



Digital Marketing Report

Impressions

How many ads were served:

29,405

Clicks

Times a user clicked on an ad

1,505

Click-Through Rate

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

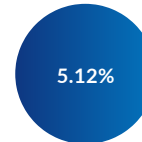
5.12%

Your Product Breakout by Impressions



Meta

Total Engagement Rate



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

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%)
Dunham - Waukegan IL 10.22.26 - Women/Comedy/Live Events Facebook/Instagram News Feed	29,405	1,505	5.12%	73.12



Meta Post Engagements



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

Meta Post Comments



The total number of comments your ads received

Meta Post Reactions



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

Meta Post Shares



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%)
Dunham - Waukegan IL 10.22.26_Waukegan JD 102226 1080x1920 Meta.jpg	28,578	1,473	5.15%	73.63
Dunham - Waukegan IL 10.22.26_Waukegan JD 102226 1080x1350 Meta.jpg	550	22	4.00%	57.14
Dunham - Waukegan IL 10.22.26_Waukegan JD 102226 1080x1080 Meta.jpg	277	10	3.61%	51.57



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	29,271	1,496	5.11%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	94	7	7.45%
Unknown	---	40	2	5.00%

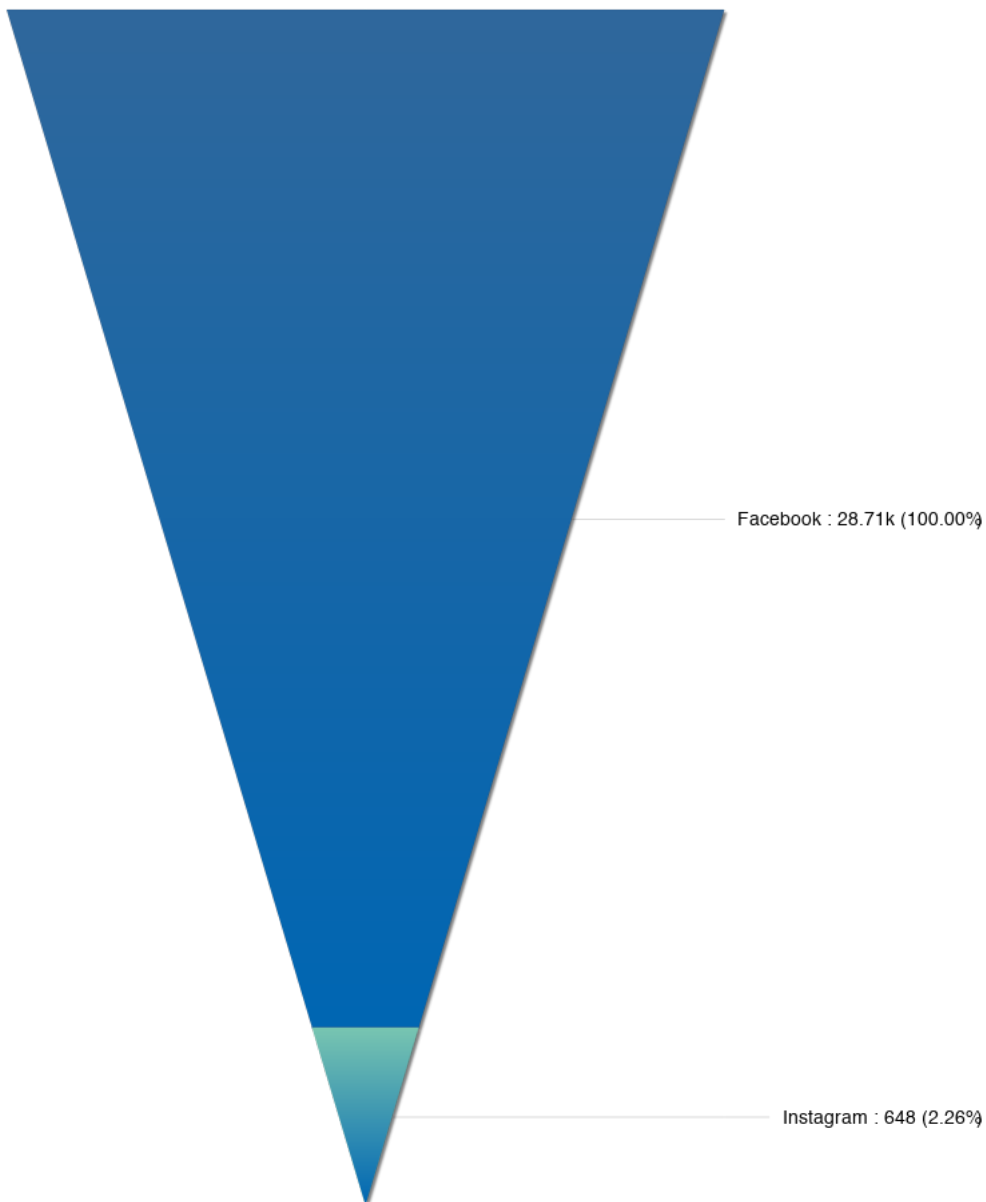


Social Placement Performance

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.	28,706	1,488	5.18%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	648	15	2.31%
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.	36	2	5.56%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	15	0	0.00%



Social Placement Performance by Impressions



Facebook News Feed Performance

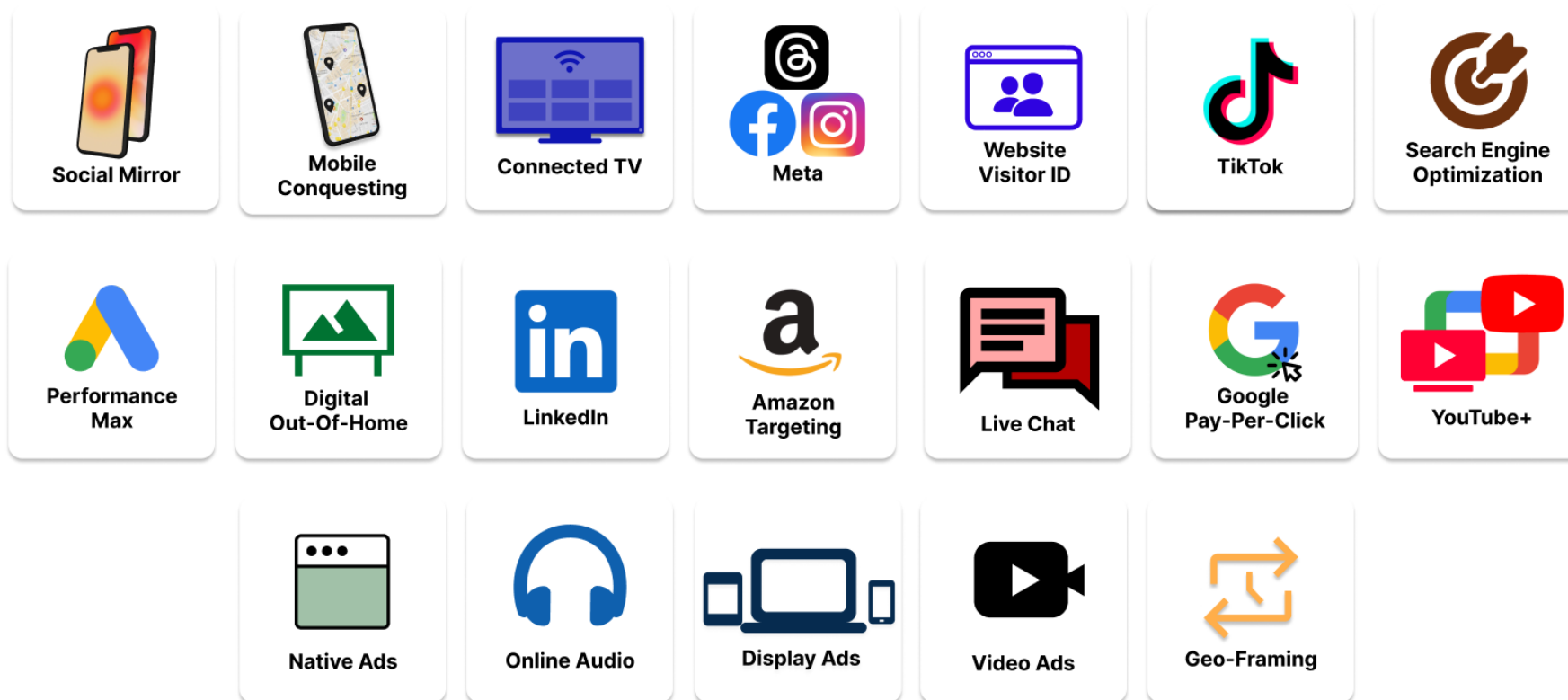


Instagram Performance





All available products in our *toolbox*.



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