



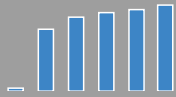
FACEBOOK AD SUMMARY

FACEBOOK AD PERFORMANCE

32,910

Impressions

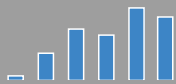
▲ N/A



920

Clicks

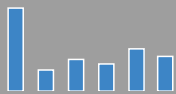
▲ N/A



2.80%

CTR

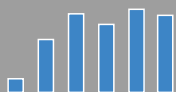
▲ N/A



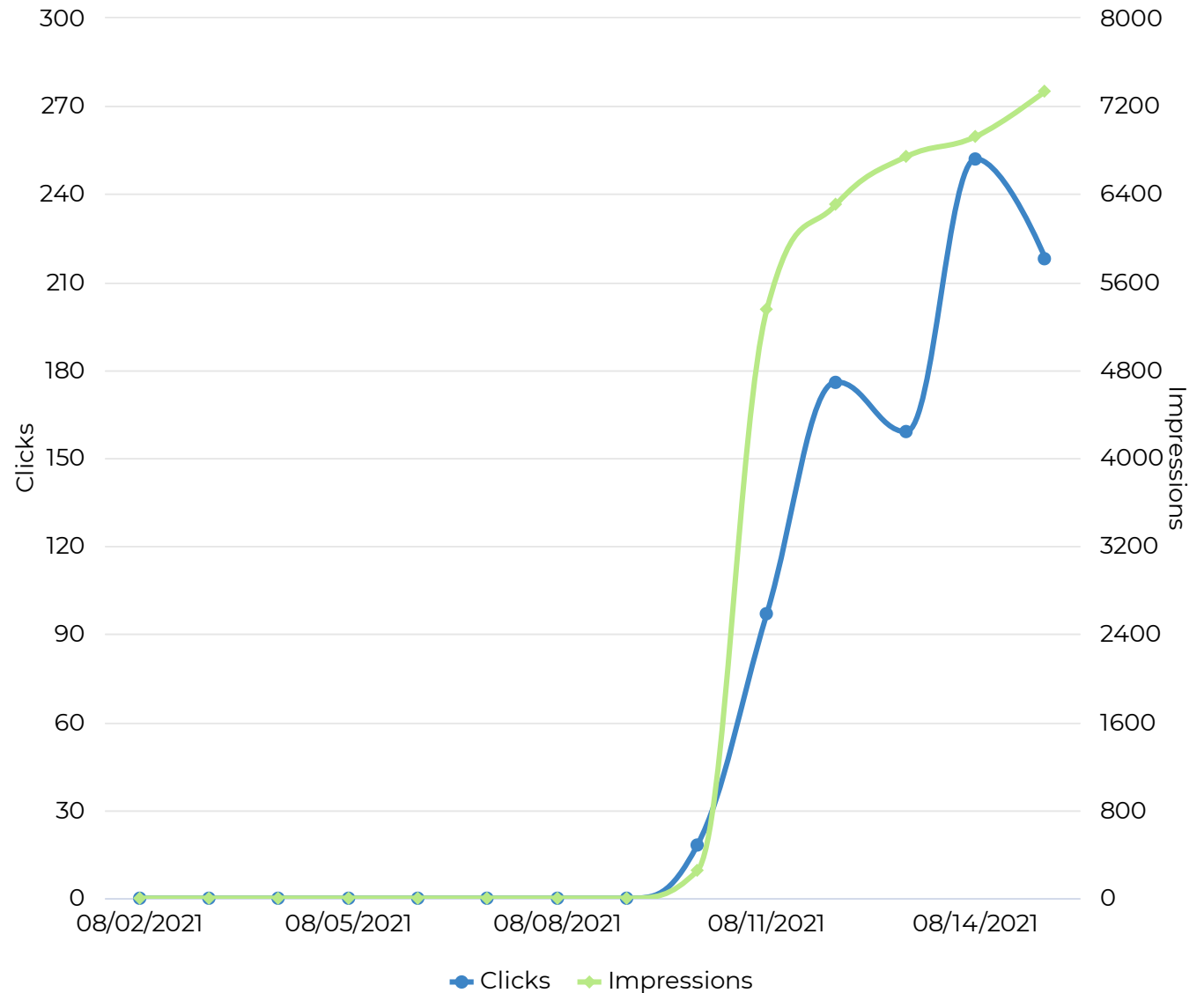
485

Action: Link Clicks

▲ N/A



CLICKS VS. IMPRESSIONS

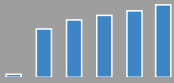


NOTE: Conversion data may be incomplete due to iOS 14 update. Facebook Business Manager will no longer be able to report conversions on iOS devices from users who do not opt in for data sharing.

18,553

Reach

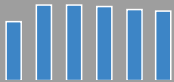
▲ N/A



1.77

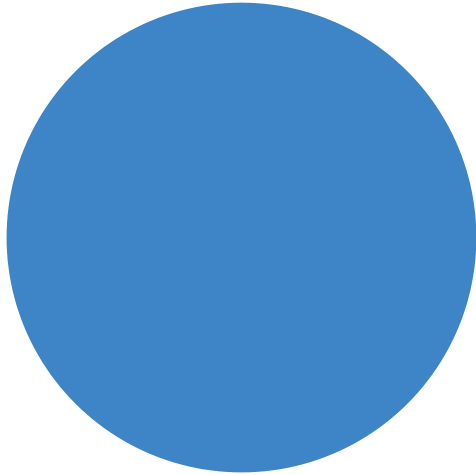
Frequency

▲ N/A



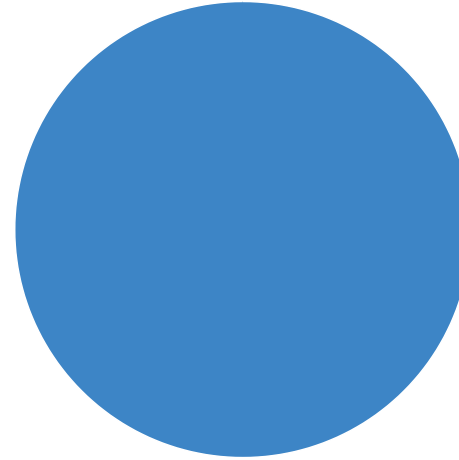
CAMPAIGN PERFORMANCE

CLICKS



● VDS | Konjolka - ORAU | Traffic

IMPRESSIONS

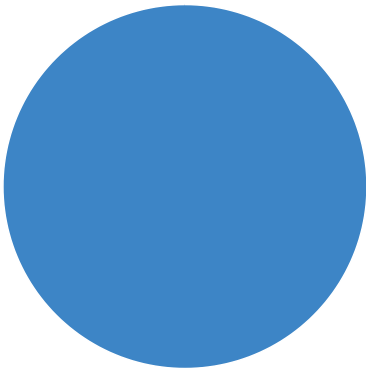


● VDS | Konjolka - ORAU | Traffic

Campaign Name	Network	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.	Cost	Conv.	Cost / Conv.
VDS Konjolka - ORAU Traffic	Audience_net	898 ▲ N/A	18 ▲ N/A	2.00% ▲ N/A	18 ▲ N/A	408 ▲ N/A	2.20 ▲ N/A	\$12.87 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
VDS Konjolka - ORAU Traffic	Facebook	31,905 ▲ N/A	901 ▲ N/A	2.82% ▲ N/A	466 ▲ N/A	18,073 ▲ N/A	1.77 ▲ N/A	\$414.87 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
VDS Konjolka - ORAU Traffic	Instagram	104 ▲ N/A	1 ▲ N/A	0.96% ▲ N/A	1 ▲ N/A	104 ▲ N/A	1.00 ▲ N/A	\$1.66 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
VDS Konjolka - ORAU Traffic	Unknown	0 ● 0.00%	0 ● 0.00%	0.00% ● 0.00%	0 ● 0.00%	0 ● 0.00%	0.00 ● 0.00%	\$0.00 ● 0.00%	0 ● 0.00%	\$0.00 ● 0.00%
Total	--	32,907 ▲ N/A	920 ▲ N/A	2.80% ▲ N/A	485 ▲ N/A	18,553 ▲ N/A	1.77 ▲ N/A	\$429.40 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%

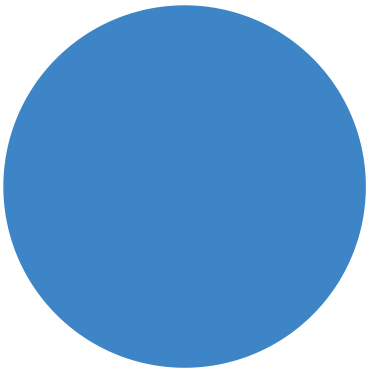
AD SET PERFORMANCE

CLICKS



● VDS | Konjolka - ORAU | Traffic - English

IMPRESSIONS



● VDS | Konjolka - ORAU | Traffic - English

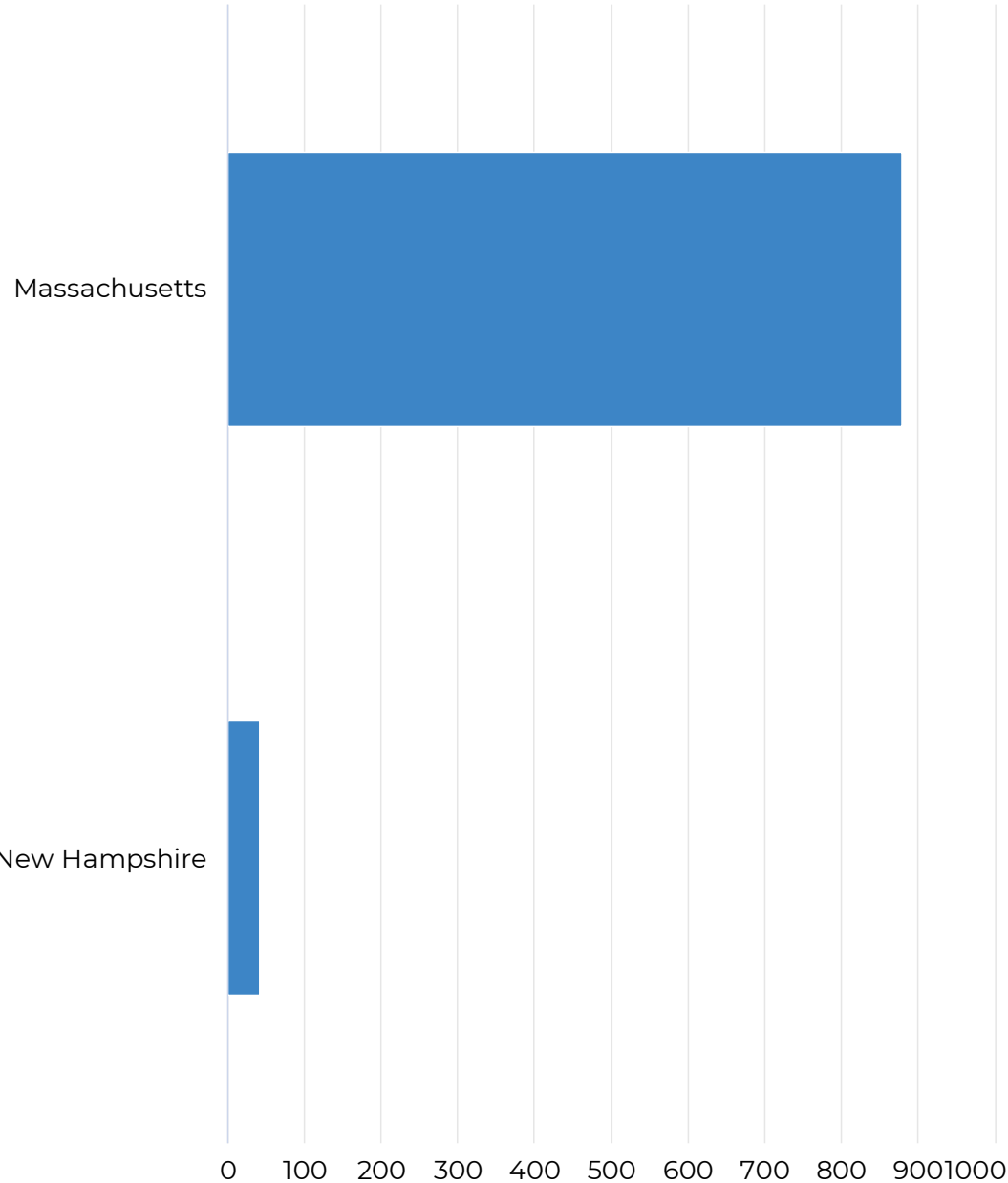
Adset Name	Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.	Cost	Conv.	Cost / Conv.
VDS Konjolka - ORAU Traffic - English	VDS Konjolka - ORAU Traffic	32,907 ▲ N/A	920 ▲ N/A	2.80% ▲ N/A	485 ▲ N/A	18,553 ▲ N/A	1.77 ▲ N/A	\$429.40 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Total	--	32,907 ▲ N/A	920 ▲ N/A	2.80% ▲ N/A	485 ▲ N/A	18,553 ▲ N/A	1.77 ▲ N/A	\$429.40 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%

TOP FACEBOOK ADS

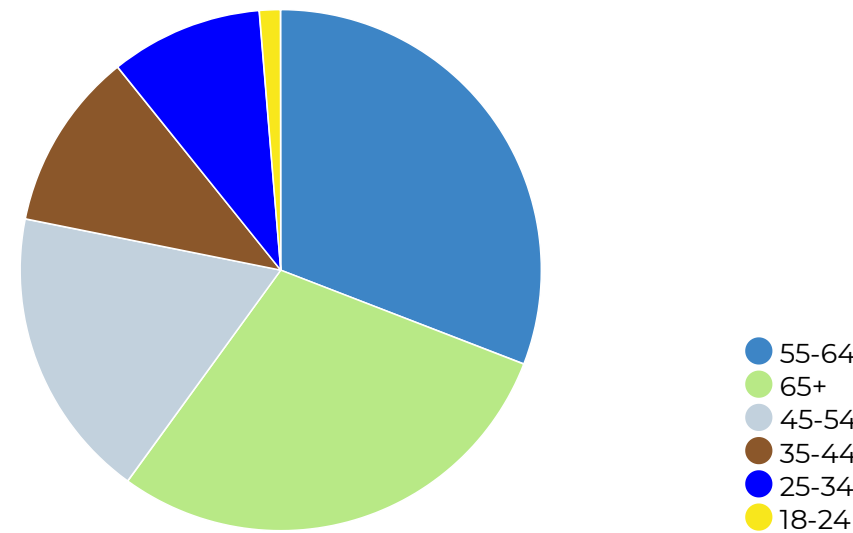
Ad	Impressions	Clicks	CTR	Action:	
 PSA 15 Scotty-Lexa Recovery is possible with medications for opioid use disorder. Stay in treatment as long as you need to achieve your goals.	15,975 ▲ N/A	585 ▲ N/A	3.66% ▲ N/A	242 ▲ N/A	
 PSA 30 Scotty-Lexa Recovery is possible with medications for opioid use disorder. Stay in treatment as long as you need to achieve your goals.	9,049 ▲ N/A	158 ▲ N/A	1.75% ▲ N/A	127 ▲ N/A	
 PSA 30 Abraham Brittany Recovery is possible with medications for opioid use disorder. Stay in treatment as long as you need to achieve your goals.	5,309 ▲ N/A	109 ▲ N/A	2.05% ▲ N/A	78 ▲ N/A	
 PSA 15 Abraham Brittany Recovery is possible with medications for opioid use disorder. Stay in treatment as long as you need to achieve your goals.	2,574 ▲ N/A	68 ▲ N/A	2.64% ▲ N/A	38 ▲ N/A	
Total	32,907 ▲ N/A	920 ▲ N/A	2.80% ▲ N/A	485 ▲ N/A	

DEMOGRAPHIC DATA

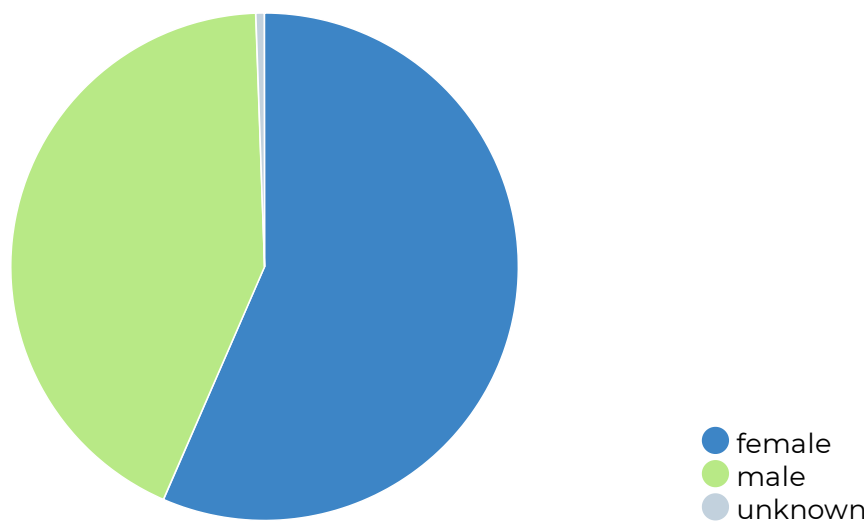
TOP STATES BY CLICKS



AGE GROUPS BY CLICKS



GENDER BY CLICKS



PERFORMANCE BY DEVICE TYPE

Device Type	Impr.	Clicks	CTR	Link Clicks	
Computers	193 ▲ N/A	4 ▲ N/A	2.07% ▲ N/A	3 ▲ N/A	
Mobile Devices	29,704 ▲ N/A	840 ▲ N/A	2.83% ▲ N/A	429 ▲ N/A	
Tablets	2,911 ▲ N/A	73 ▲ N/A	2.51% ▲ N/A	52 ▲ N/A	
Unknown	99 ▲ N/A	3 ▲ N/A	3.03% ▲ N/A	1 ▲ N/A	

Day of Week	Impress	Clicks	CTR	Action: Link	
Sunday	7,337 ▲ N/A	218 ▲ N/A	2.97% ▲ N/A	100 ▲ N/A	
Tuesday	248 ▲ N/A	18 ▲ N/A	7.26% ▲ N/A	18 ▲ N/A	
Wednesday	5,350 ▲ N/A	97 ▲ N/A	1.81% ▲ N/A	69 ▲ N/A	
Thursday	6,309 ▲ N/A	176 ▲ N/A	2.79% ▲ N/A	102 ▲ N/A	
Friday	6,740 ▲ N/A	159 ▲ N/A	2.36% ▲ N/A	88 ▲ N/A	
Saturday	6,923 ▲ N/A	252 ▲ N/A	3.64% ▲ N/A	108 ▲ N/A	