

Digital Marketing Report

Impressions

How many ads were served:

107,882

Clicks

Times a user clicked on an ad

2,569

Click-Through Rate

(Clicks/Impressions) x 100

2.38%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

2.40%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

34.02

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%)
Summit Subaru - Behavioral Facebook/Instagram Premium	63,880	1,325	2.07%	29.63
Summit Subaru - Retargeting Facebook/Instagram Premium	20,570	541	2.63%	37.57
Summit Subaru - Custom Audience Lookalike Facebook/Instagram Premium	19,367	607	3.13%	44.77
Summit Subaru - Custom Audience Matching Facebook/Instagram Premium	4,065	96	2.36%	33.74

Meta Click Conversions

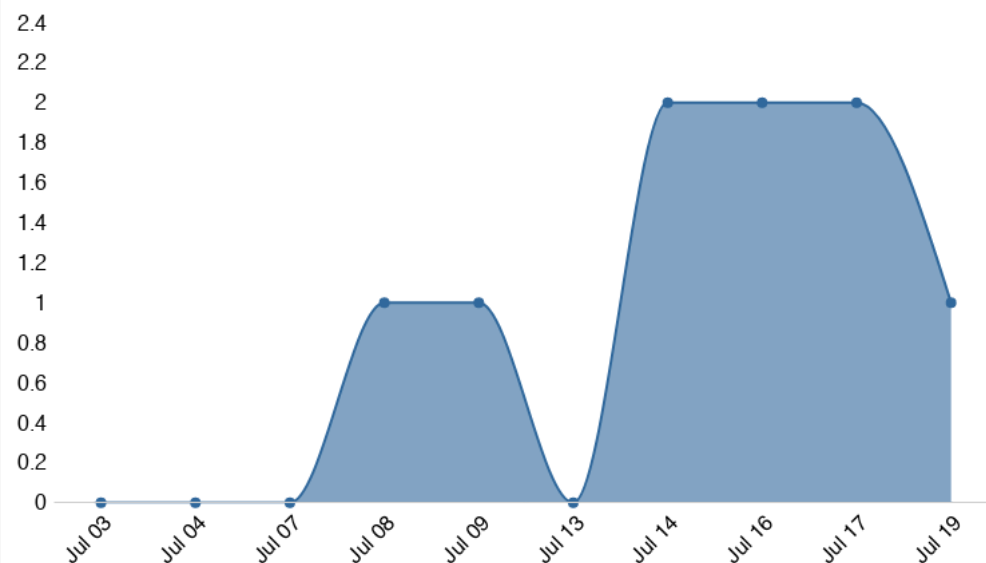


Times users clicked on an ad leading to your site and visited a page or completed an action

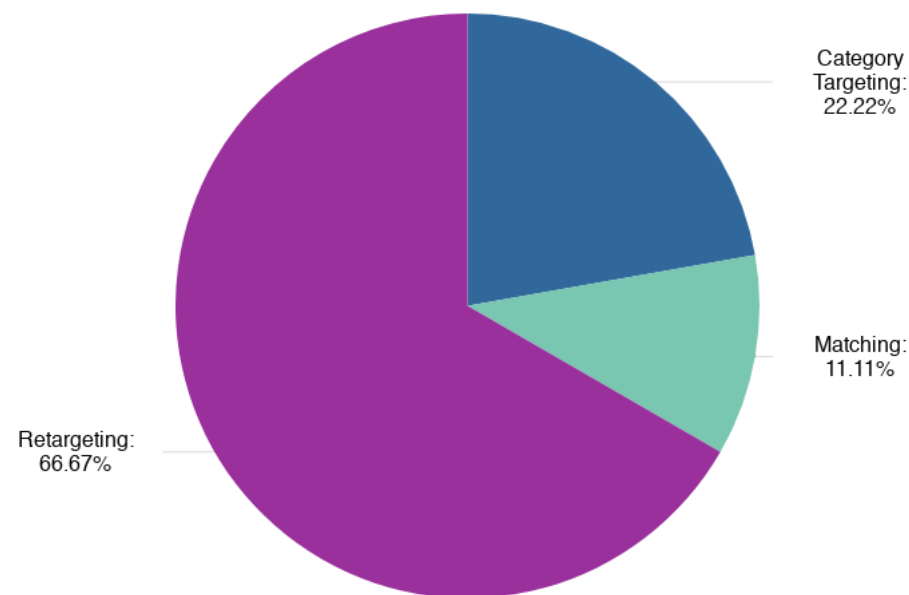
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Summit Subaru Used Vehicles Page View	5
Summit Subaru Certified Pre Own Vehicles Page View	2
Summit Subaru About Us Page View	1
Summit Subaru New Vehicles Page View	1

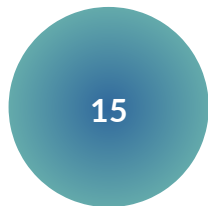
Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

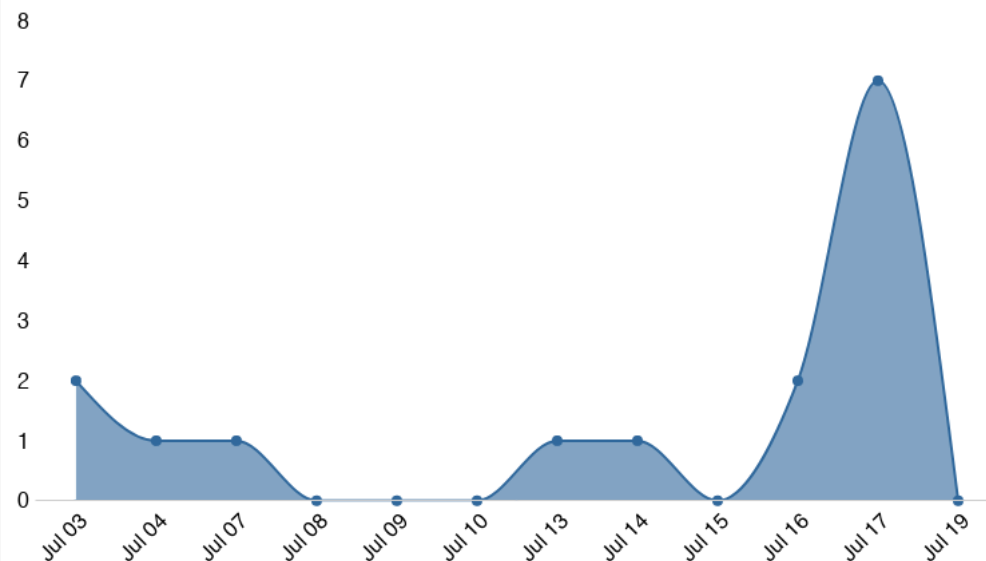


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

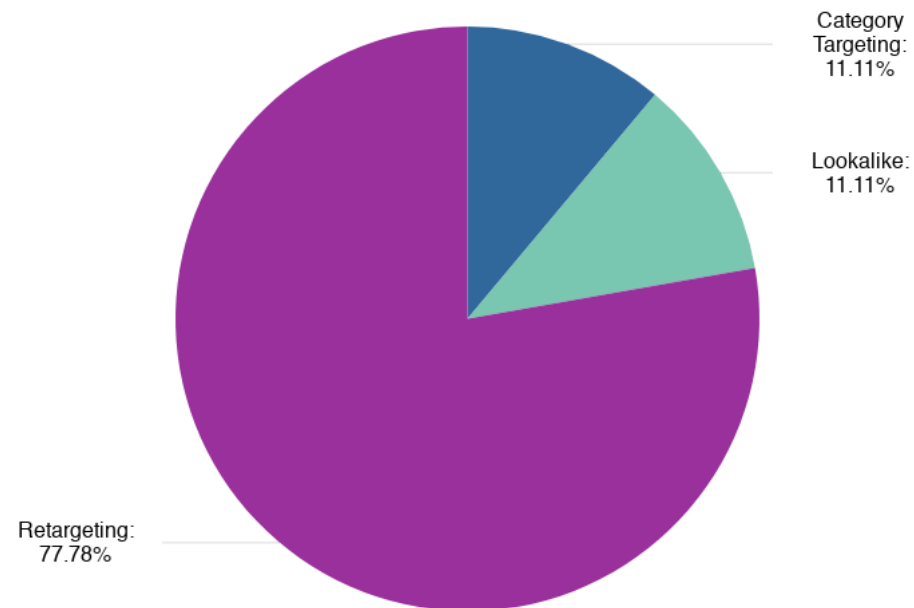
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Summit Subaru Homepage Visits	6
Summit Subaru New Vehicles Page View	4
Summit Subaru Used Vehicles Page View	4
Summit Subaru Service Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements

27,024

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

Meta Post Reactions

27

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

Meta Post Shares

2

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%)
20260615 LoveJULY_1080p.mp4	107,882	2,569	2.38%	34.02

Meta Carousel Card Performance

Card Name	Ad	Count ↓
Summit Subaru	20260615 LoveJULY_1080p.mp4	293
1: Check out The All New Subaru Outback.	20260615 LoveJULY_1080p.mp4	264
2: Electric Car	20260615 LoveJULY_1080p.mp4	74
3: Subaru SUV	20260615 LoveJULY_1080p.mp4	3
3: Subaru Vehicles	20260615 LoveJULY_1080p.mp4	1

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	104,652	2,505	2.39%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	2,670	57	2.13%
Desktop	A personal computing device that remains stationary at one location.	298	0	0.00%
Unknown	---	262	7	2.67%

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.	28,740	799	2.78%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	18,228	12	0.07%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	16,832	134	0.80%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	13,406	369	2.75%
Audience Network (Native, Banner, and Interstitial)	Your ads appear on apps on Audience Network.	12,824	441	3.44%
Instagram Stories	Your ads appear in people's Stories on Instagram.	11,232	392	3.49%
Audience Network (Rewarded Videos)	Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).	4,875	415	8.51%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	804	1	0.12%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	265	0	0.00%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	256	3	1.17%

Facebook News Feed Performance



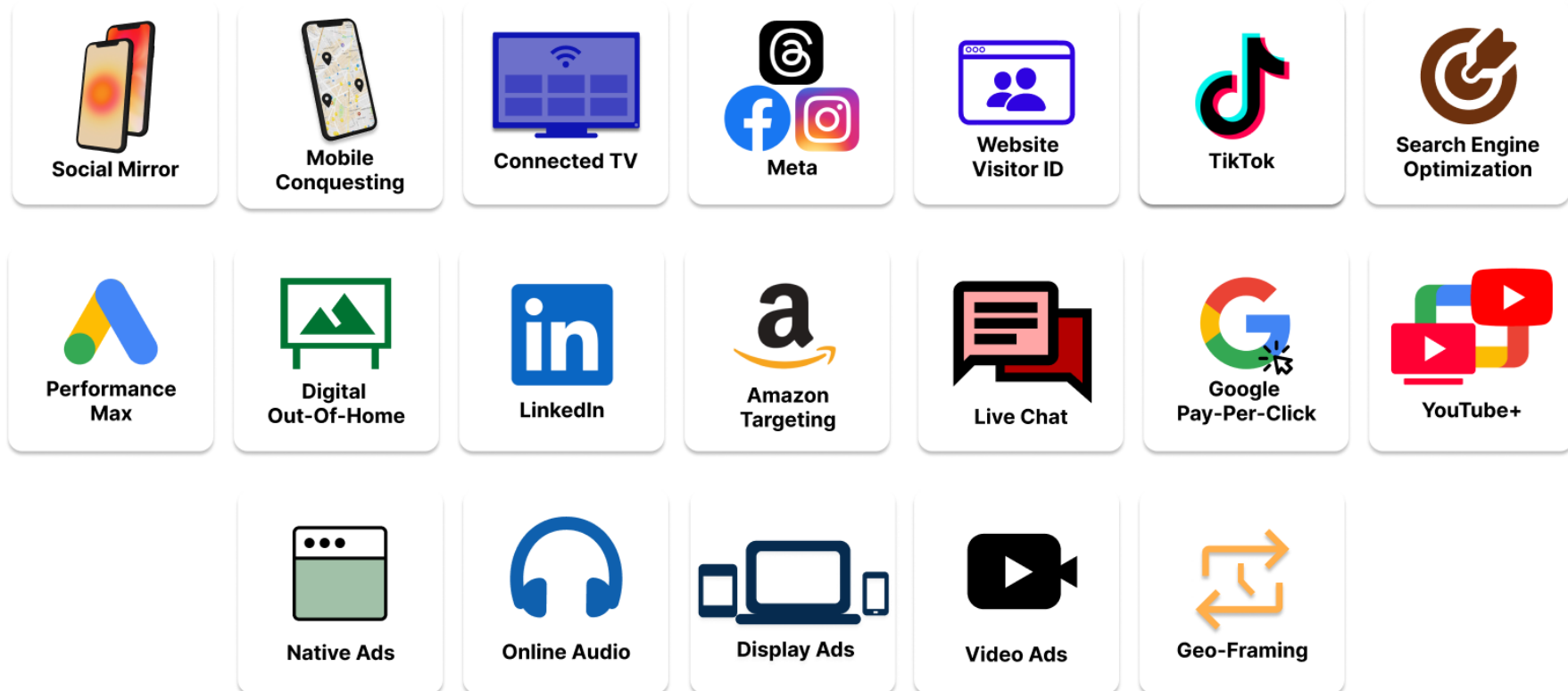
Audience Network Performance



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.