



Digital Marketing Report

Impressions

How many ads were served:

69,712

Clicks

Times a user clicked on an ad

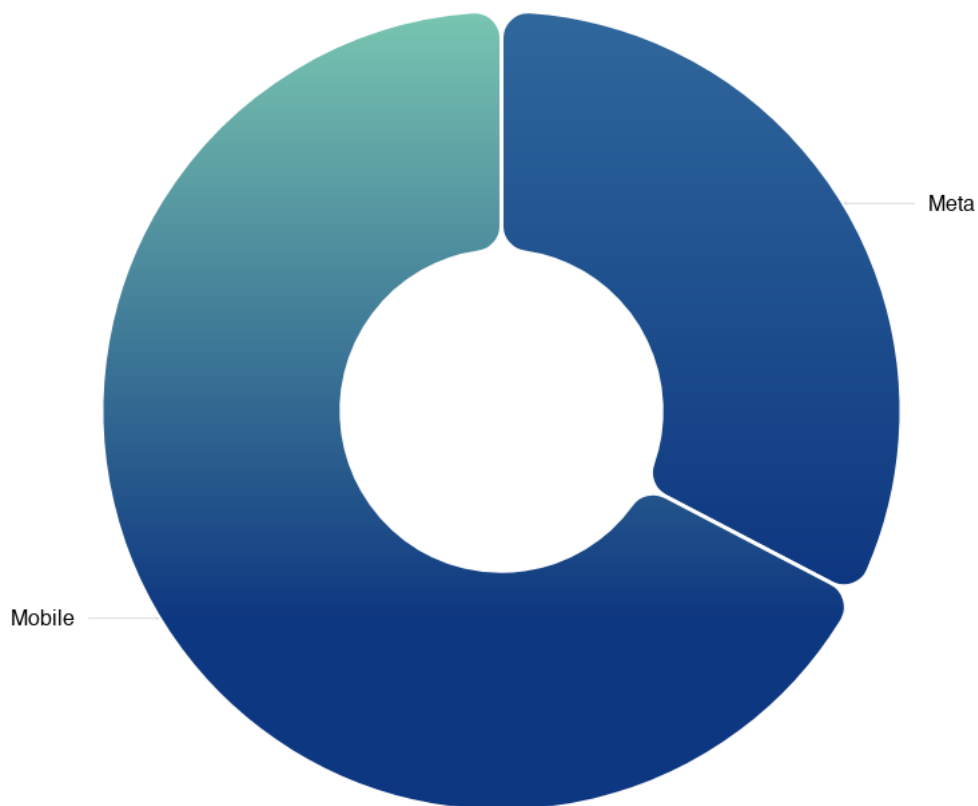
959

Click-Through Rate

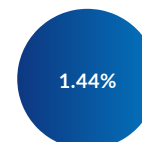
(Clicks/Impressions) x 100

1.38%

Your Product Breakout by Impressions



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%)
The Well Comedy Club - Zane Lamprey - HHI: \$50-200k/Frequent Entertainment Visitors/Bar Visitors Mobile	37,906	58	0.15%	2.19
The Well Comedy Club - Zane Lamprey - Millennials/Gen X/Comedy Facebook/Instagram News Feed	17,573	596	3.39%	48.45
The Well Comedy Club - Zane Lamprey - Site Retargeting Mobile	8,510	28	0.33%	4.70
The Well Comedy Club - Zane Lamprey - Retargeting Facebook/Instagram News Feed	5,193	274	5.28%	75.38
The Well Comedy Club - Zane Lamprey - Geo-Retargeting Mobile	518	2	0.39%	5.52
The Well Comedy Club - Zane Lamprey - Geo-Fencing Mobile	12	1	8.33%	119.05



Mobile Conquesting View-through Conversions

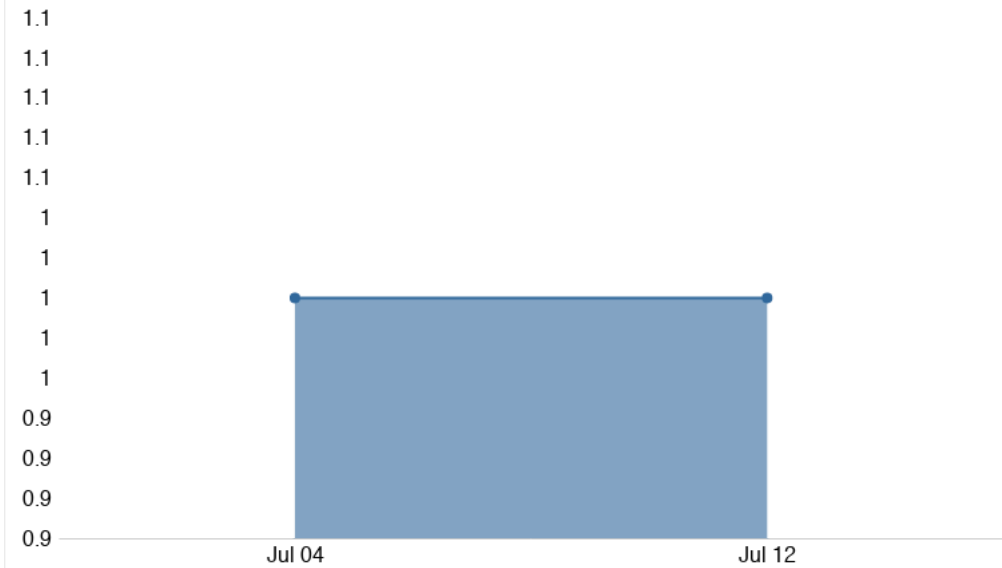


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

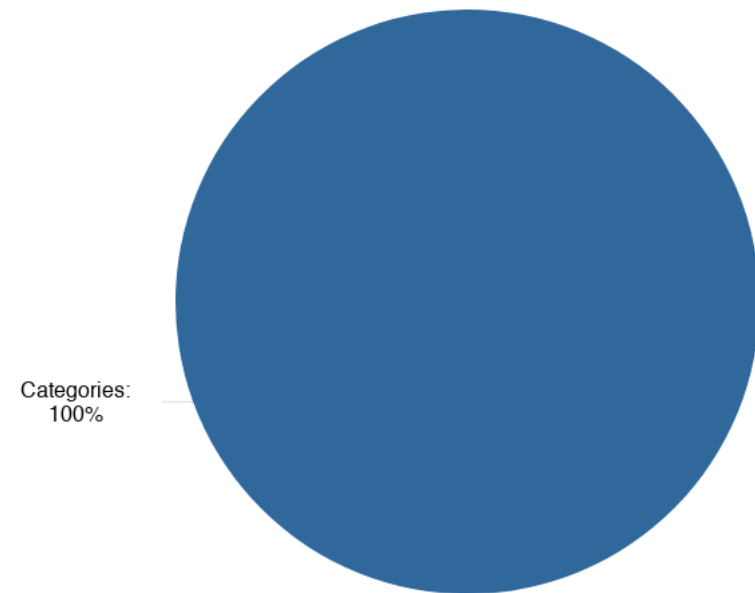
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
The Well Comedy Club Homepage Visits	2

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through 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

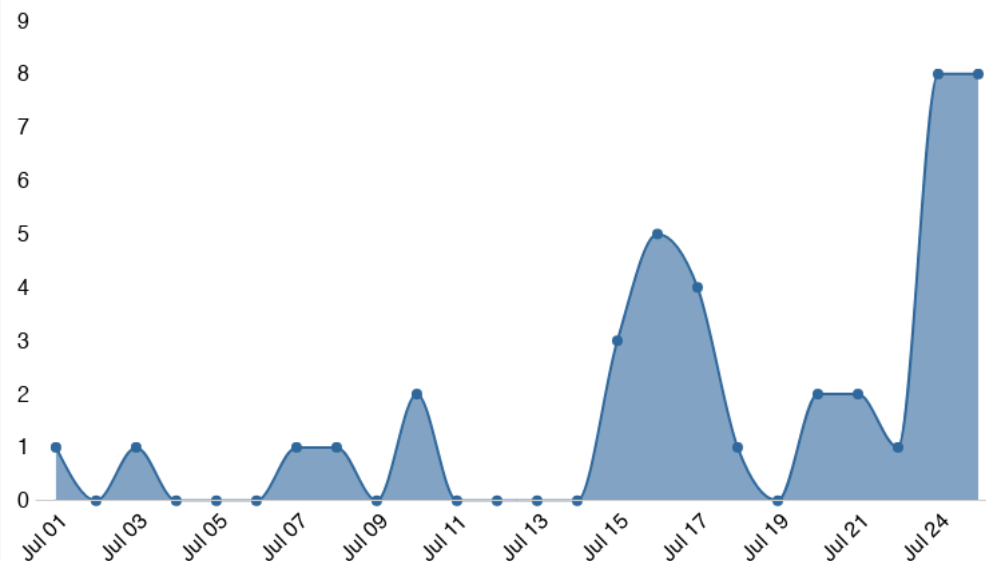
Conversion Name

View-Through Conversions ↓

The Well Comedy Club Homepage Visits

40

Meta View-Through Conversions by Day





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 Post Shares



The total number of people who shared your ad, giving your campaign free impressions

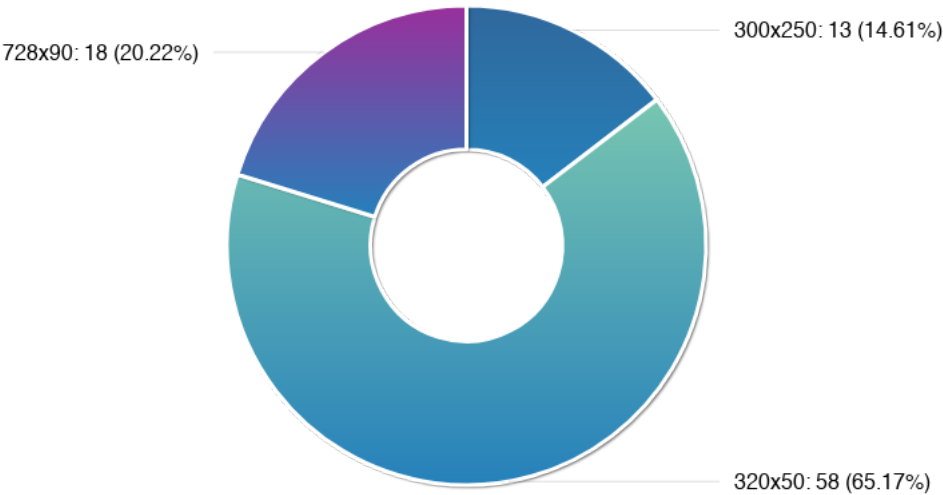


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	The Well Comedy Club - Zane Lamprey_320x50 Z.png	21,882	22	0.10%	1.44
	The Well Comedy Club - Zane Lamprey_UPDATED Lamprey 320x50.png	19,684	36	0.18%	2.61
	The Well Comedy Club - Zane Lamprey_728x90 Z.png	2,432	10	0.41%	5.87
	The Well Comedy Club - Zane Lamprey_UPDATED Lamprey 728x90.png	1,752	8	0.46%	6.52
	The Well Comedy Club - Zane Lamprey_300x250 Z.png	803	8	1.00%	14.23
	The Well Comedy Club - Zane Lamprey_UPDATED Lamprey 300x250.png	377	5	1.33%	18.95
	The Well Comedy Club - Zane Lamprey_640x960 Z.png	16	0	0.00%	0.00



Mobile Conquesting Click Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
The Well Comedy Club - Zane Lamprey_ane Lamprey Clip.mp4	10,878	615	5.65%	80.77
The Well Comedy Club - Zane Lamprey_UPDATED Lamprey 1080x1080.png	11,855	254	2.14%	30.61
The Well Comedy Club - Zane Lamprey_1080x1350 Z.png	13	1	7.69%	109.89
The Well Comedy Club - Zane Lamprey_1080x1080 Z.png	20	0	0.00%	0.00



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Saffron Indian Food & Bar	Unit D2	Bakersfield	CA	93312			4	0	0.00%
My Spot Downtown Grill	1412 17th St F	Bakersfield	CA	93301			3	1	33.33%
Chef Lino's PRIME	11350 Ming Ave	Bakersfield	CA	93311			2	0	0.00%
Luna	1230 H St Ste D	Bakersfield	CA	93301			2	0	0.00%
The Fox Theater	2001 H St	Bakersfield	CA	93301			1	0	0.00%
Petroleum Club at Sundale	6218 Sundale Ave	Bakersfield	CA	93309			0	0	-
Luigi's	725 E 19th St	Bakersfield	CA	93301			0	0	-



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	22,633	862	3.81%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	104	6	5.77%
Unknown	---	18	2	11.11%
Desktop	A personal computing device that remains stationary at one location.	11	0	0.00%

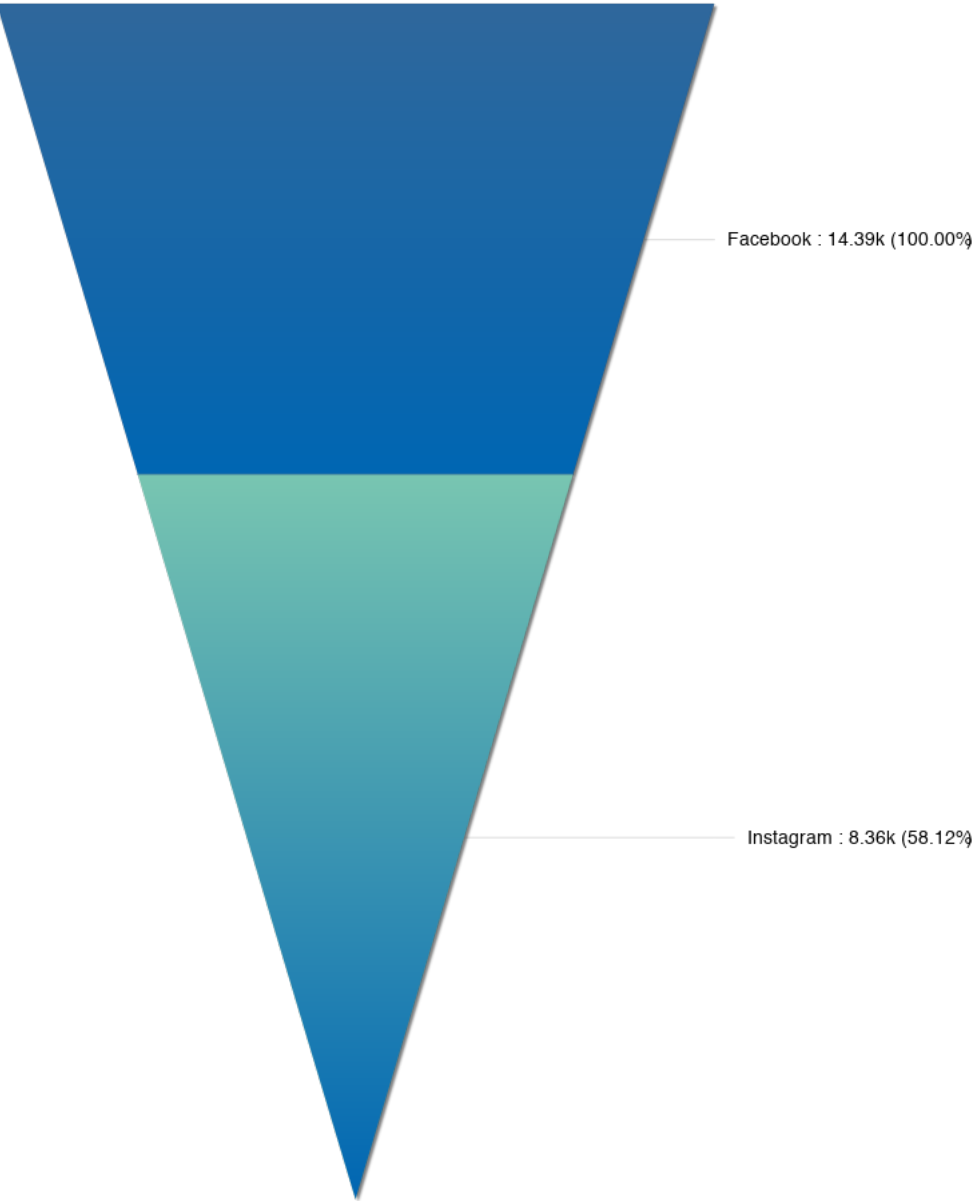


Social Placement Performance

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.	14,385	674	4.69%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	8,361	195	2.33%
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.	14	0	0.00%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	6	1	16.67%



Social Placement Performance by Impressions



Facebook News Feed Performance

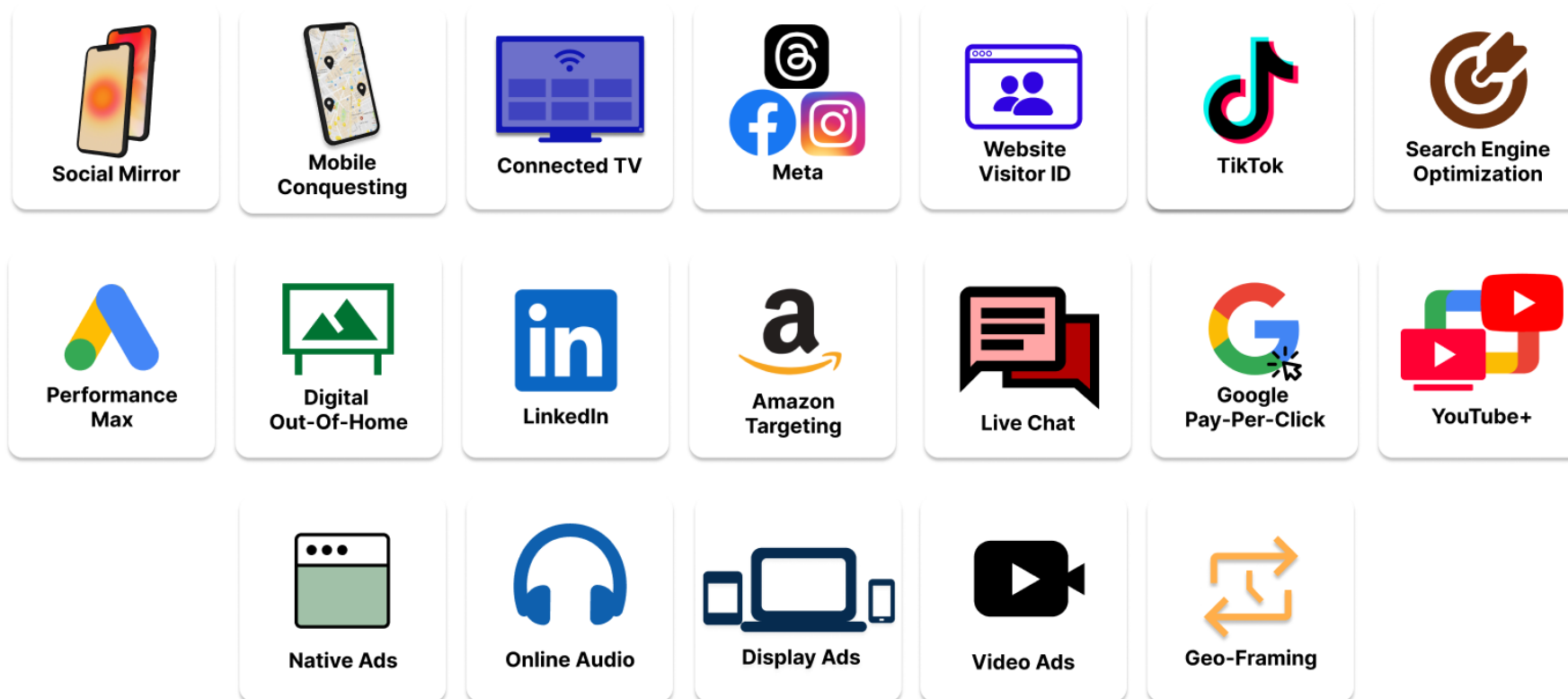


Instagram Performance





All available products in our *toolbox*.



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