

Digital Marketing Report

Impressions

How many ads were served:

31,455

Clicks

Times a user clicked on an ad

888

Click-Through Rate

(Clicks/Impressions) x 100

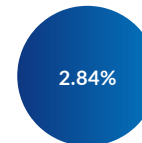
2.82%

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%)
Hawksnest Tubing - Facebook/Instagram Premium	26,918	752	2.79%	39.91
Hawksnest Tubing - Facebook/Instagram Premium Retargeting	4,537	136	3.00%	42.82

Meta Click Conversions



35

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

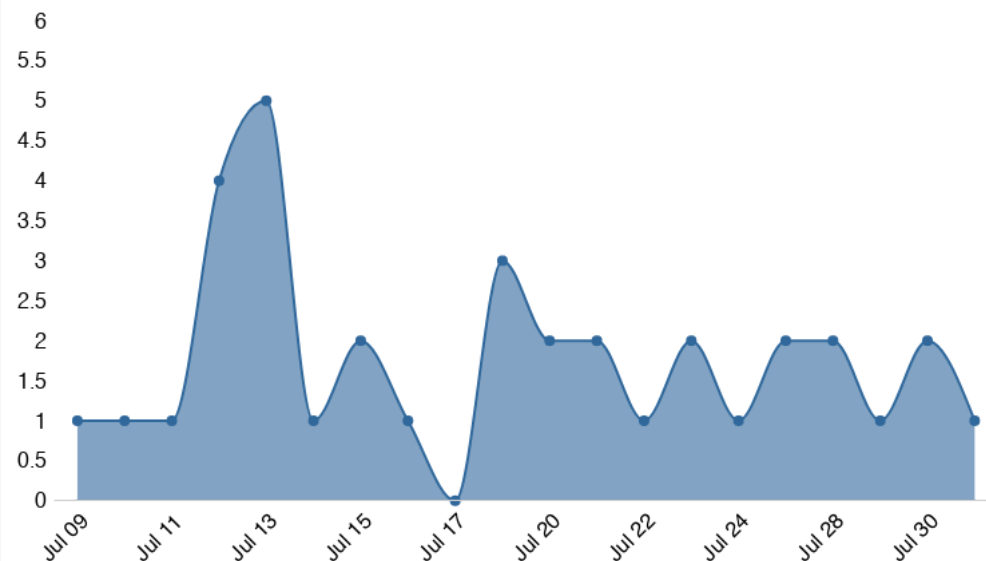
Meta Click Conversion Performance

Conversion Name

Click Conversions ↓

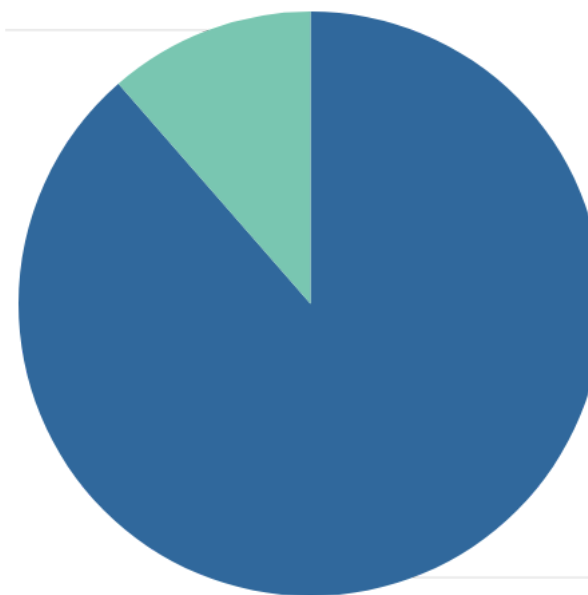
Hawksnest Tubing FAQs Page View	18
Hawksnest Tubing Nolichucky Gorge Trip Page View	10
Hawksnest Tubing Rafting Tours Page View	5
Hawksnest Tubing Lower Nolichucky Trip Page View	2

Meta Click Conversions by Day



Top Meta Click Conversions by Strategy

Retargeting:
11.43%



Category
Targeting:
88.57%

Meta View-Through Conversions

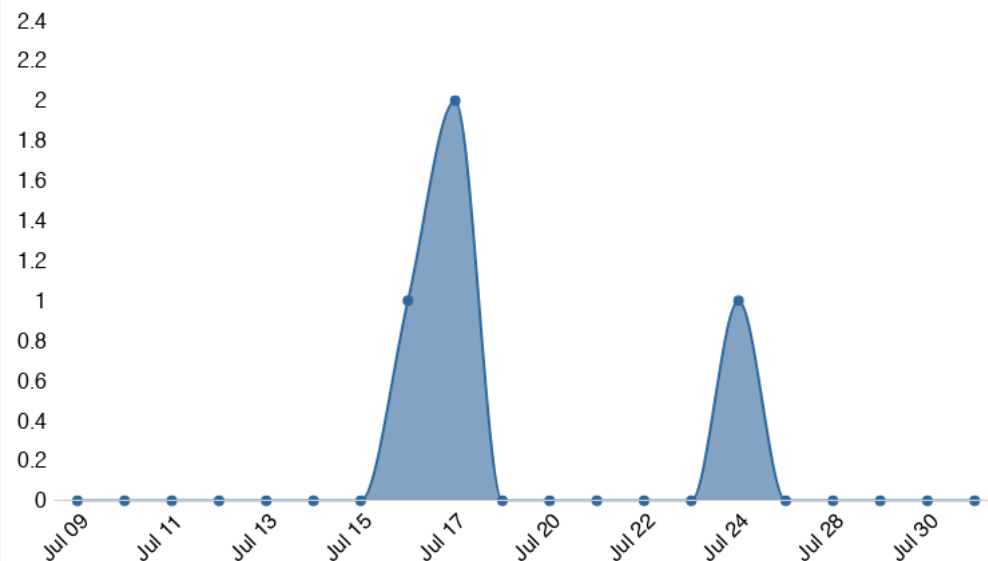


Times users saw an ad, did NOT click, but came to your site and visited a page
or completed an action

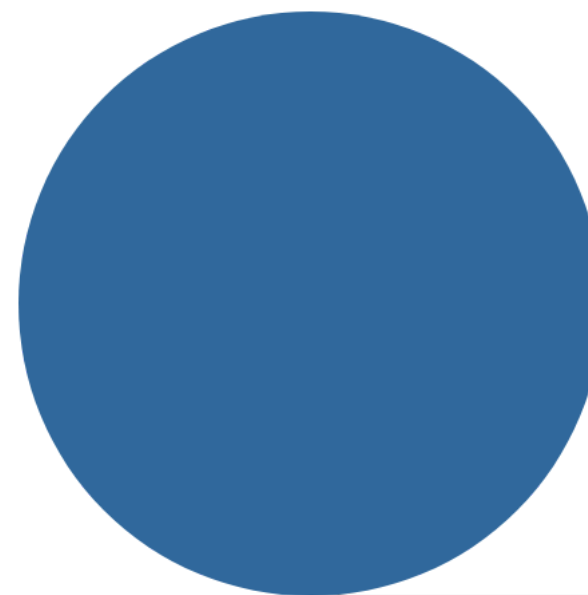
Meta View-Through Conversion Performance

Conversion Name	View-Through Conversions ↓
Hawksnest Tubing Rafting Tours Page View	2
Hawksnest Tubing FAQs Page View	1
Hawksnest Tubing Nolichucky Gorge Trip Page View	1

Meta View-Through Conversions by Day



Top Meta View-Through Conversions by Strategy



Retargeting:
100%

Meta Post Engagements

5,397

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

Meta Post Comments

3

The total number of comments your ads received

Meta Post Reactions

43

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

Meta Post Shares

9

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%)
Hawksnest Tubing_HawksNest Video.mp4 - Copy	13,771	491	3.57%	50.94
Hawksnest Tubing_Carousel	17,684	397	2.25%	32.07

Meta Carousel Card Performance

Card Name	Ad	Count ↓
1: The River Is Ready, Are You?	Hawksnest Tubing_Carousel	149
Hawksnest Whitewater Rafting	Hawksnest Tubing_Carousel	61
2: The River Is Ready, Are You?	Hawksnest Tubing_Carousel	33
3: The River Is Ready, Are You?	Hawksnest Tubing_Carousel	15
5: The River Is Ready, Are You?	Hawksnest Tubing_Carousel	5

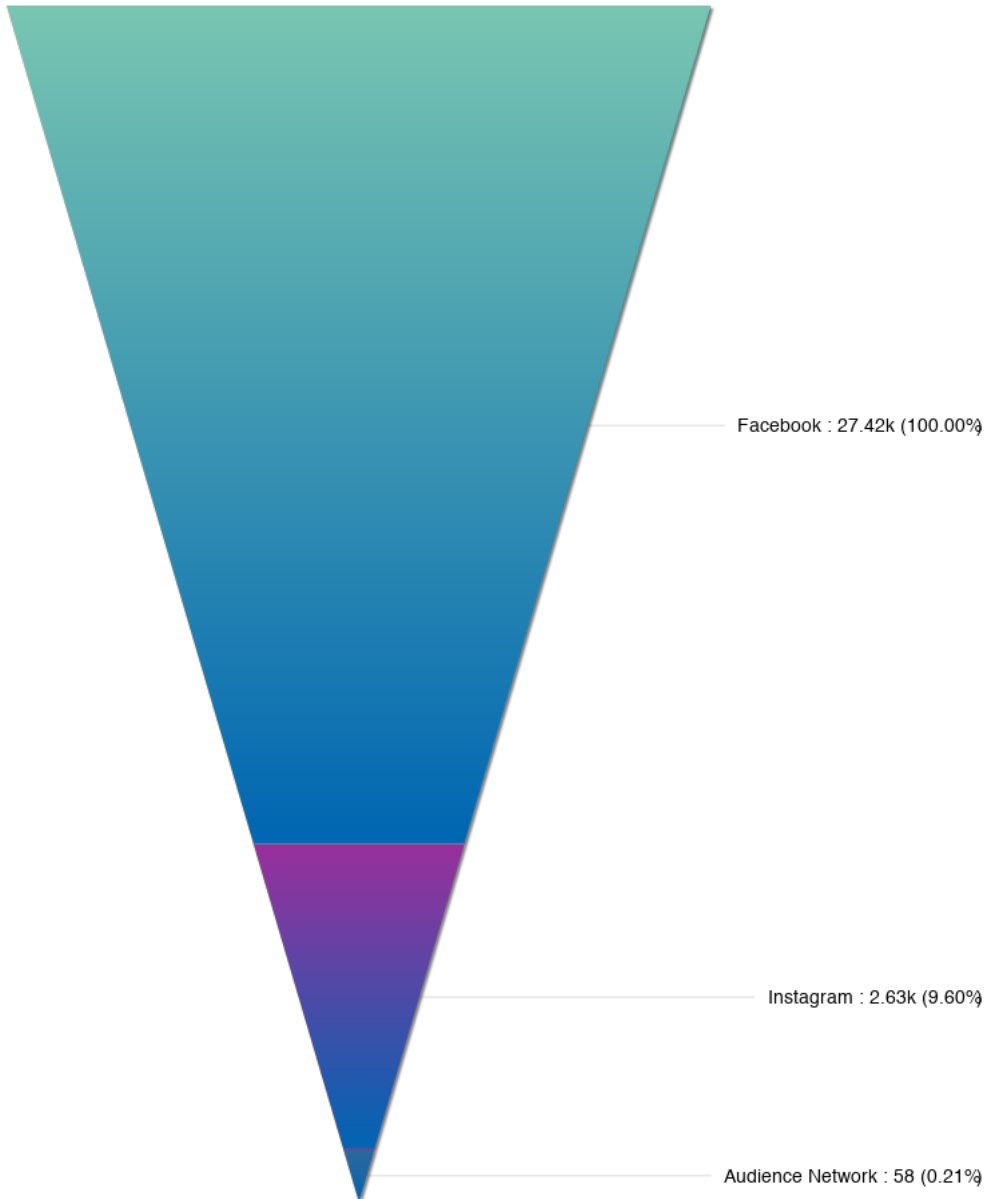
Device Performance

Device				
Device Name	Description	Impressions ↓	Clicks	CTR
Mobile	A portable electronic device that can connect to the internet.	29,486	868	2.94%
Tablet	A portable personal computer with a touchscreen interface that can connect to the internet.	1,481	19	1.28%
Desktop	A personal computing device that remains stationary at one location.	274	1	0.36%
Unknown	---	214	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.	15,874	462	2.91%
Facebook Reels	Your ads appear in the Reels tab on Facebook.	6,011	239	3.98%
Facebook Marketplace	Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.	4,327	28	0.65%
Instagram Reels	Your ads appear in the Reels tab on Instagram.	1,324	58	4.38%
Instagram Feed	Your ads appear in the mobile app and on desktop and mobile web.	1,073	37	3.45%
Facebook Search Results	Your ads appear next to relevant Facebook and Marketplace search results.	984	3	0.30%
Facebook Notification	Your ads appear within a user's notifications feed.	845	45	5.33%
Threads	Your ads appear in the Threads feed.	321	2	0.62%
Instagram Stories	Your ads appear in people's Stories on Instagram.	235	9	3.83%
Facebook In-stream Videos	Your ads appear in video on demand and in a select group of approved partner live streams on Facebook.	198	3	1.52%

Social Placement Performance by Impressions



Facebook News Feed Performance



Audience Network 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.