

Digital Marketing Report

Impressions

How many ads were served:

76,450

Clicks

Times a user clicked on an ad

2,153

Click-Through Rate

(Clicks/Impressions) x 100

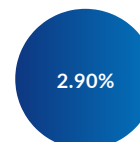
2.82%

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%)
Belmont Park Meta (Influencer) - Behavioral Facebook/Instagram Premium	31,601	861	2.72%	38.92
Belmont Park Meta (Influencer) - Custom Audience Lookalike Facebook/Instagram Premium	19,304	602	3.12%	44.55
Belmont Park Meta (Influencer) - Retargeting Facebook/Instagram Premium	13,823	457	3.31%	47.23
Belmont Park Meta (Influencer) - WVID Feed Facebook/Instagram Premium	6,741	113	1.68%	23.95
Belmont Park Meta (Influencer) - Custom Audience Matching Facebook/Instagram Premium	4,981	120	2.41%	34.42

Meta Click Conversions

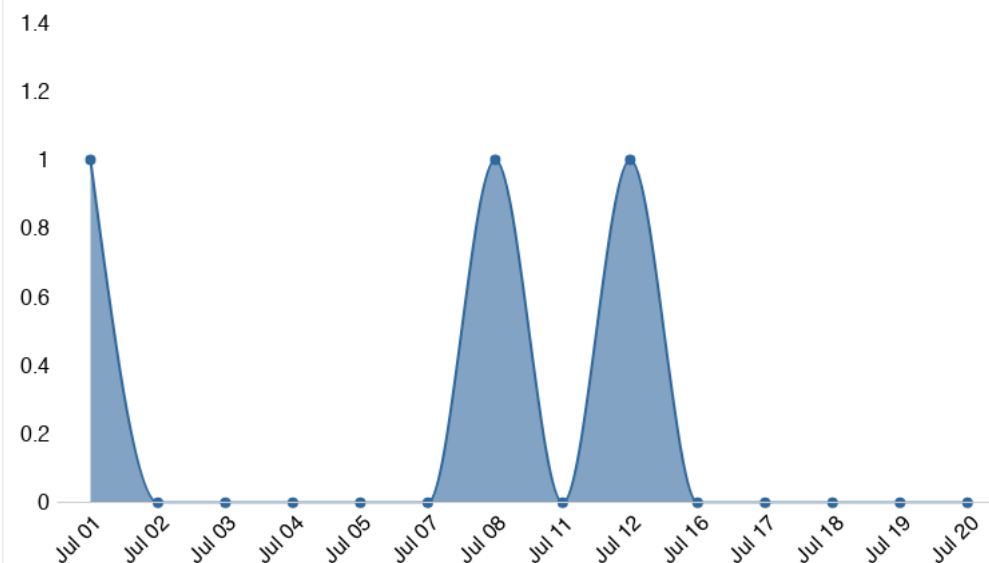


Times users clicked on an ad leading to your site and visited a page or completed an action

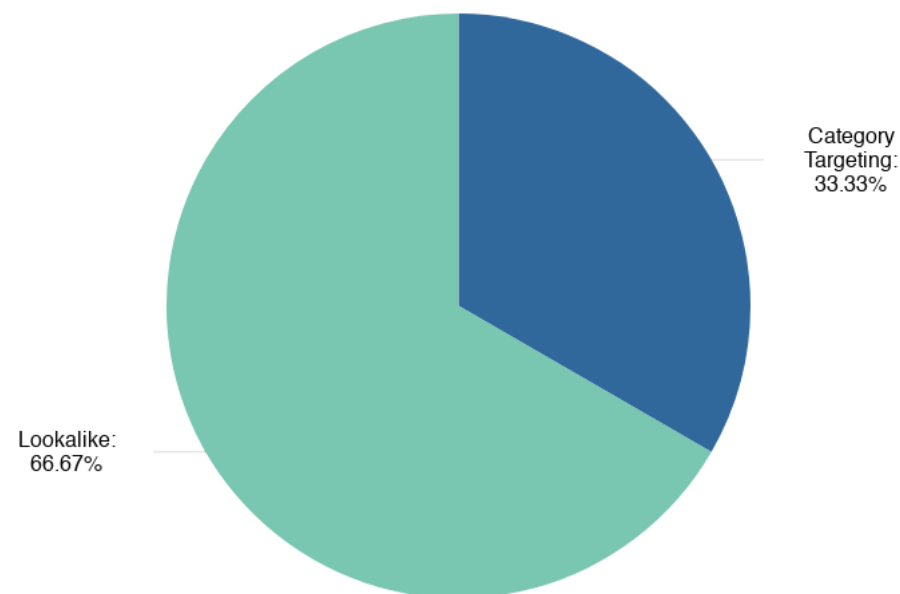
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Belmont Park Cannonball Page View	1
Belmont Park Park Promotions Page View	1
Belmont Park Tickets Reservations Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

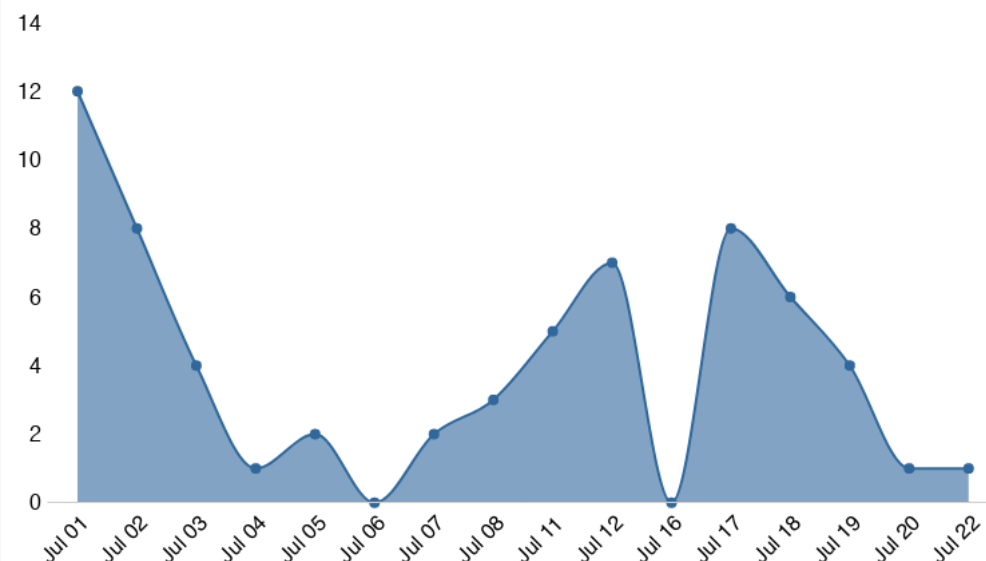


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

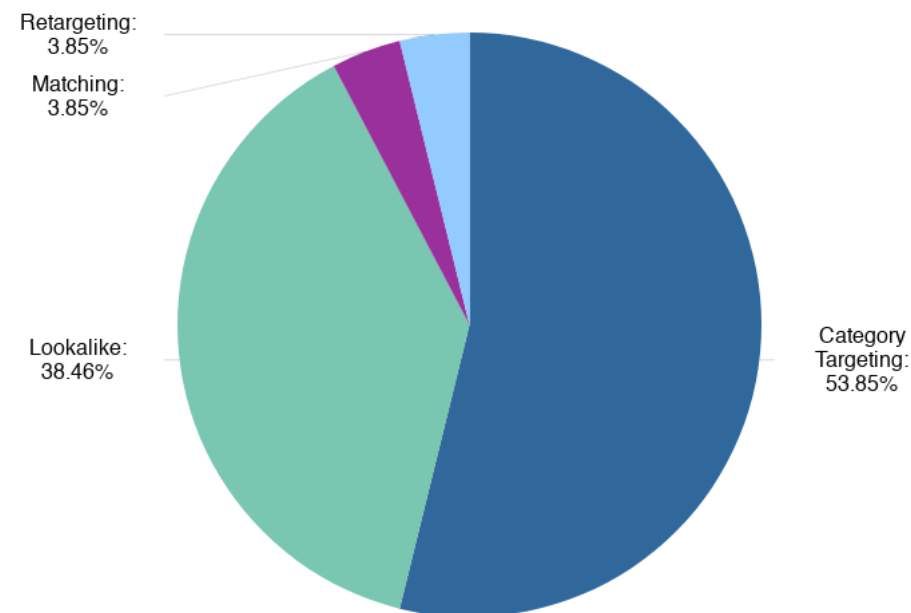
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Belmont Park Homepage Visits	38
Belmont Park Amusement Parks Page View	9
Belmont Park Park Promotions Page View	7
Belmont Park Cannonball Page View	5
Belmont Park Tickets Reservations Page View	5

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Meta Post Engagements

12,009

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

Meta Post Comments

2

The total number of comments your ads received

Meta Post Reactions

181

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

Meta Post Shares

78

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%)
Belmont_Xavier_100Days_May2026_v1.mp4	67,037	1,897	2.83%	40.43
Belmont_Xavier_100Days_July2026_v3 (unlimited wristbands).mp4	9,413	256	2.72%	38.85

Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	76,421	2,153	2.82%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	27	0	0.00%
Unknown	---	2	0	0.00%



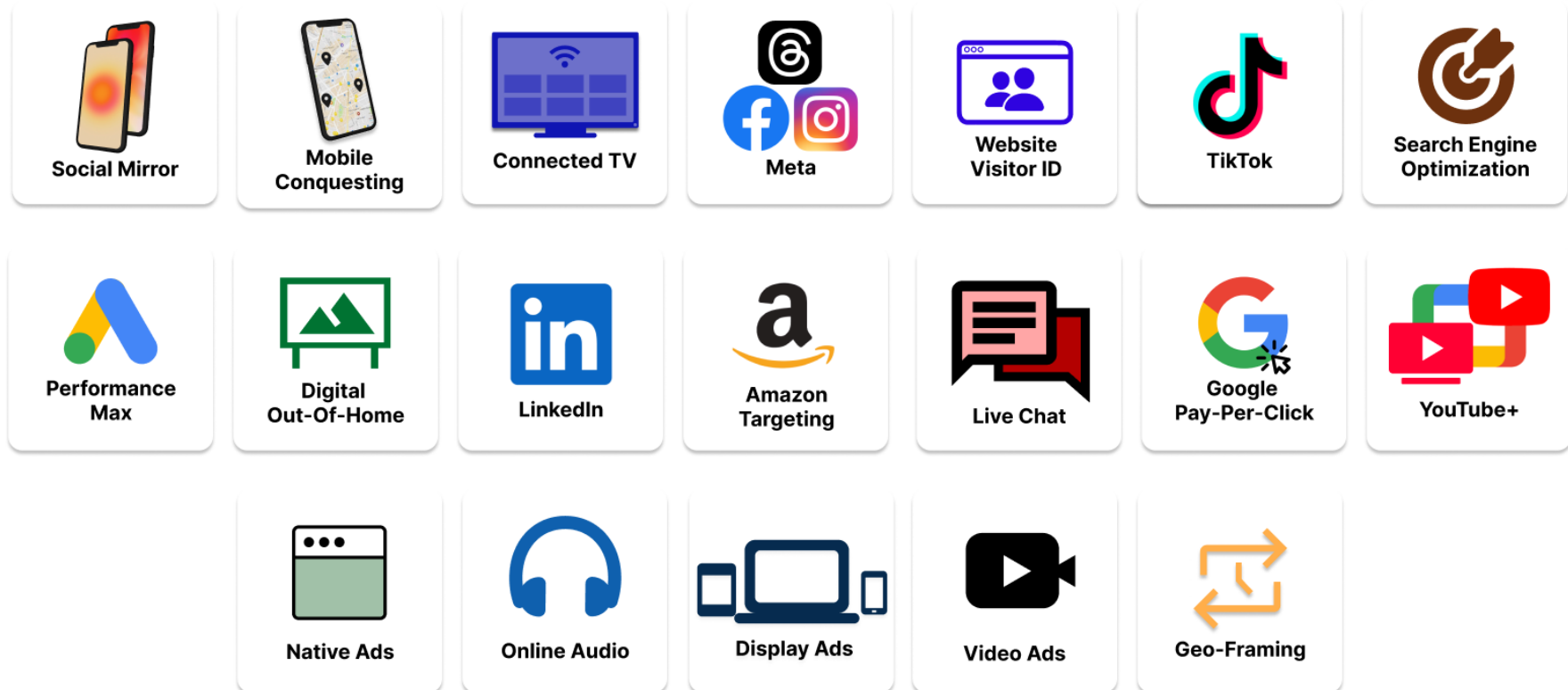
Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Instagram Stories	Your ads appear in people's Stories on Instagram.	47,101	1,400	2.97%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	28,246	718	2.54%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,103	35	3.17%

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.