

Digital Marketing Report

Impressions

How many ads were served:

10,090

Clicks

Times a user clicked on an ad

634

Click-Through Rate

(Clicks/Impressions) x 100

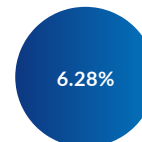
6.28%

Your Product Breakout by Impressions



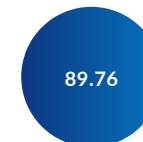
Meta

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%)
Salem Tourism - Pickin' in the Park - Folk Music/Live Events/Concerts Facebook/Instagram Premium	10,090	634	6.28%	89.76

Meta Post Engagements

1,078

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

61

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

Meta Post Shares

26

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%)
Salem Tourism - Pickin' in the Park_2026-Poster-Square.jpg	10,090	634	6.28%	89.76

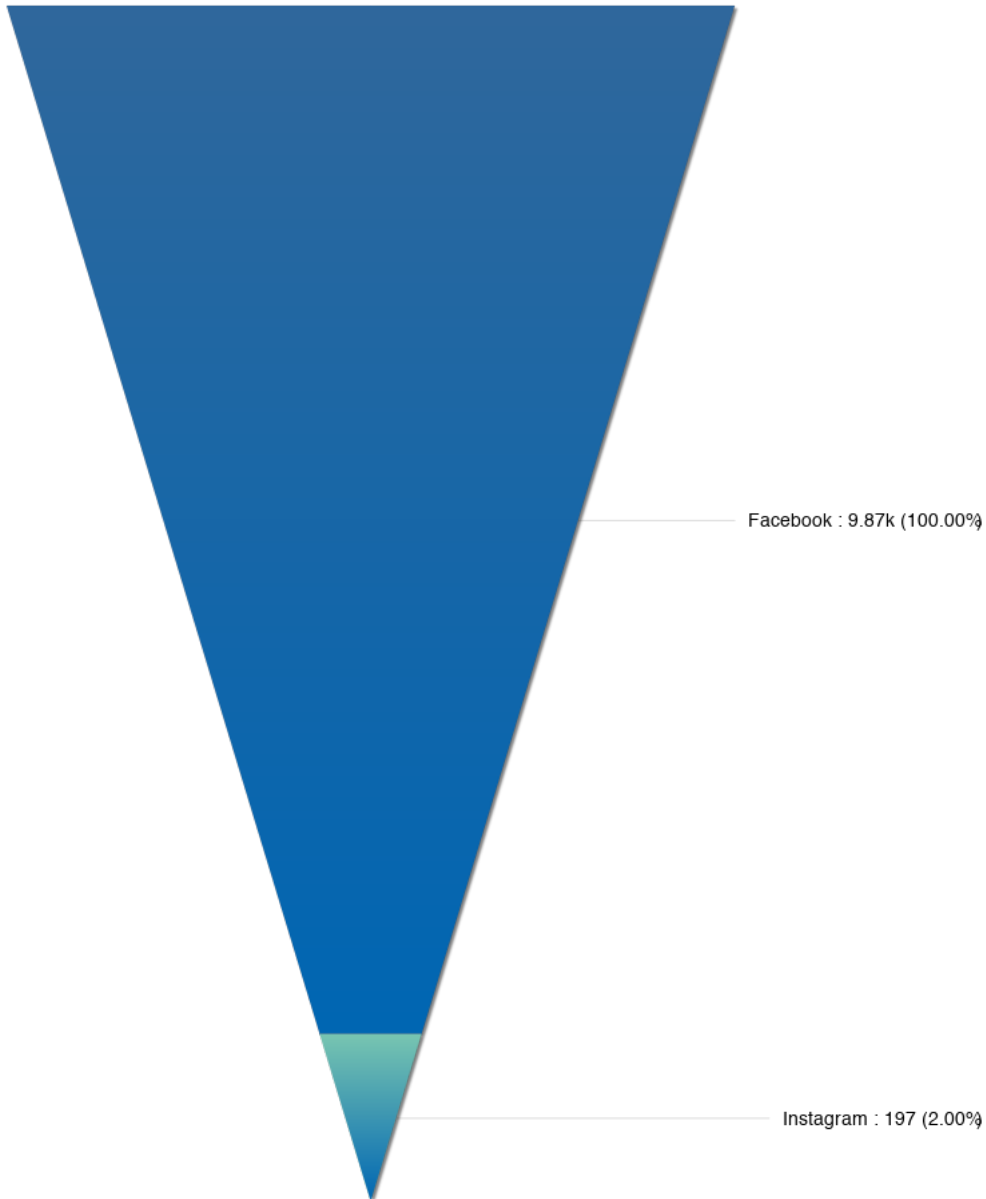
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	9,883	614	6.21%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	168	14	8.33%
Unknown	---	25	1	4.00%
Desktop	A personal computing device that remains stationary at one location.	14	5	35.71%

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.	6,834	322	4.71%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	2,976	281	9.44%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	101	11	10.89%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	76	5	6.58%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	39	9	23.08%
Instagram Stories	Your ads appear in people's Stories on Instagram.	20	3	15.00%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	12	1	8.33%
Facebook Stories	Your ads appear in people's Stories on Facebook.	10	1	10.00%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	9	0	0.00%
Facebook Notification	Your ads appear within a user's notifications feed.	8	0	0.00%

Social Placement Performance by Impressions



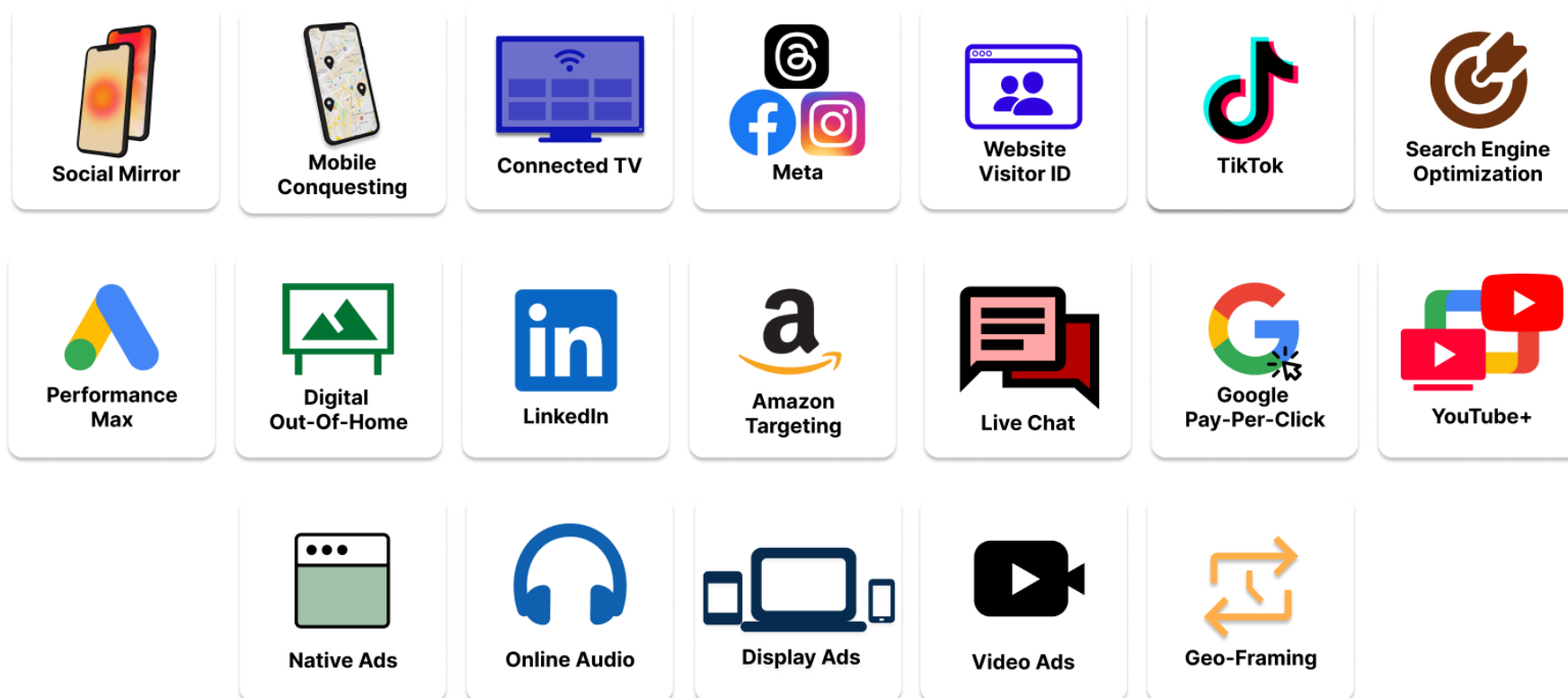
Facebook News Feed Performance



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.