

Digital Marketing Report

Impressions

How many ads were served:

42,354

Clicks

Times a user clicked on an ad

574

Click-Through Rate

(Clicks/Impressions) x 100

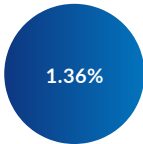
1.36%

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%)
Modern Living Solutions - Retargeting Facebook Premium	21,460	352	1.64%	23.43
Modern Living Solutions - Employment/Construction Facebook Premium	20,894	222	1.06%	15.18

Meta Post Engagements

8,115

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

Meta Post Reactions

29

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

Meta Post Shares

19

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%)
Modern Living Solutions_6.18_Modern Living Solutions is growing	29,843	395	1.32%	18.91
Modern Living Solutions_7.21_Skip the waiting game	12,511	179	1.43%	20.44

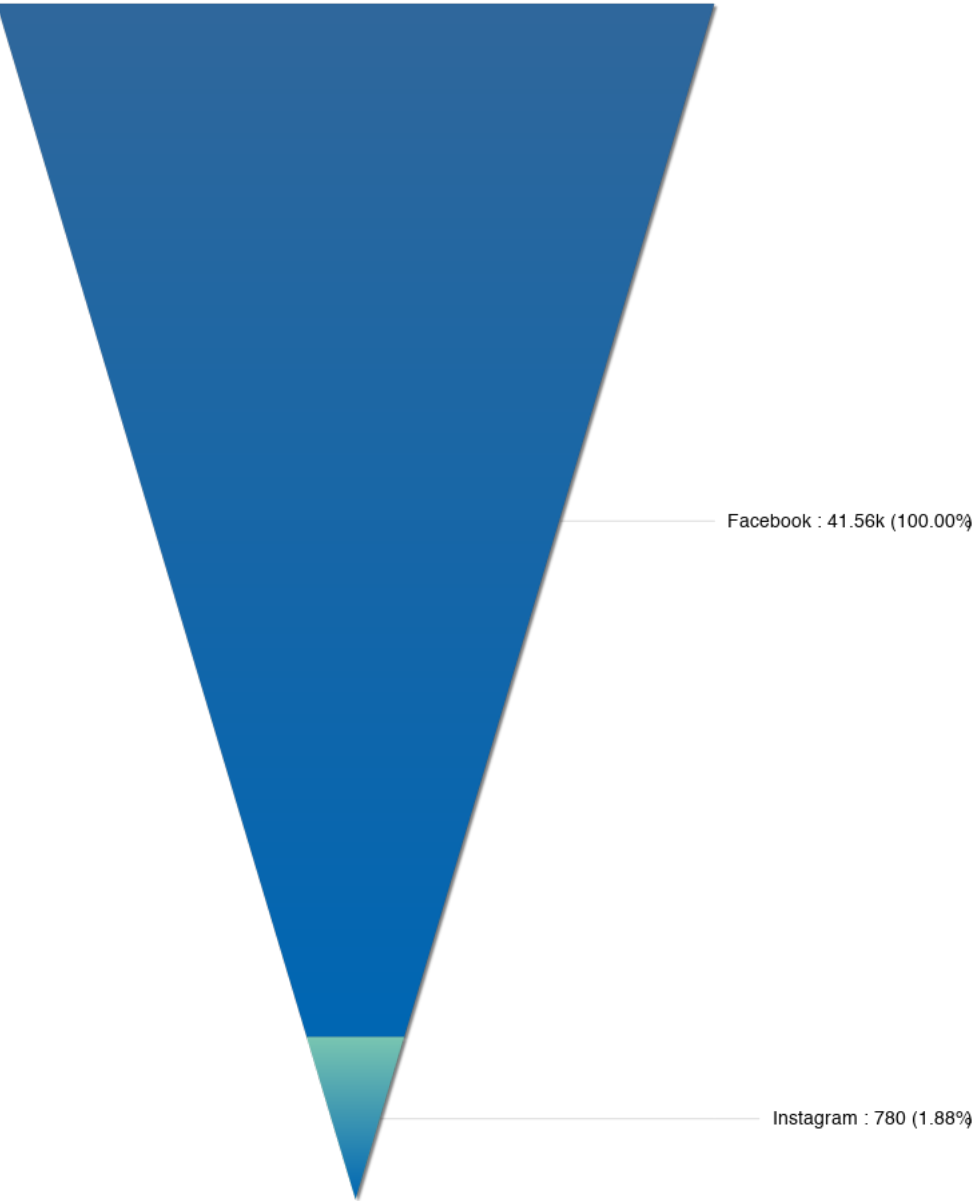
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	37,505	549	1.46%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	3,012	18	0.60%
Desktop	A personal computing device that remains stationary at one location.	1,577	3	0.19%
Unknown	---	260	4	1.54%

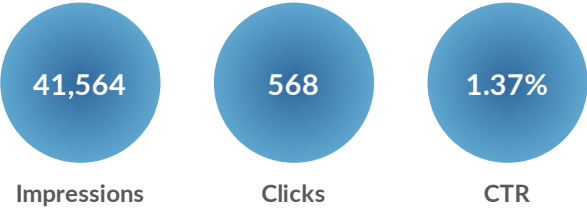
Social Placement Performance

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.	26,452	19	0.07%
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.	10,157	487	4.79%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	4,421	61	1.38%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	531	2	0.38%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	479	0	0.00%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	153	3	1.96%
Instagram Stories	Your ads appear in people's Stories on Instagram.	96	1	1.04%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	50	1	2.00%
Instagram Search	Your ads appear next to relevant Instagram search results.	10	0	0.00%
Facebook Stories	Your ads appear in people's Stories on Facebook.	5	0	0.00%

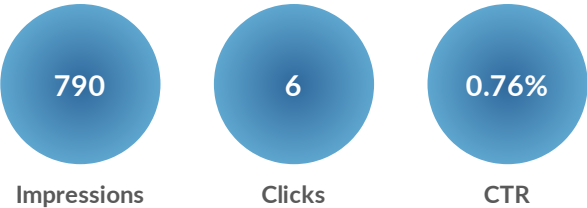
Social Placement Performance by Impressions



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
OptimizationPerformance
MaxDigital
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.