

Digital Marketing Report

Impressions

How many ads were served:

13,588

Clicks

Times a user clicked on an ad

460

Click-Through Rate

(Clicks/Impressions) x 100

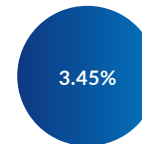
3.39%

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%)
Harbor House Preschool & Kindergarten - Parents/Preschool/Kindergarten Premium Facebook	13,517	450	3.33%	47.56
Harbor House Preschool & Kindergarten - Retargeting Premium Facebook	71	10	14.08%	201.21

Meta Click Conversions



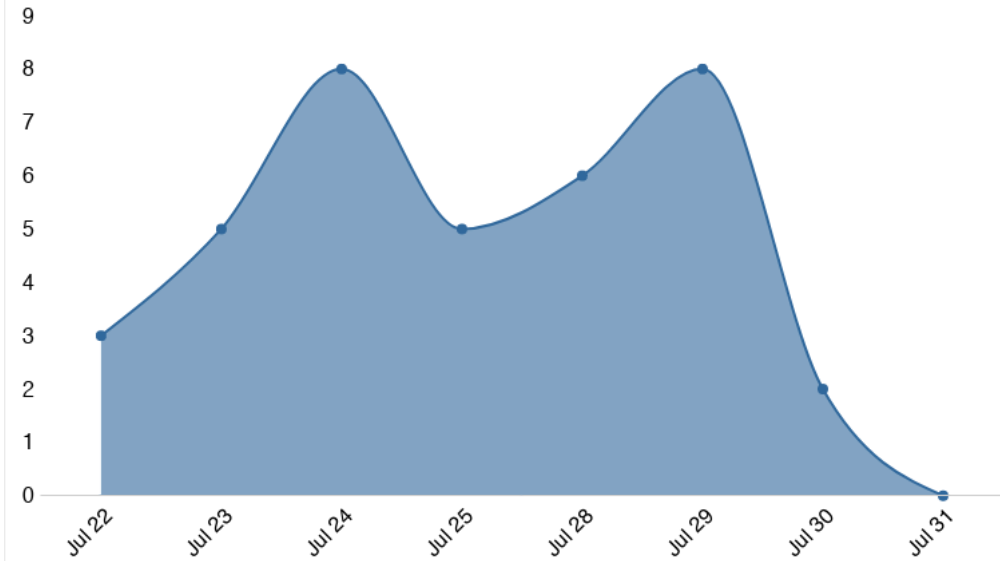
37

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

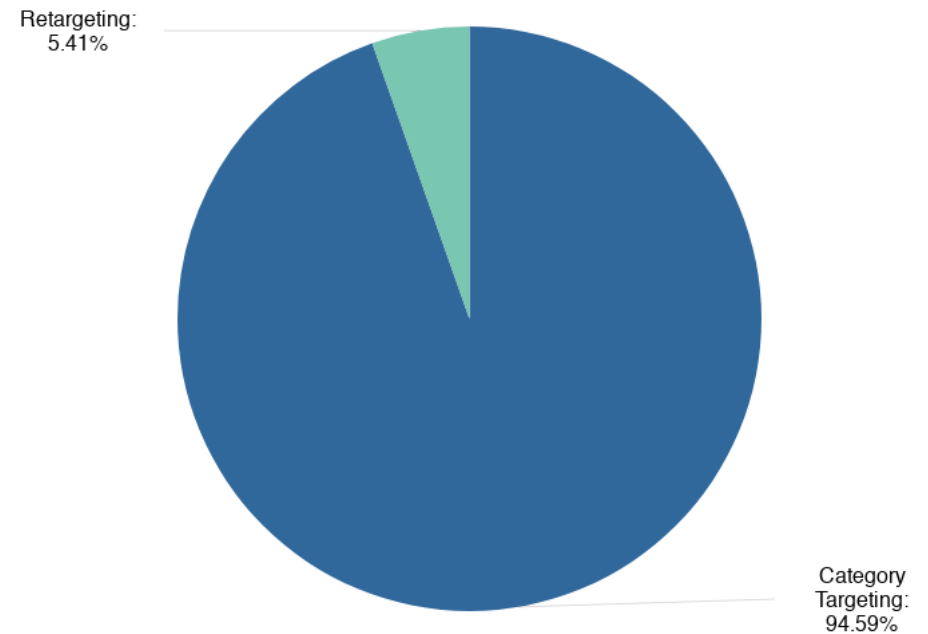
Meta Click Conversion Performance

Conversion Name	Click Conversions ↓
Harbor House Contact Page View	10
Harbor House Rates Page View	10
Harbor House Pre-K Page View	5
Harbor House Preschool Page View	5
Harbor House Programs Page View	4
Harbor House Our Story Page View	2
Harbor House Kindergarten Page View	1

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy



Meta View-Through Conversions

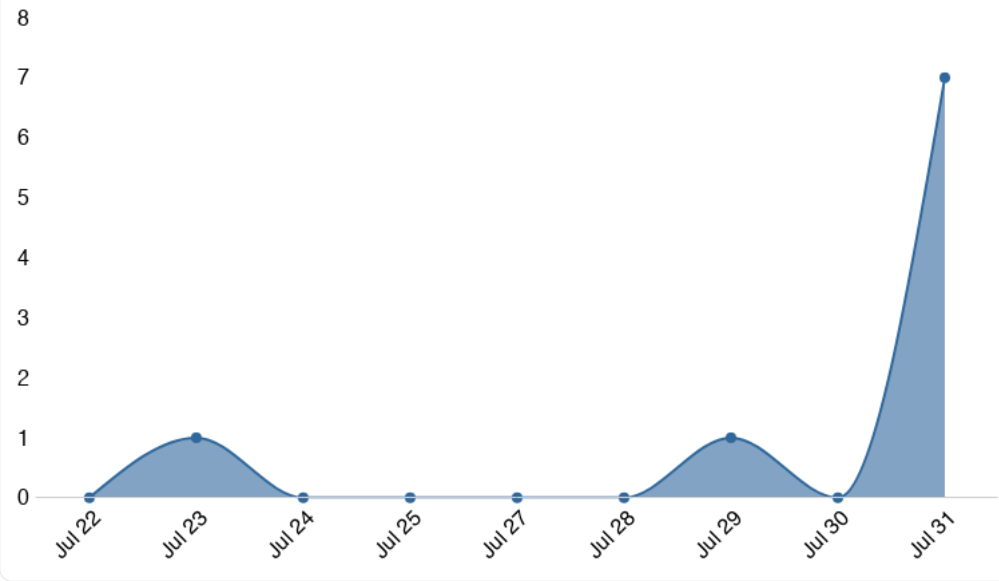


Times users saw an ad, did NOT click, but came to your site and visited a page or completed an action

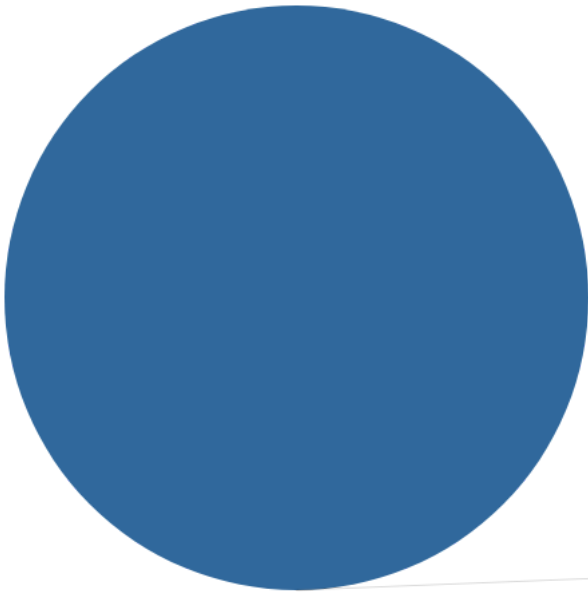
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Harbor House Homepage Visits	4
Harbor House Contact Page View	1
Harbor House Pre-K Page View	1
Harbor House Preschool Page View	1
Harbor House Programs Page View	1
Harbor House Rates Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Category Targeting: 100%

Meta Post Engagements



1,402

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

Meta Post Reactions



16

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

Meta Post Shares



13

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%)
Harbor House Preschool & Kindergarten_26JUL_HarborHouse-1080x1080 (1).png	9,896	277	2.80%	39.99
Harbor House Preschool & Kindergarten_Harbor House 30_FINAL_04.15.25.mp4	3,692	183	4.96%	70.81

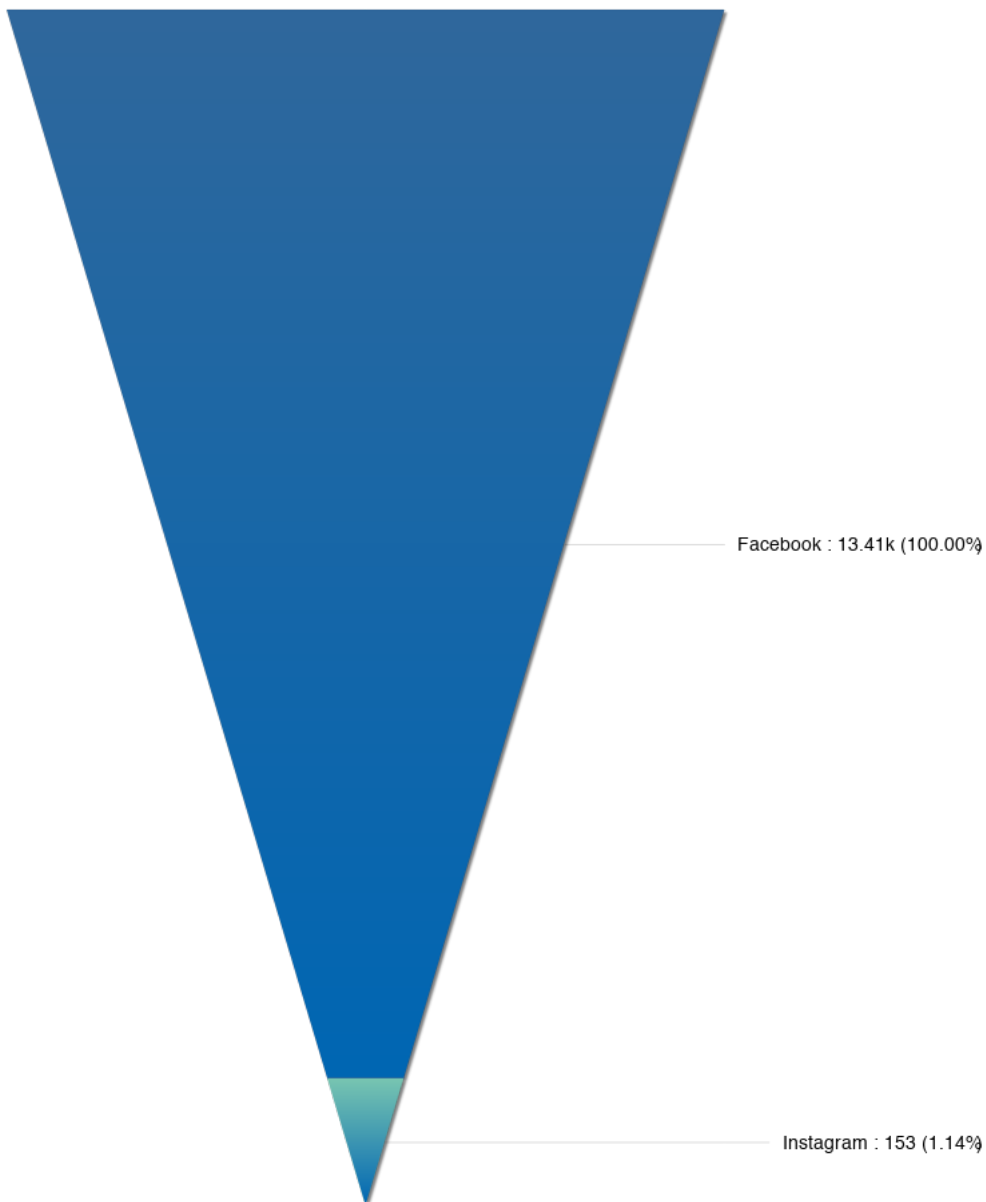
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	13,375	453	3.39%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	149	5	3.36%
Unknown	---	56	1	1.79%
Desktop	A personal computing device that remains stationary at one location.	8	1	12.50%

Social Placement Performance

Placement	Where your ads appear	Impressions ↓	Clicks	CTR
Facebook Reels	Your ads appear in the Reels tab on Facebook.	9,662	139	1.44%
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.	2,912	295	10.13%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	795	12	1.51%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	81	5	6.17%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	67	1	1.49%
Facebook Notification	Your ads appear within a user's notifications feed.	23	5	21.74%
Facebook Stories	Your ads appear in people's Stories on Facebook.	18	1	5.56%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	16	0	0.00%
Instagram Stories	Your ads appear in people's Stories on Instagram.	5	0	0.00%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	4	0	0.00%

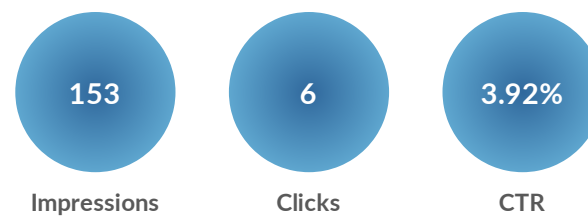
Social Placement Performance by Impressions



Facebook News Feed Performance



Instagram Performance



All available products in our *toolbox*.



Social Mirror



Mobile
Conquesting



Connected TV



Meta



Website
Visitor ID



TikTok



Search Engine
Optimization



Performance
Max



Digital
Out-Of-Home



LinkedIn



Amazon
Targeting



Live Chat



Google
Pay-Per-Click



YouTube+



Native Ads



Online Audio



Display Ads



Video Ads



Geo-Framing

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