

Digital Marketing Report

Impressions

How many ads were served:

86,665

Clicks

Times a user clicked on an ad

4,980

Click-Through Rate

(Clicks/Impressions) x 100

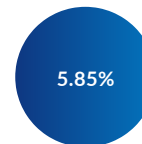
5.75%

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%)
App Summer Fest - Facebook/Instagram Premium	76,959	3,693	4.80%	68.55
App Summer Fest - Event Facebook/Instagram Premium	9,706	1,287	13.26%	189.43

Meta Click Conversions

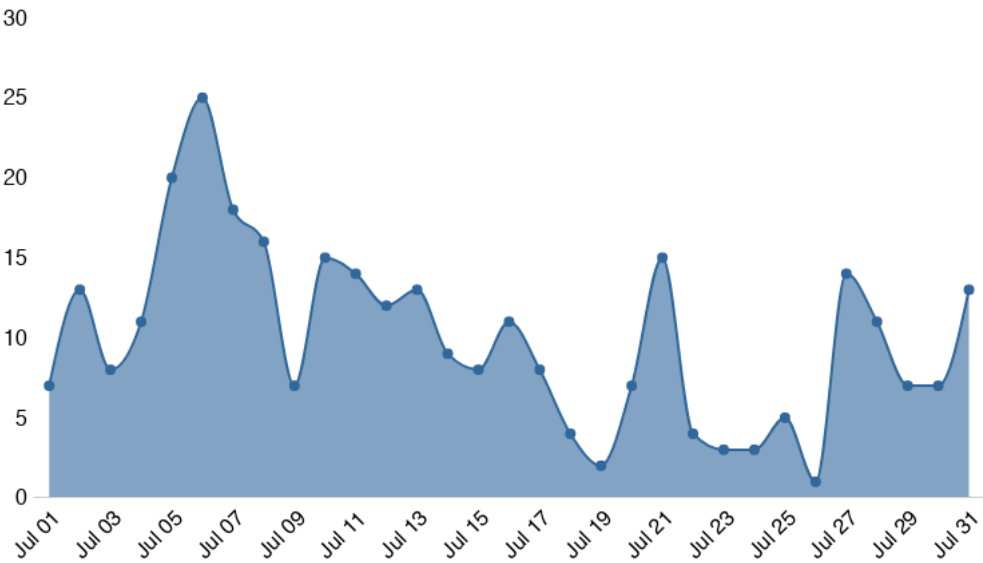


Times users clicked on an ad leading to your site and visited a page or completed an action

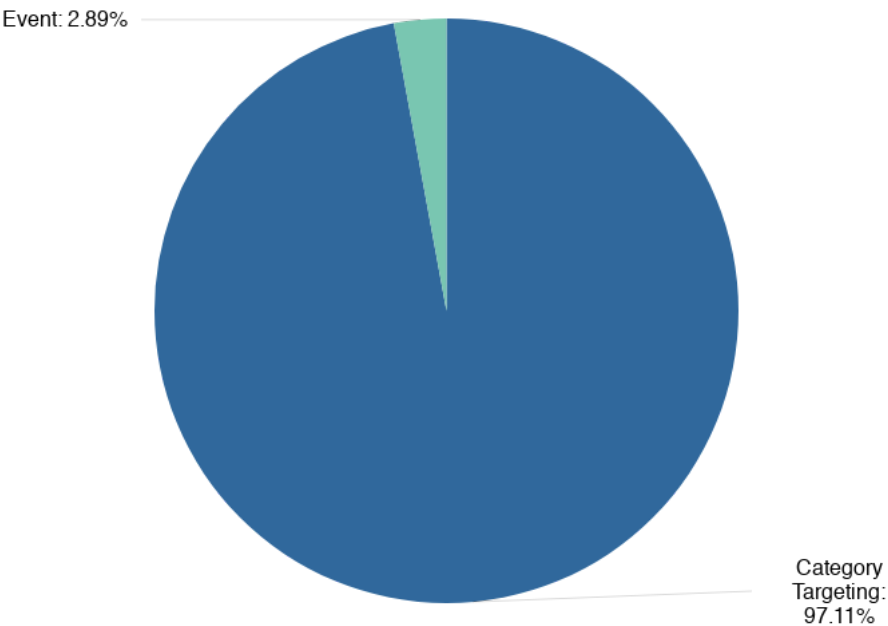
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
ASF Rick Springfield Page View	107
ASF The Jayhawks Page View	67
ASF Gladys Knight Page View	41
ASF Events Page View	34
ASF Darren Criss Page View	19
ASF Complexions Contemporary Ballet Page View	18
ASF Straight No Chaser Page View	18
ASF The Other Mozart Page View	7

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

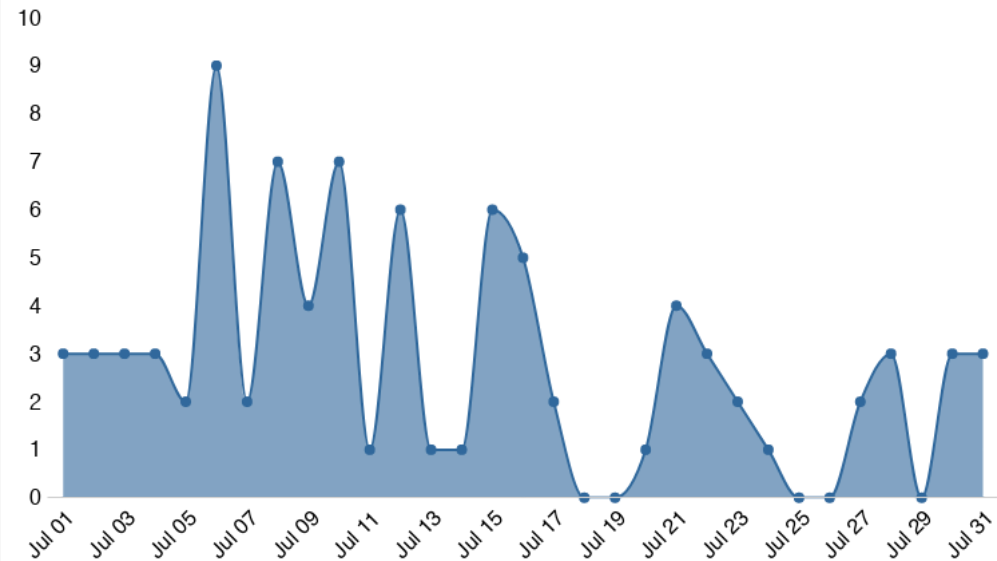


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

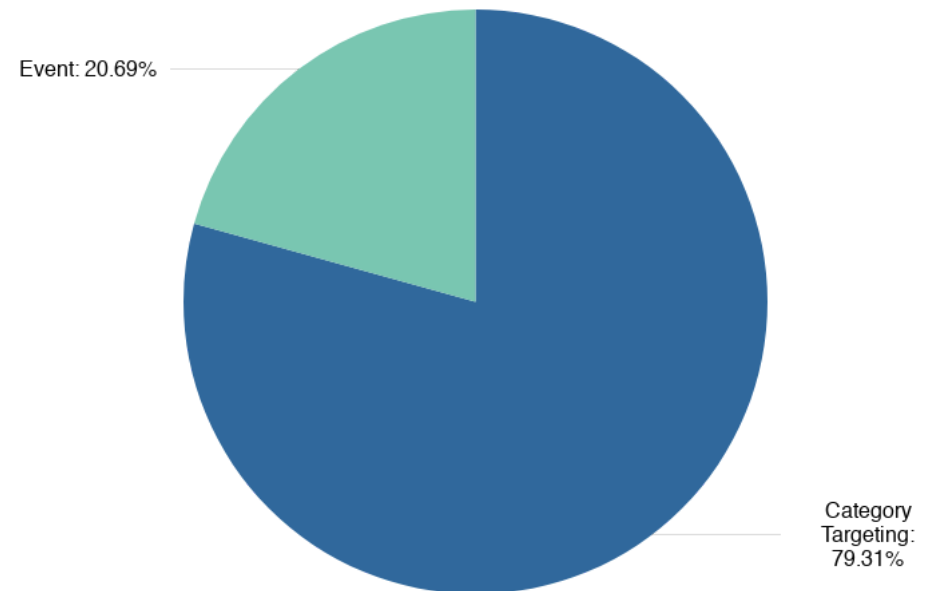
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
ASF Events Page View	38
ASF Straight No Chaser Page View	17
ASF Complexions Contemporary Ballet Page View	9
ASF Rick Springfield Page View	9
ASF The Jayhawks Page View	7
ASF Gladys Knight Page View	5
ASF The Other Mozart Page View	2

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Event Response Performance

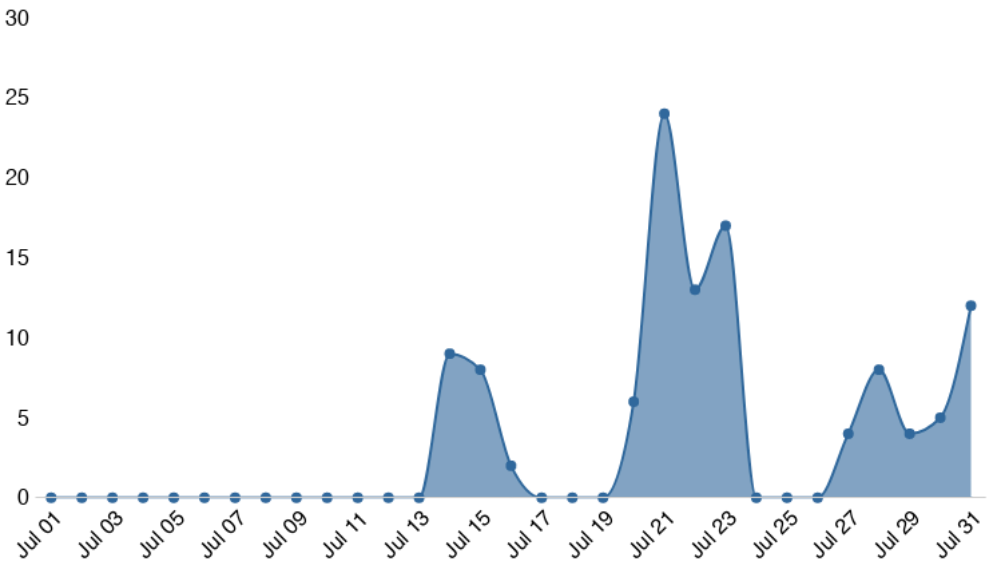


Times users clicked on an ad and responded to the event

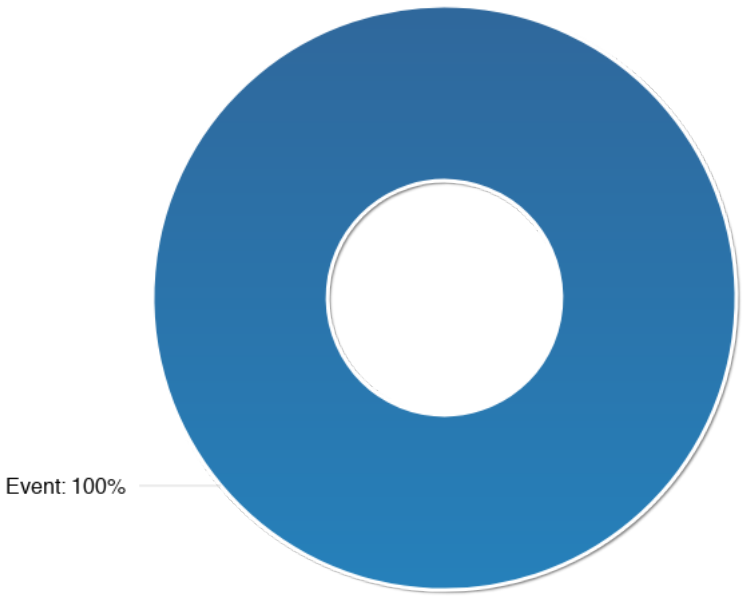
Meta Event Response Performance by Creative

Ad	Event Responses ↓
App Summer Fest_Rick Springfield Event	60
App Summer Fest_The Jayhawks Event	33
App Summer Fest_Complexions Contemporary Ballet Event	19

Meta Event Responses by Day



Meta Event Responses by Strategy



Meta Post Engagements

7,497

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

Meta Post Comments

13

The total number of comments your ads received

Meta Post Reactions

263

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

Meta Post Shares

39

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%)
App Summer Fest_7.27.26_Fill Your Summer	28,830	1,717	5.96%	85.08
App Summer Fest_Rick Springfield Event	4,496	857	19.06%	272.31
App Summer Fest_Fill Your Summer_Carousel	17,444	803	4.60%	65.76
App Summer Fest_7.20.26_Fill Your Summer_Carousel	13,824	497	3.60%	51.36
App Summer Fest_7.9.26_Fill Your Summer_Carousel	11,471	464	4.05%	57.79
App Summer Fest_The Jayhawks Event	3,685	271	7.35%	105.06
App Summer Fest_7.14.26_Fill Your Summer_Carousel	5,390	212	3.93%	56.19
App Summer Fest_Complexions Contemporary Ballet Event	1,525	159	10.43%	148.95

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: App Summer Fest	App Summer Fest_Fill Your Summer_Carousel	498
An Appalachian Summer Festival	App Summer Fest_Fill Your Summer_Carousel	153
1: Rick Springfield	App Summer Fest_7.20.26_Fill Your Summer_Carousel	91
1: 1. Complexations Contemporary Ballet	App Summer Fest_7.14.26_Fill Your Summer_Carousel	52
2:	App Summer Fest_Fill Your Summer_Carousel	38

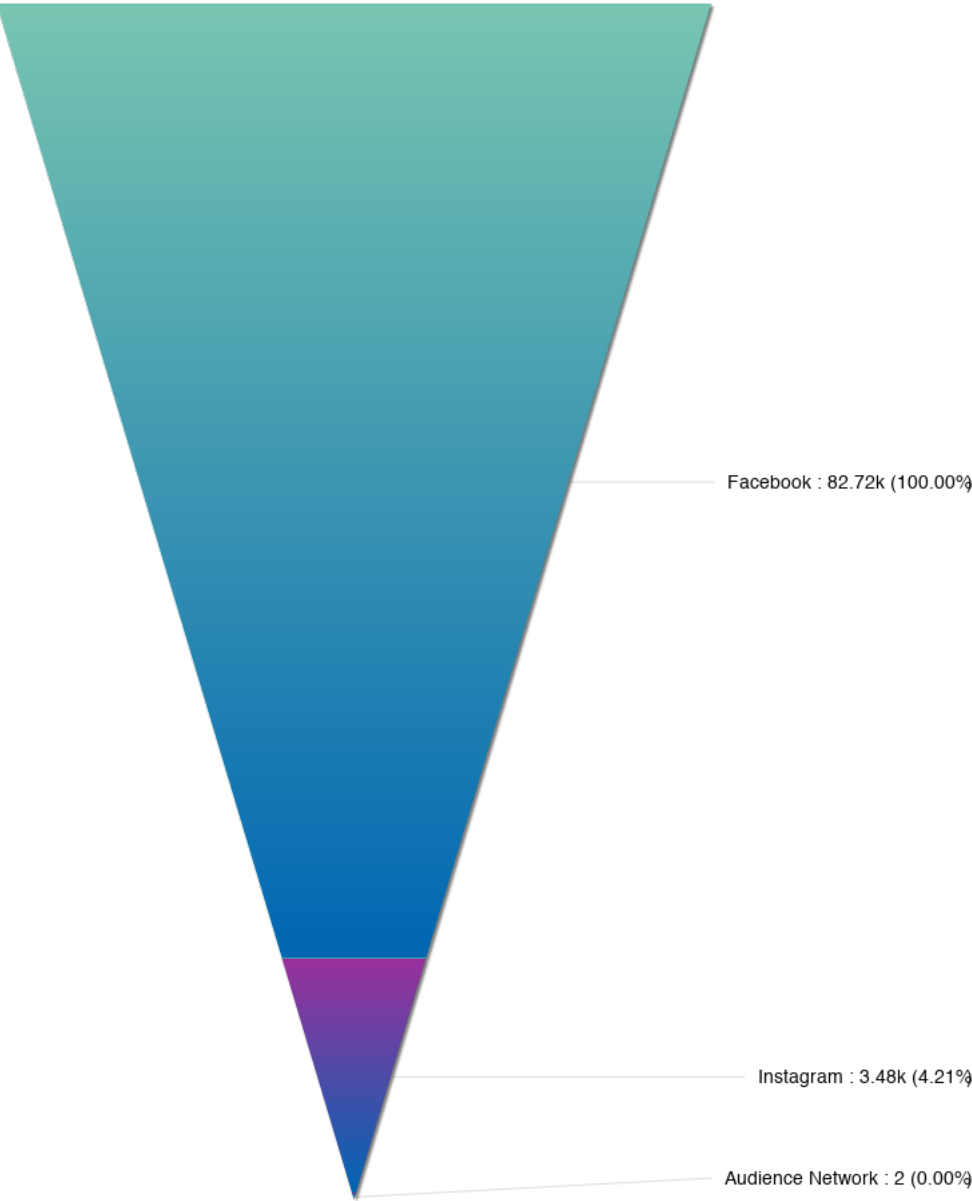
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	79,762	4,773	5.98%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	5,847	178	3.04%
Desktop	A personal computing device that remains stationary at one location.	721	13	1.80%
Unknown	---	335	16	4.78%

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.	48,521	4,004	8.25%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	22,267	716	3.22%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	9,850	7	0.07%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,711	29	1.69%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,498	74	4.94%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,207	59	4.89%
Instagram Stories	Your ads appear in people's Stories on Instagram.	775	41	5.29%
Facebook Stories	Your ads appear in people's Stories on Facebook.	302	27	8.94%
Threads	Your ads appear in the Threads feed.	223	7	3.14%
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.	116	5	4.31%

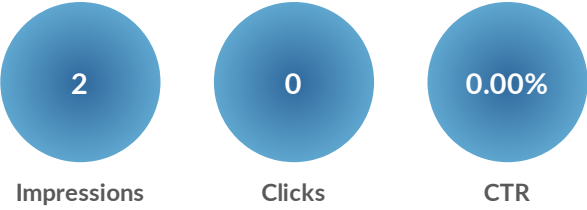
Social Placement Performance by Impressions



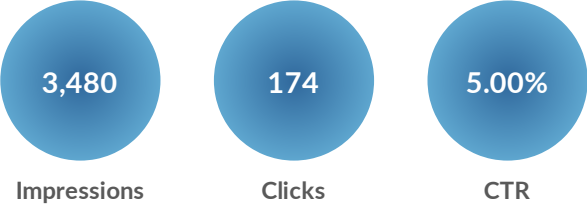
Facebook News Feed Performance



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.