



Digital Marketing Report

Impressions

How many ads were served:

79,477

Clicks

Times a user clicked on an ad

5,162

Click-Through Rate

$(\text{Clicks} / \text{Impressions}) \times 100$

6.49%

Your Product Breakout by Impressions



Total Engagement Rate

6.61%

$(\text{Clicks} + \text{View-throughs}) / \text{Impressions} \times 100^*$

X the National Average

92.79

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.

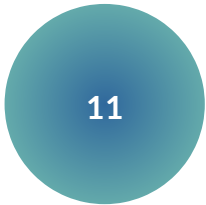


Line Item Performance

Line Item Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
The Well Comedy Club - Brand Awareness - Site Retargeting Mobile	41,127	196	0.48%	6.81
The Well Comedy Club - Brand Awareness - Millennials/Gen X/Comedy Facebook/Instagram News Feed	27,823	4,118	14.80%	211.44
The Well Comedy Club - Brand Awareness - HHI: \$50-200k/Frequent Entertainment Visitors/Bar Visitors Mobile	5,683	48	0.84%	12.07
The Well Comedy Club - Brand Awareness - Retargeting Facebook/Instagram News Feed	4,481	792	17.67%	252.49
The Well Comedy Club - Brand Awareness - Geo-Retargeting Mobile	339	8	2.36%	33.71
The Well Comedy Club - Brand Awareness - Geo-Fencing Mobile	24	0	0.00%	0.00



Mobile Conquesting View-through Conversions

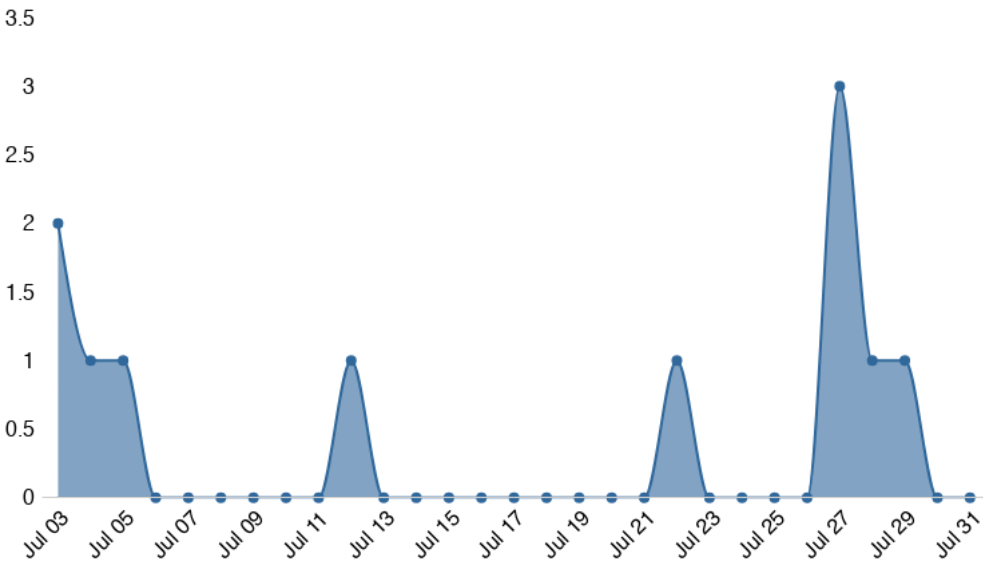


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

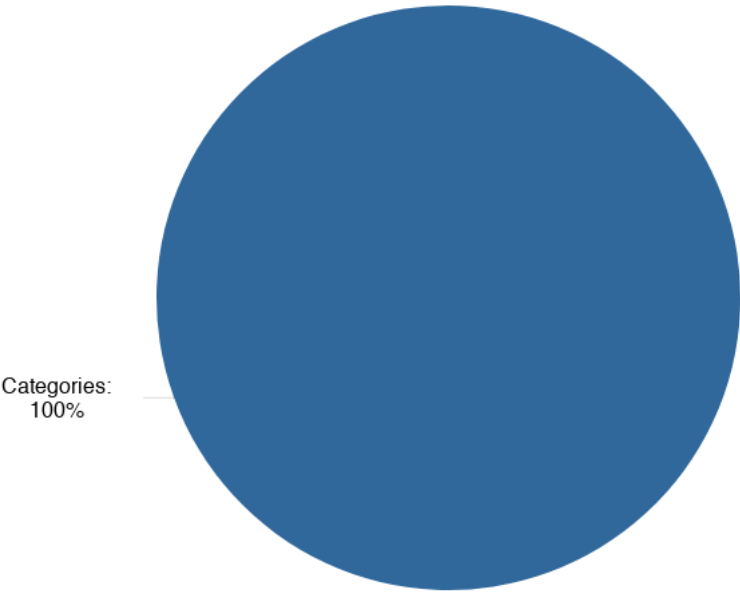
Mobile Conquesting View-through Conversion Performance Breakout

Conversion Name	View-throughs ↓
The Well Comedy Club Homepage Visits	11

Mobile Conquesting View-through Conversions by Day



Top Mobile Conquesting View-through Conversions by Strategy





Meta View-Through Conversions

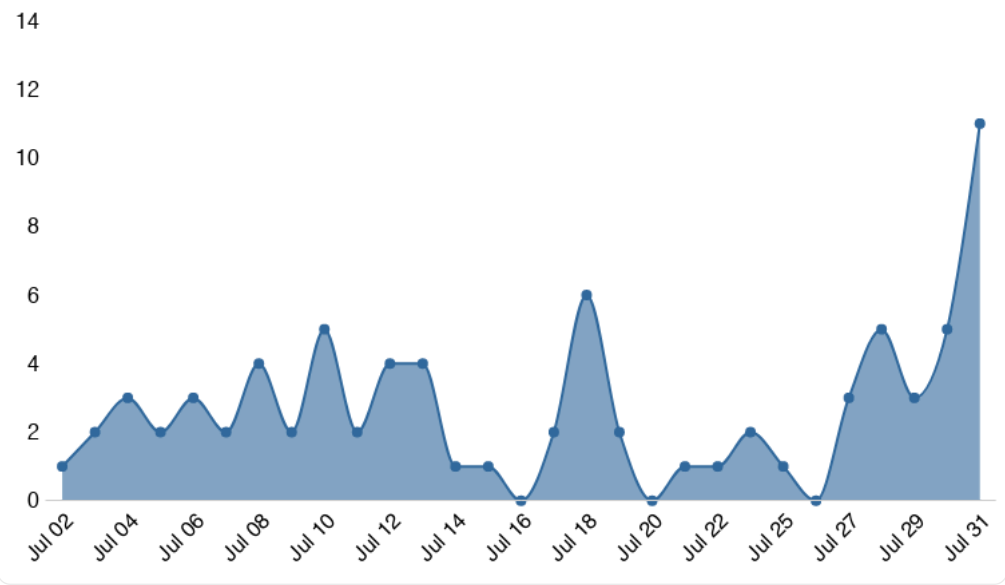


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
The Well Comedy Club Homepage Visits	78

Meta View-Through Conversions by Day





Meta Post Engagements

17,538

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

Meta Post Comments

4

The total number of comments your ads received

Meta Post Reactions

120

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

Meta Post Shares

21

The total number of people who shared your ad, giving your campaign free impressions

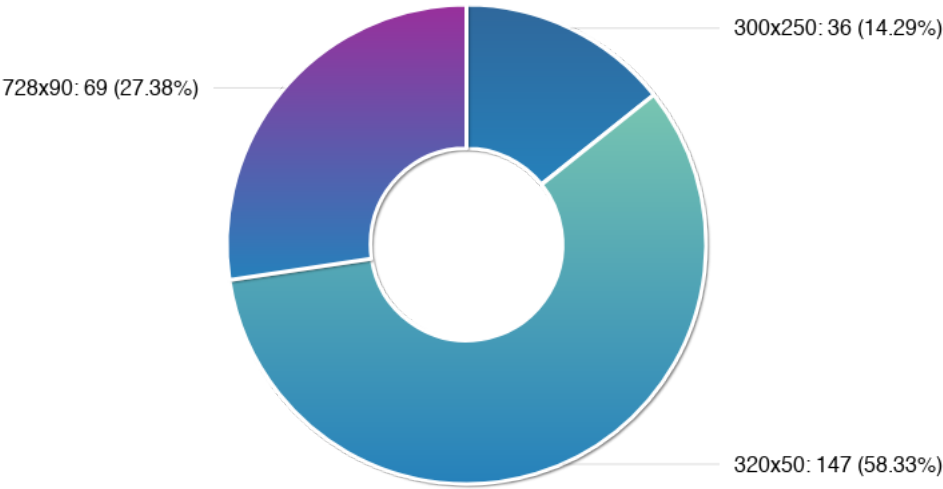


Mobile Conquesting Creative Performance

Preview	Creative Name	Impressions ↓	Clicks	CTR	X the National Avg (.07%)
	The Well Comedy Club - Brand Awareness_320x50 TW.png	32,296	147	0.46%	6.50
	The Well Comedy Club - Brand Awareness_728x90 TW.png	12,796	69	0.54%	7.70
	The Well Comedy Club - Brand Awareness_300x250 TW.png	2,081	36	1.73%	24.71



Mobile Conquesting Click Performance by Ad Size





Meta Creative Performance

Ad	Impressions	Clicks ↓	CTR	X the National Avg (.07%)
The Well Comedy Club - Brand Awareness_The Well Comedy Club edit.mov	30,741	4,772	15.52%	221.76
The Well Comedy Club - Brand Awareness_1080x1080 TW.png	392	43	10.97%	156.71
The Well Comedy Club - Brand Awareness_Flyer TW.png	333	33	9.91%	141.57
The Well Comedy Club - Brand Awareness_1080x1350 TW.png	425	31	7.29%	104.20
The Well Comedy Club - Brand Awareness_The Well rEEL.mp4	413	31	7.51%	107.23



Mobile Conquesting Geo-Fencing Performance

Business Name	Address	City	State	Zip	Latitude	Longitude	Impressions ↓	Clicks	CTR
Saffron Indian Food & Bar	Unit D2	Bakersfield	CA	93312			15	0	0.00%
My Spot Downtown Grill	1412 17th St F	Bakersfield	CA	93301			5	0	0.00%
Petroleum Club at Sundale	6218 Sundale Ave	Bakersfield	CA	93309			3	0	0.00%
Tiki-Ko	1919 K St	Bakersfield	CA	93301			1	0	0.00%



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	32,023	4,895	15.29%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	154	11	7.14%
Unknown	---	121	4	3.31%
Desktop	A personal computing device that remains stationary at one location.	6	0	0.00%

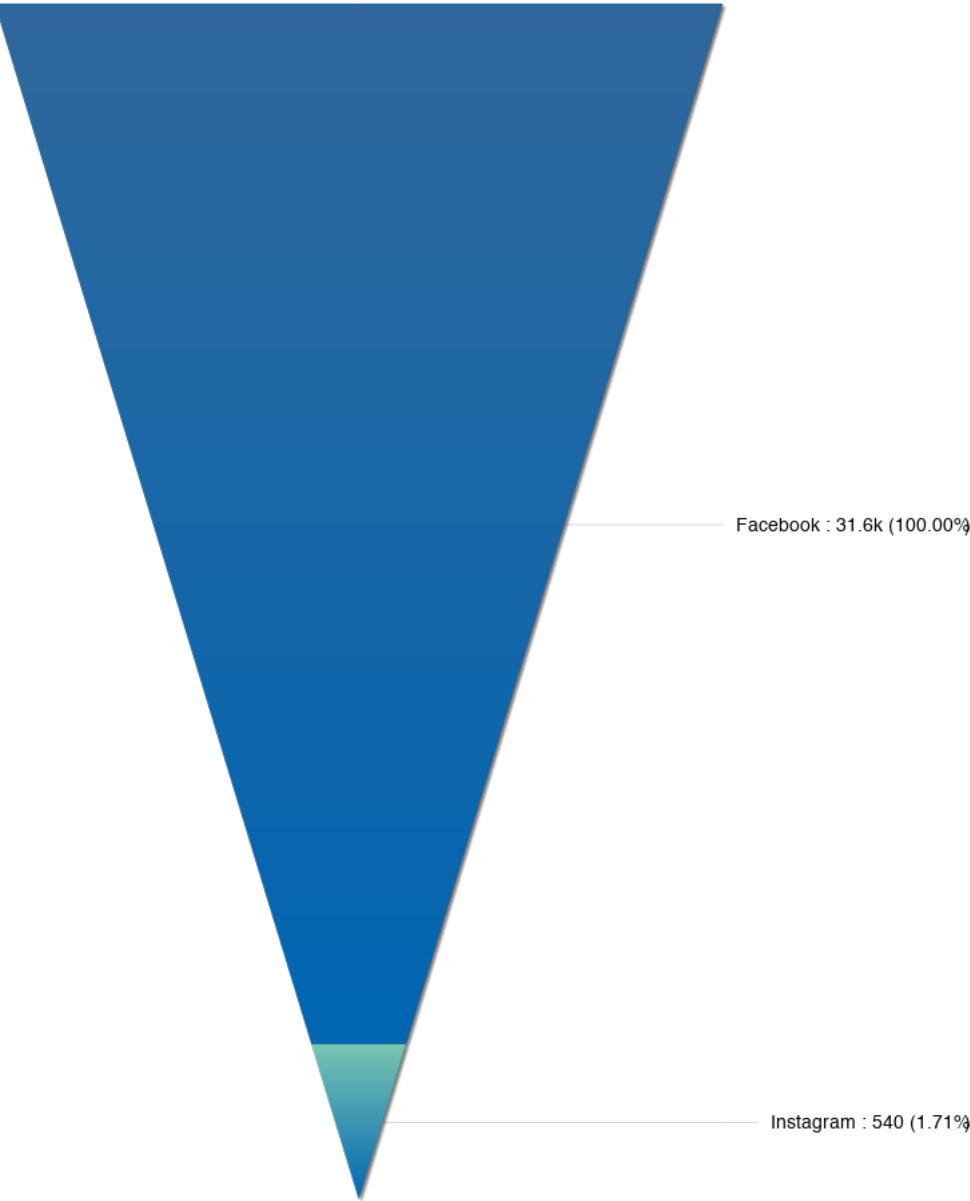


Social Placement Performance

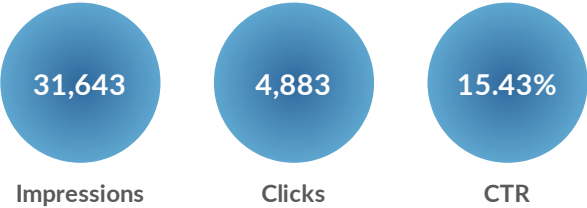
Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Feed	Your ads appear in the desktop Feed when people access the Facebook website on their computers. Your ads appear in the mobile Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.	31,602	4,881	15.45%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	540	25	4.63%
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.	121	2	1.65%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	41	2	4.88%



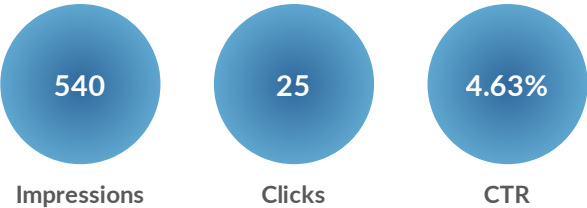
Social Placement Performance by Impressions



Facebook News Feed Performance

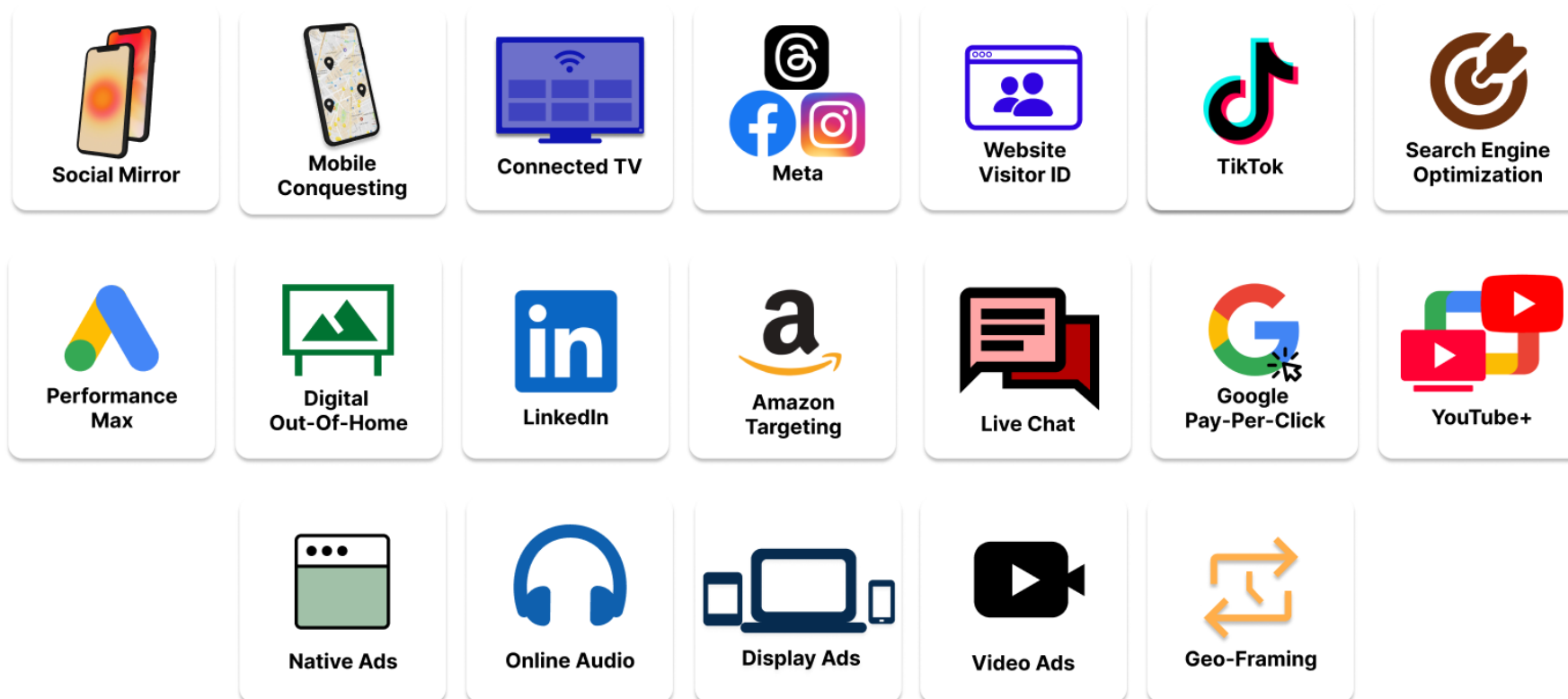


Instagram Performance





All available products in our *toolbox*.



? Your account team is [here to help](#) - reach out with any questions or to explore new ideas.