



Digital Marketing Report

Impressions

How many ads were served:

40,564

Clicks

Times a user clicked on an ad

2,323

Click-Through Rate

(Clicks/Impressions) x 100

5.73%

Your Product Breakout by Impressions



Meta

Total Engagement Rate

5.73%

(Clicks+View-throughs)/Impressions x 100*

X the National Average

81.81

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 - Utica NY 11.21.26 - Women/Comedy/Live Events Facebook/Instagram News Feed	40,564	2,323	5.73%	81.81



Meta Post Engagements

3,887

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

Meta Post Comments

7

The total number of comments your ads received

Meta Post Reactions

77

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

Meta Post Shares

114

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 - Utica NY 11.21.26_Utica JD 112026 1080x1920 Meta.jpg	39,059	2,232	5.71%	81.63
Dunham - Utica NY 11.21.26_Utica JD 1120026 1080x1080 Meta.jpg	1,260	77	6.11%	87.30
Dunham - Utica NY 11.21.26_Utica JD 112026 1080x1350 Meta.jpg	245	14	5.71%	81.63



Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	40,372	2,310	5.72%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	116	10	8.62%
Unknown	---	73	3	4.11%
Desktop	A personal computing device that remains stationary at one location.	3	0	0.00%

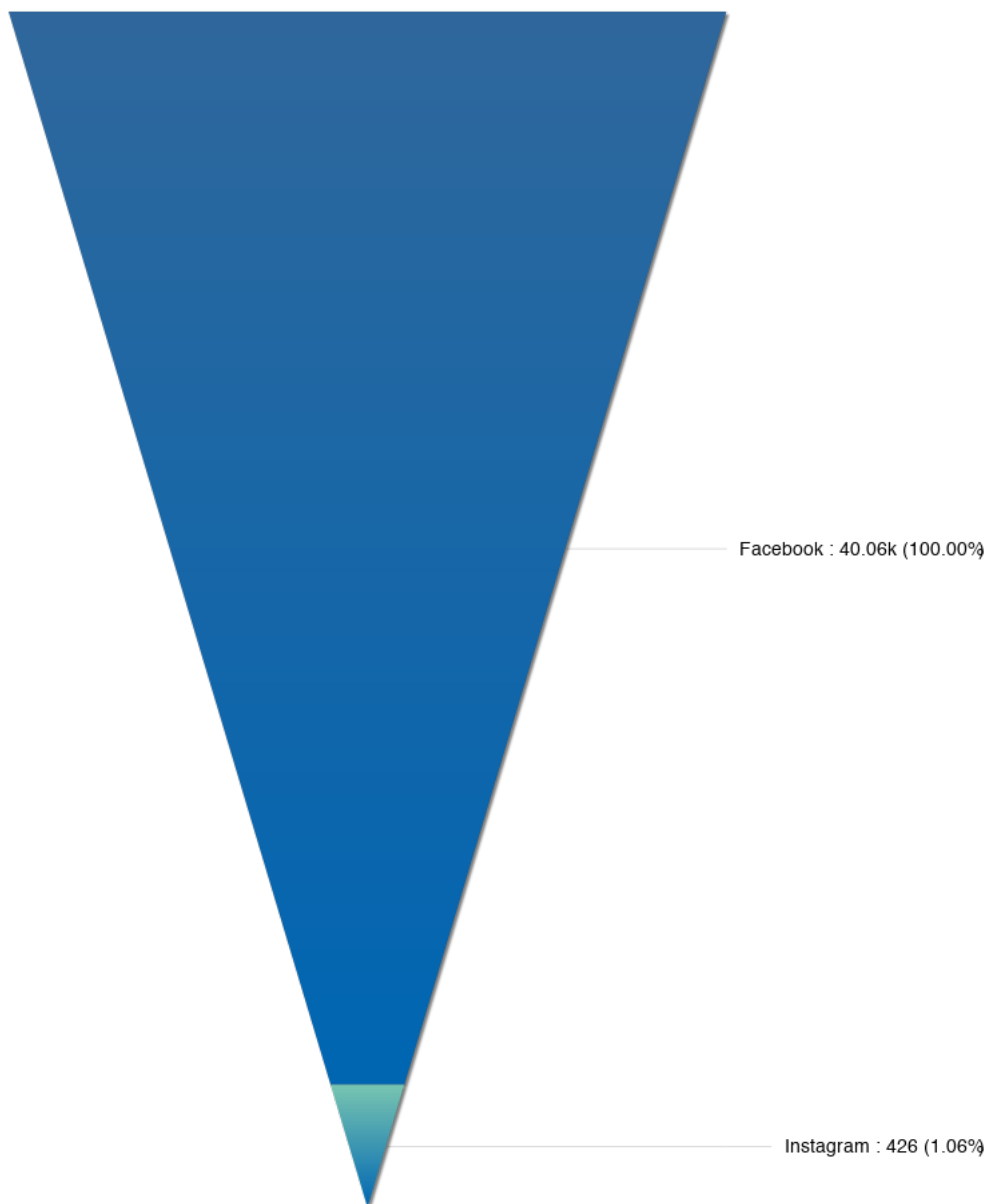


Social Placement Performance

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.	40,060	2,310	5.77%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	426	10	2.35%
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.	56	2	3.57%
Facebook Profile Feed	Your ads appear within the feeds of public user profiles.	22	1	4.55%



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.