

Digital Marketing Report

Impressions

How many ads were served:

41,891

Clicks

Times a user clicked on an ad

2,222

Click-Through Rate

(Clicks/Impressions) x 100

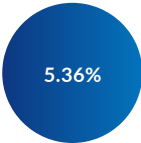
5.30%

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%)
Drake Well Museum and Park - Travel/Live Events Facebook Premium	38,326	2,106	5.49%	78.50
Drake Well Museum and Park - Retargeting Facebook Premium	3,565	116	3.25%	46.48

Meta Click Conversions

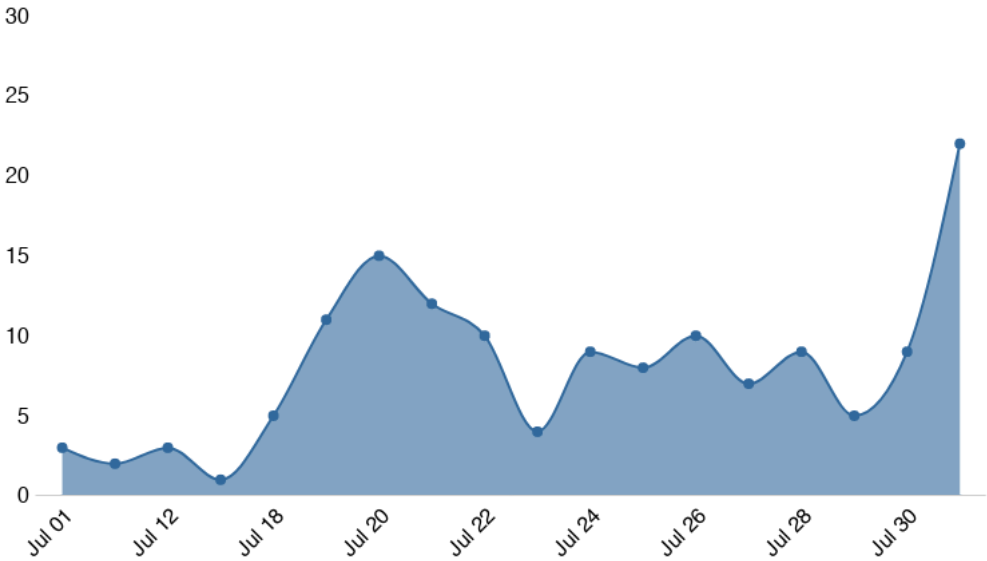


Times users clicked on an ad leading to your site and visited a page or completed an action

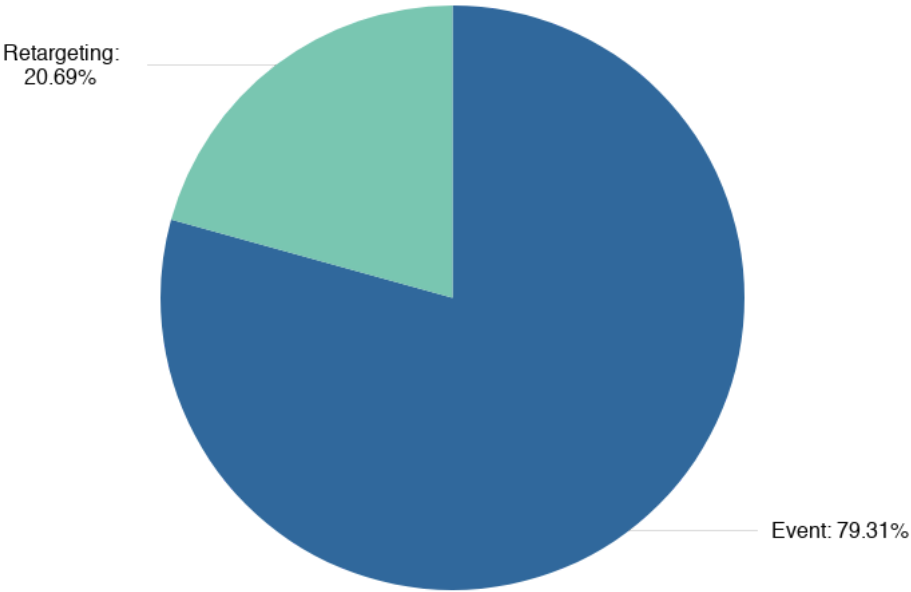
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Drake Well Museum and Park Events Page View	127
Drake Well Museum and Park What to See Page View	13
Drake Well Museum and Park Outdoor Exhibits Page	5

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

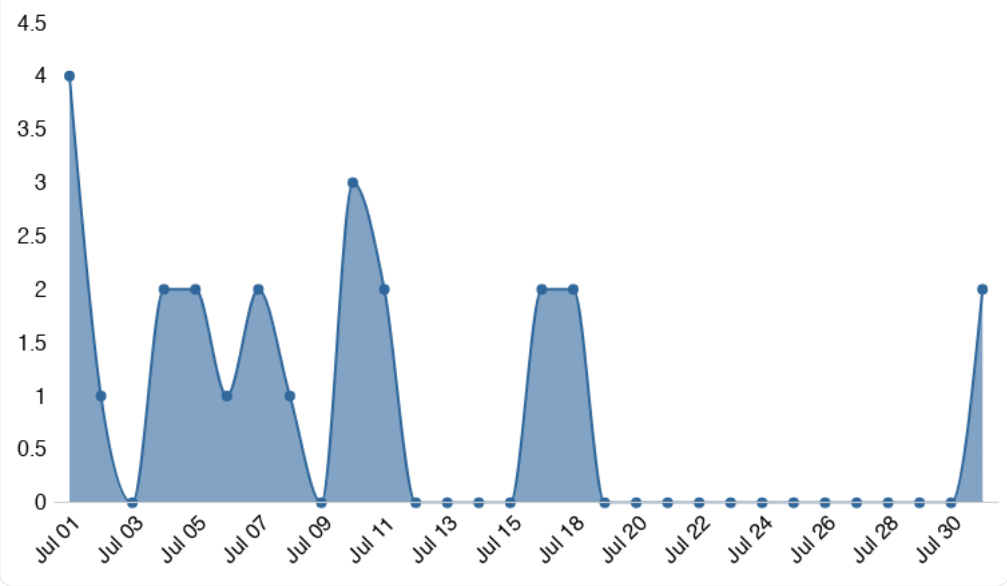


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

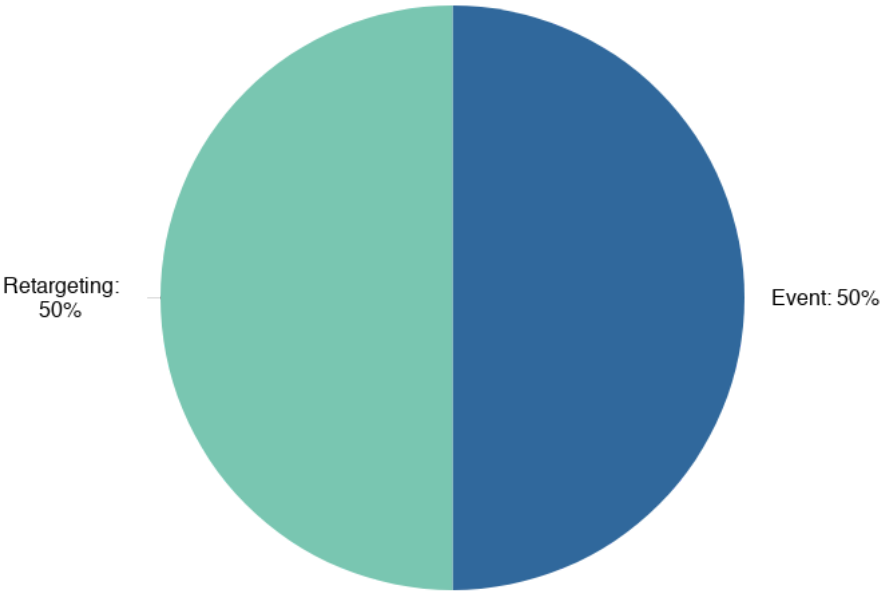
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Drake Well Museum and Park Homepage Visits	20
Drake Well Museum and Park Events Page View	3
Drake Well Museum and Park What to See Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements

14,453

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

Meta Post Comments

1

The total number of comments your ads received

Meta Post Reactions

67

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

Meta Post Shares

8

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%)
Drake Well Museum and Park_5.22_Hear that?	21,512	1,927	8.96%	127.97
Drake Well Museum and Park_7.15_Drake Day Carousel	9,236	242	2.62%	37.43
Drake Well Museum and Park_7.15_Marathon Carousel	4,422	40	0.90%	12.92
Drake Well Museum and Park_6.12_A booming oil metropolis	6,721	13	0.19%	2.76

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1:	Drake Well Museum and Park_7.15_Drake Day Carousel	113
Drake Well Museum and Park	Drake Well Museum and Park_7.15_Marathon Carousel	35
2:	Drake Well Museum and Park_7.15_Drake Day Carousel	27
1: Watch History Come Alive at Drake Well!	Drake Well Museum and Park_7.15_Marathon Carousel	14
2: Watch History Come Alive at Drake Well!	Drake Well Museum and Park_7.15_Marathon Carousel	2

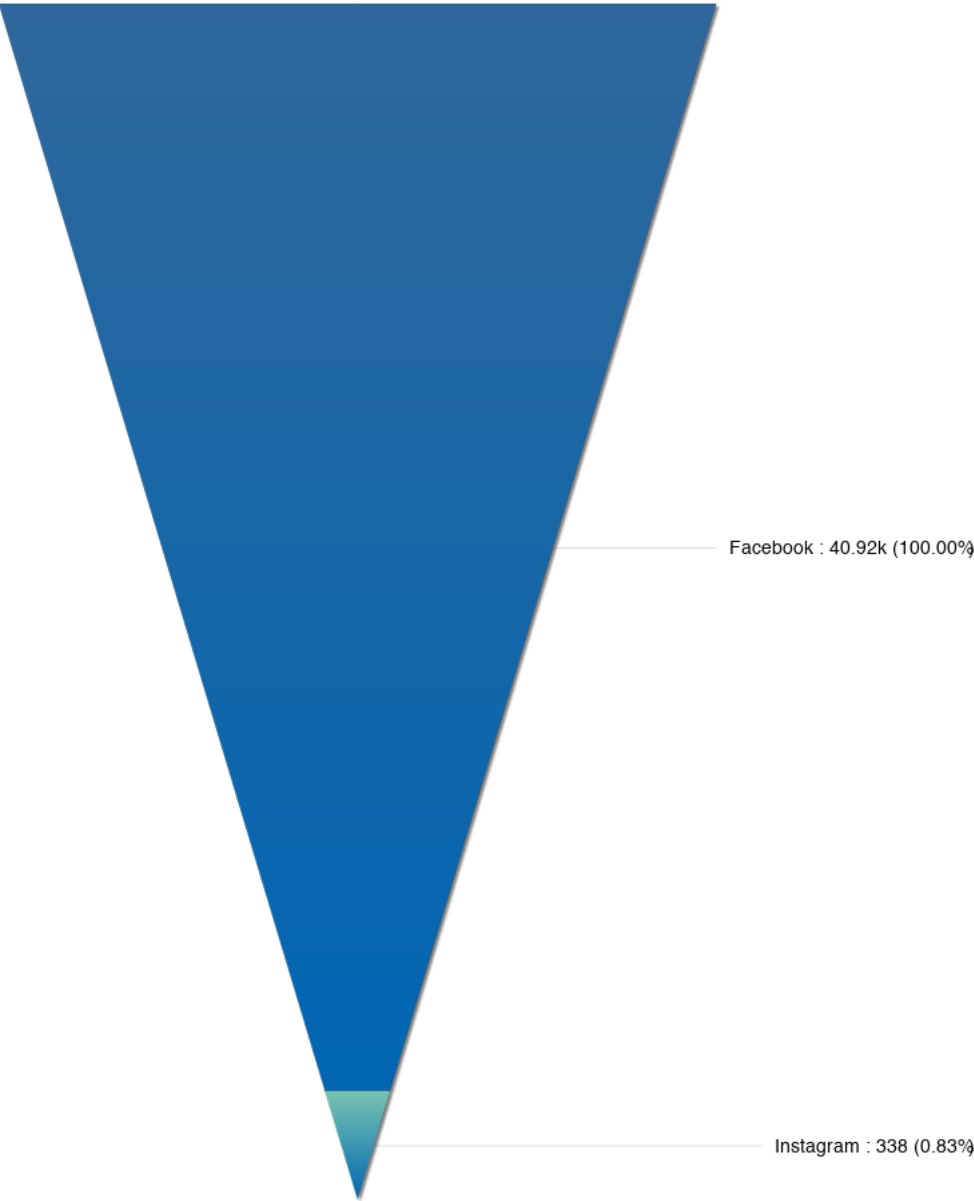
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	40,221	2,203	5.48%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,047	16	1.53%
Desktop	A personal computing device that remains stationary at one location.	448	1	0.22%
Unknown	---	175	2	1.14%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	23,391	1,789	7.65%
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.	16,289	378	2.32%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	1,124	16	1.42%
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.	390	0	0.00%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	257	33	12.84%
Threads	Your ads appear in the Threads feed.	234	0	0.00%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	53	0	0.00%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	52	2	3.85%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	45	1	2.22%
Instagram Stories	Your ads appear in people's Stories on Instagram.	29	2	6.90%

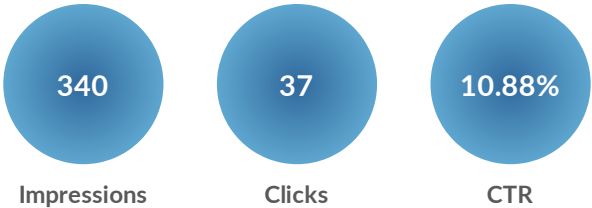
Social Placement Performance by Impressions



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.