%
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.	62	1	1.61%

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



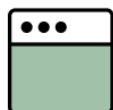
Live Chat



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.