

OVERVIEW - PAGE 1

Date range Aug 24, 2022 to Sep 26, 2022

Created On Oct 05, 2022

Facebook Ads Summary

126.84K
IMPRESSIONS

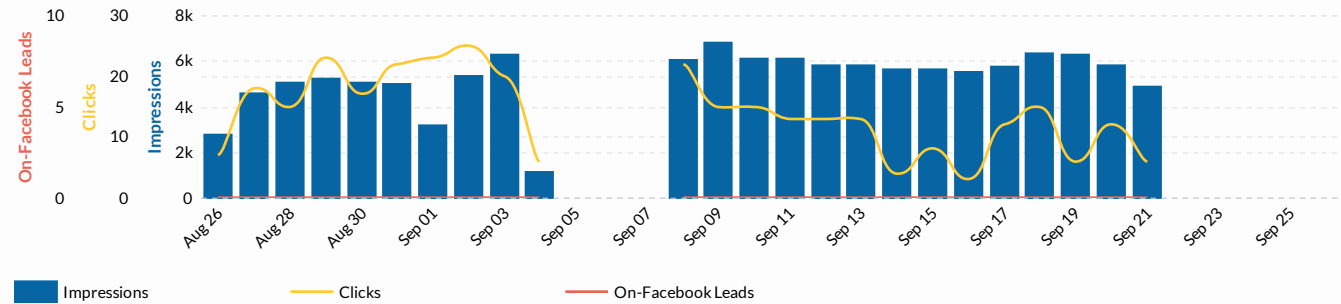
333
CLICKS

0.26%
CTR

87.93K
TOTAL AD REACH

0
ON-FACEBOOK LEADS

Facebook Ads Summary



TrueView Summary

9.29K
VIEWS

18.16K
IMPRESSIONS

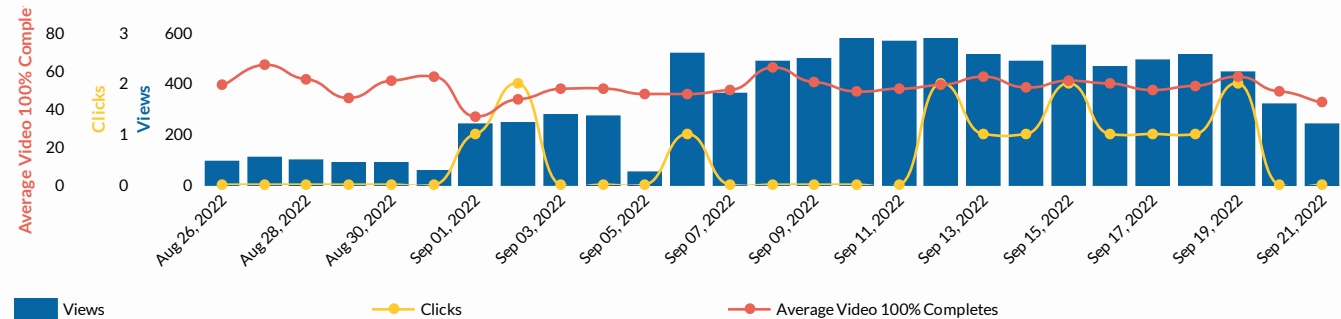
15
CLICKS

0.08%
CTR

51.27%
AVERAGE VIDEO 100% COMPLETES

0.00
CONVERSIONS

TrueView Performance Over Time



FACEBOOK/IG - PAGE 1

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f Ads Facebook Explained

Facebook/Instagram are incredibly flexible platforms, with the ability to generate many different creative types and campaign objectives!

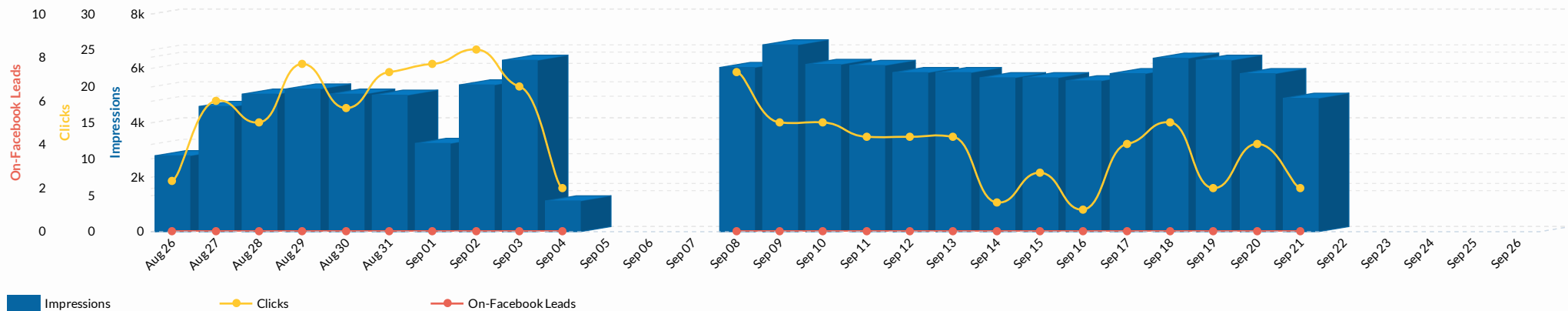
Below is a summary of the metrics that Facebook/IG campaigns are tracking:

- **Impressions** - Number of times an ad was served
- **Clicks** - Number of times an ad was clicked on, and the user taken to the Click Thru URL (CTURL)
- **CTR** - Click Thru Rate. $(\text{Clicks}) \div (\text{Impressions})$
- **Ad Reach** - Total number of individuals who were targeted.
- **Estimated Ad Recall Lift Rate** - (Specific to Brand Awareness campaigns.) A calculated percentage of users who are likely to remember this client's Brand Name/Product/Service two days after seeing an ad.
- **Page Likes** - Number of new "likes" your Facebook Page has received as a direct result of your marketing efforts.

f Ads Facebook KPI



f Ads Facebook Performance Trend



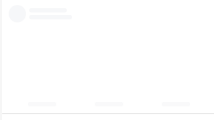
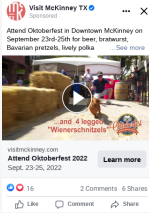
FACEBOOK/IG - SUMMARY GRIDS

Facebook Campaign Breakdown

Campaign	Impressions	Clicks	CTR	On-Facebook Leads	Ad Sets
Total ⓘ	126,838	333	0.26%	0	
Traffic (8/30/2022 - 9/21/2022)	126,838	333	0.26%	0	View Ad sets

Ad Set	Video Views to 25%	Video Views to 50%	Video Views to 75%	Video Views to 100%	Impressions	Clicks	CTR
Traffic (8/30/2022 - 9/21/2022)	2,385	805	433	250	126,838	333	0.26%

Action Type	Campaign	Count
Total ⓘ		27,356
Page Engagement	Traffic (8/30/2022 - 9/21/2022)	9,113
Post Engagement	Traffic (8/30/2022 - 9/21/2022)	9,113
Video View	Traffic (8/30/2022 - 9/21/2022)	9,016
Link Click	Traffic (8/30/2022 - 9/21/2022)	72
Landing Page View	Traffic (8/30/2022 - 9/21/2022)	17
Post Reaction	Traffic (8/30/2022 - 9/21/2022)	14
Post	Traffic (8/30/2022 - 9/21/2022)	6
Onsite Conversion.post Save	Traffic (8/30/2022 - 9/21/2022)	3
Comment	Traffic (8/30/2022 - 9/21/2022)	2

Ad	Ad Set	Impressions	Clicks	CTR	On-Facebook Leads	Desktop Preview	Mobile Preview
Total ⓘ		126,838	333	0.26%	0		
Traffic (8/30/2022 - 9/21/2022)	Traffic (8/30/2022 - 9/21/2022)	126,838	333	0.26%	0		

Responsive Guaranteed Display Glossary

Glossary:

Impressions - Number of times an ad was served

Clicks - Number of times an ad was clicked on, and the user taken to the Click Thru URL (CTURL)

CTR - Click Thru Rate. $(\text{Clicks}) \div (\text{Impressions})$

Conversions - Number of users who took a key action **after** receiving an ad

Note: Sometimes campaigns launch before Conversion Tracking is enabled. When this happens, only the conversions that occur after enabled will be tracked.



SEM Explained

Search Engine Marketing campaigns are **designed to find users when they're most likely to convert!** For this campaign to be considered successful, we will look at: clicks to the website, calls, and on-site form fills!

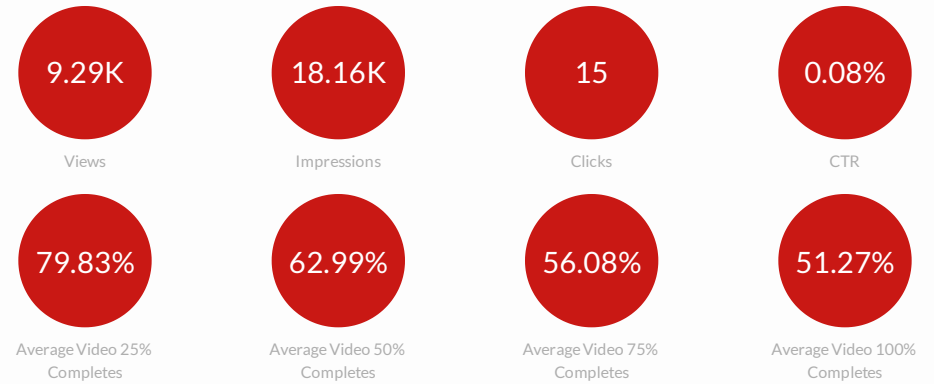
- **Adjusted Search Impression Share** - (rate of times your ad was served) ÷ (total number of searches in target geo)
- **Search Absolute Top Impression Share** - percent of time your ad is in the Absolute First spot
- **Search Top Impression Share** - percent of time your ad is in the Top Cluster, before organic results.
- **Impressions** - Number of times an ad was served
- **Clicks** - Number of times an ad was clicked on, and the user taken to the Click Thru URL (CTURL)
- **CTR** - Click Thru Rate. (Clicks) ÷ (Impressions)
- **CPC** - Cost Per Click. SEM Campaigns are billed on a Pay-Per-Click (PPC) method. You only pay when a user clicks your ad and ends up on your website! This is the average amount that you are paying per click
- **Conversions** - These are the actions users have taken after they clicked on your ad. See the **Conversion Types & Breakdown** widget for insight on what contributed to your Conversions!
- **Calls** - The number of times a user has utilized the Click to Call feature on the Google Ad. *Note: this only includes calls from the Search Engine Result Page. If you want insight on phone calls from your website, ask about adding **Call Tracking Number** to your campaign!

YouTube/TrueView Explained

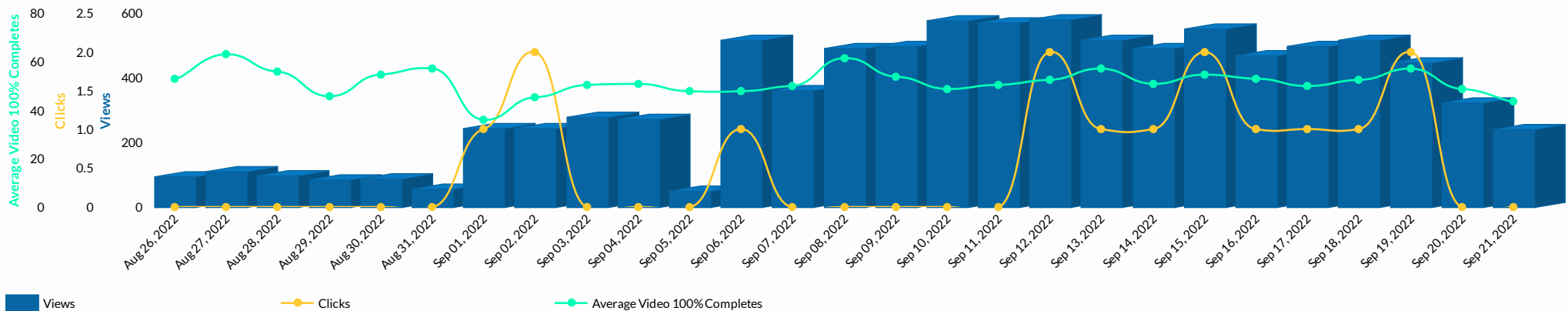
YouTube/TrueView Campaigns are a fantastic tool to **deploy your video assets** to a wide audience to increase your **Engagement** with your target audience!

- **Video Views** - Number of times people watched your video ad.
- **Average Video 50% Completes** - How often a video is played till the middle point.
- **Clicks** - Number of clicks to your Landing Page.
- **Video View Rate** - Number of views your ad receives divided by number of times your ad is shown (video and thumbnail impressions).


TrueView KPI's




TrueView Over Time



| TRUEVIEW - SUMMARY GRIDS |

<div><div></div>TrueView Campaign Breakdown</div>								
Campaign Name	Views	Impressions	Clicks	Average Video 25% Completes	Average Video 50% Completes	Average Video 75% Completes	Average Video 100% Completes	Conversions
Total 	9,285	18,156	15	79.83%	62.99%	56.08%	51.27%	0.00
TrueView (8/26/2022 - 9/21/2022)	9,285	18,156	15	79.83%	62.99%	56.08%	51.27%	0.00

Ad (Headline)	Ad Group	Views	Impressions	Clicks	CTR	Average Video 25% Completes	Average Video 50% Completes	Average Video 75% Completes	Average Video 100% Completes	Conversions
Total 		9,285	18,156	15	0.08%	79.83%	62.99%	56.08%	51.27%	0.00
Visit McKinney Oktoberfest :30s	Oktoberfest Event	9,285	18,156	15	0.08%	79.83%	62.99%	56.08%	51.27%	0.00