



Digital Marketing Report

Impressions

How many ads were served:

40,839

Clicks

Times a user clicked on an ad

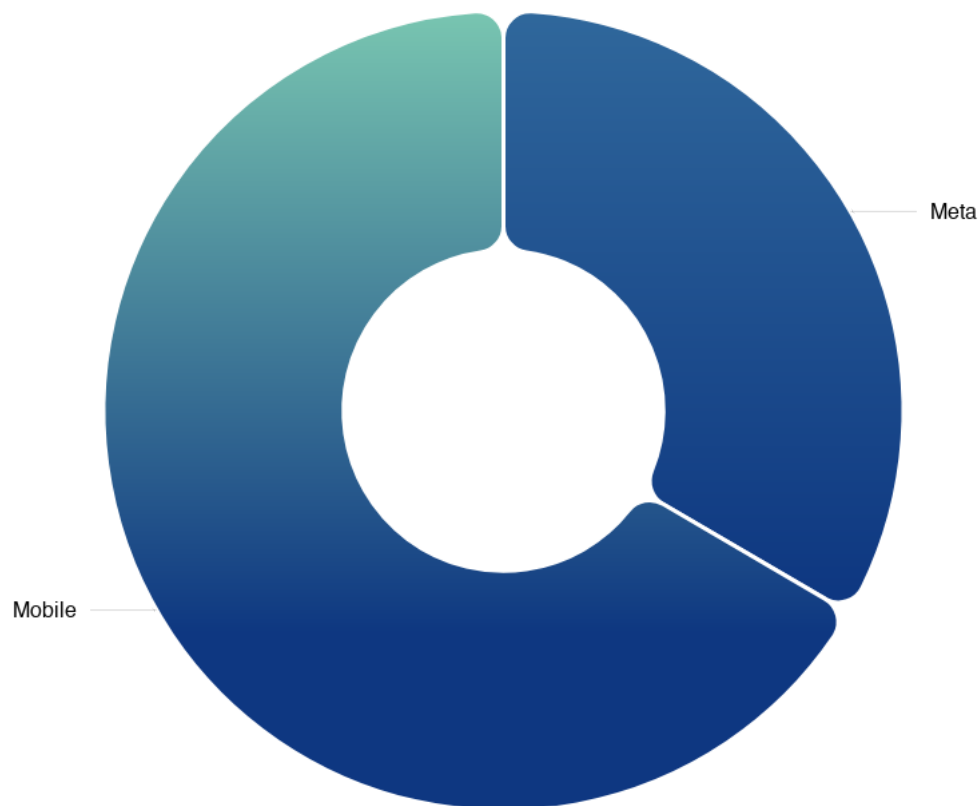
1,185

Click-Through Rate

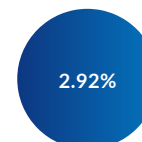
$(\text{Clicks} / \text{Impressions}) \times 100$

2.90%

Your Product Breakout by Impressions



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.

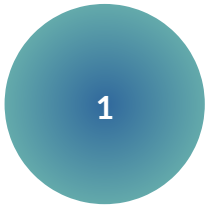


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
The Well Comedy Club - Stormy Daniels - HHI: \$50-200k/Frequent Entertainment Visitors/Bar Visitors Mobile	26,628	26	0.10%	1.39
The Well Comedy Club - Stormy Daniels - Millennials/Gen X/Comedy Facebook/Instagram News Feed	12,883	1,099	8.53%	121.87
The Well Comedy Club - Stormy Daniels - Retargeting Facebook/Instagram News Feed	763	58	7.60%	108.59
The Well Comedy Club - Stormy Daniels - Site Retargeting Mobile	546	2	0.37%	5.23
The Well Comedy Club - Stormy Daniels - Geo-Retargeting Mobile	17	0	0.00%	0.00
The Well Comedy Club - Stormy Daniels - Geo-Fencing Mobile	2	0	0.00%	0.00



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

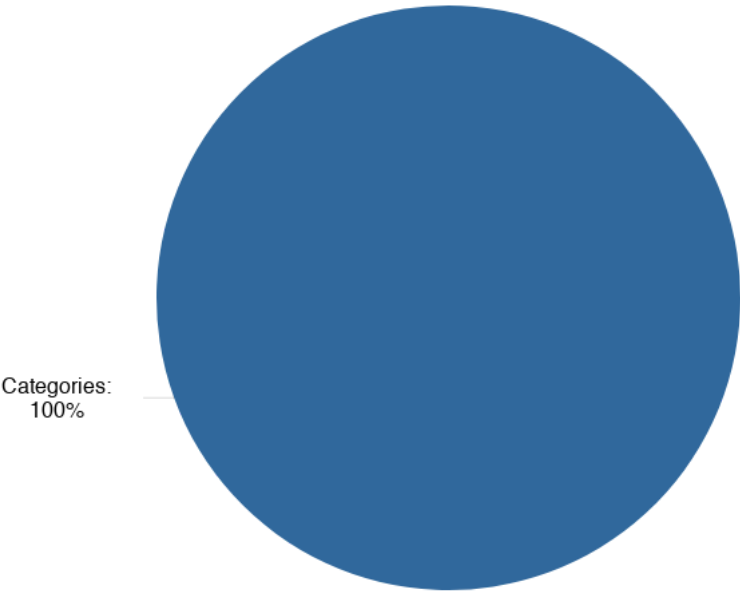
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
The Well Comedy Club Homepage Visits	1

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

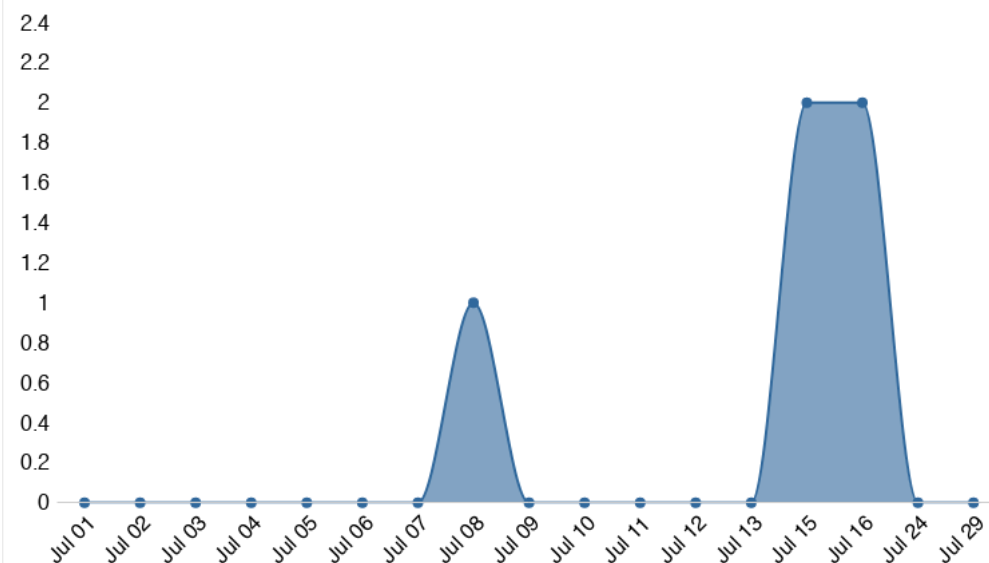
Conversion Name

View-Through Conversions ↓

The Well Comedy Club Homepage Visits

5

Meta View-Through Conversions by Day





Meta Post Engagements

2,107

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

Meta Post Comments

22

The total number of comments your ads received

Meta Post Reactions

26

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

Meta Post Shares

33

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

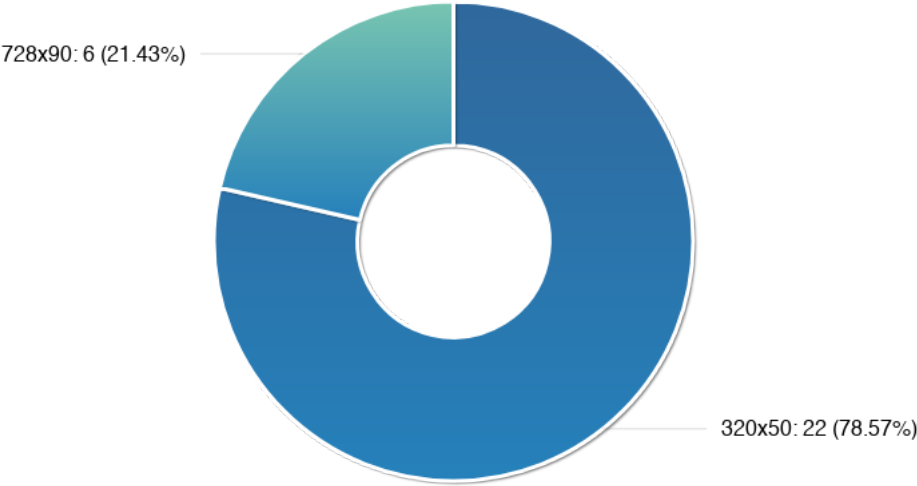


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	The Well Comedy Club - Stormy Daniels_320x50 SD.png	24,469	22	0.09%	1.28
	The Well Comedy Club - Stormy Daniels_728x90 SD.png	2,703	6	0.22%	3.17
	The Well Comedy Club - Stormy Daniels_640x960 SD.png	21	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 - Stormy Daniels_1080x1350 SD.png	13,506	1,150	8.51%	121.64
The Well Comedy Club - Stormy Daniels_1080x1080 SD.png	140	7	5.00%	71.43



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Chef Lino's PRIME	11350 Ming Ave	Bakersfield	CA	93311			2	0	0.00%
My Spot Downtown Grill	1412 17th St F	Bakersfield	CA	93301			0	0	-
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.	13,617	1,157	8.50%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	28	0	0.00%
Unknown	---	1	0	0.00%

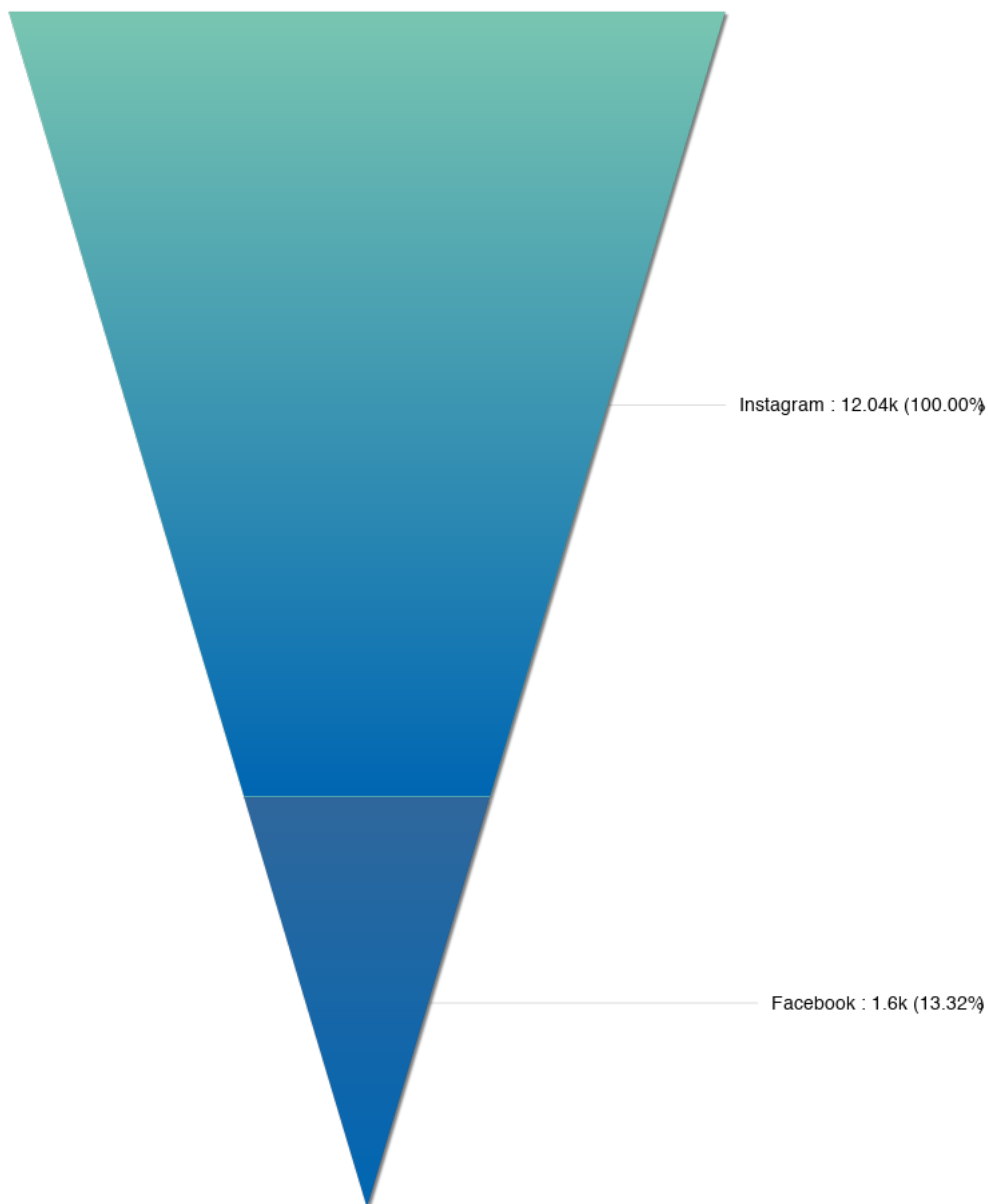


Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	12,038	882	7.33%
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.	1,604	274	17.08%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	3	1	33.33%
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.	1	0	0.00%



Social Placement Performance by Impressions



Facebook News Feed 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.