



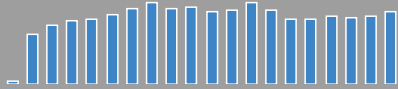
FACEBOOK AD SUMMARY

FACEBOOK AD PERFORMANCE

141,255

Impressions

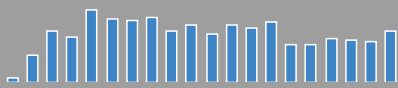
▲ N/A



3,390

Clicks

▲ N/A



2.40%

CTR

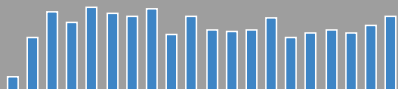
▲ N/A



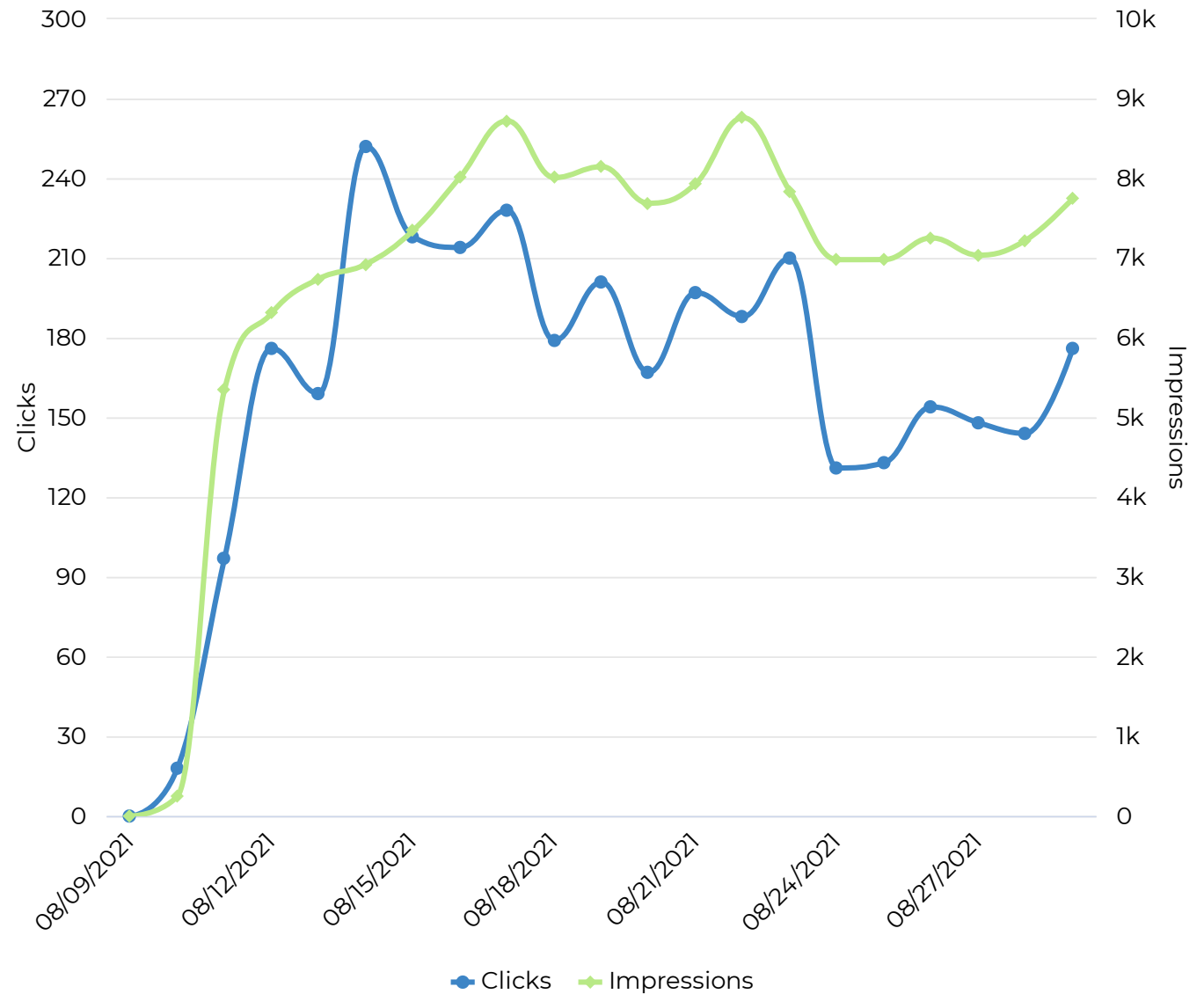
1,661

Action: Link Clicks

▲ N/A



CLICKS VS. IMPRESSIONS

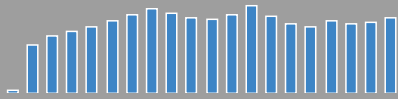


NOTE: Conversion data may be incomplete due to iOS 14 update. Facebook Business Manager will no longer be able to report conversions on iOS devices from users who do not opt in for data sharing.

46,645

Reach

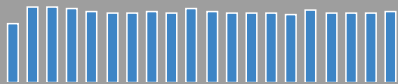
▲ N/A



3.03

Frequency

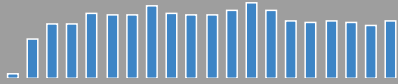
▲ N/A



39,573

Post Engagements

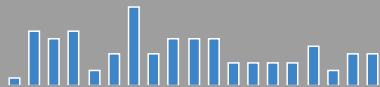
▲ N/A



86

Post Reactions

▲ N/A



13

Post Comments

▲ N/A



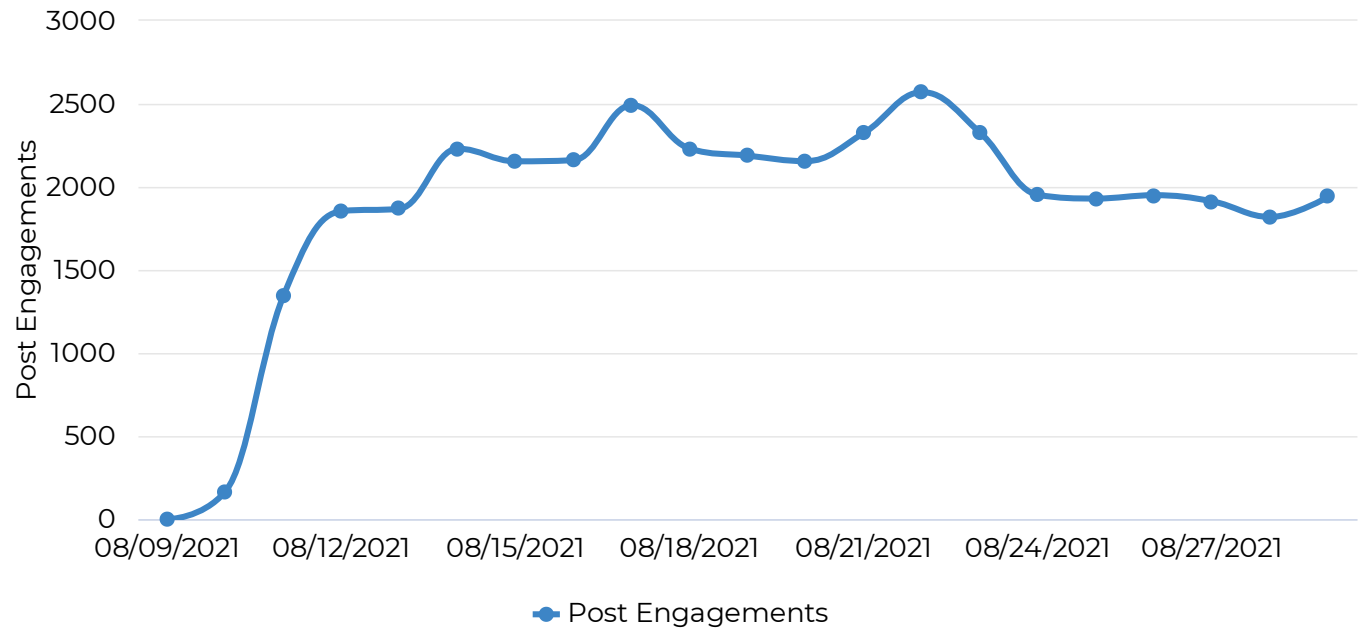
15

Post Shares

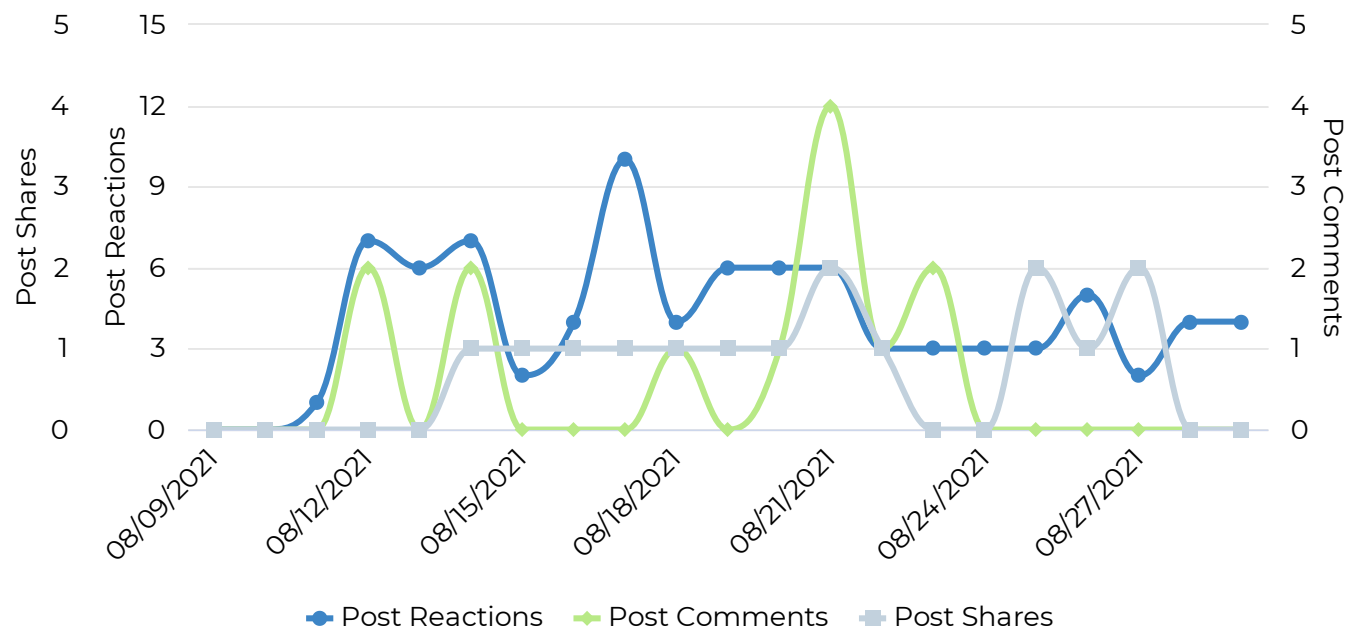
▲ N/A



DAILY POST ENGAGEMENTS

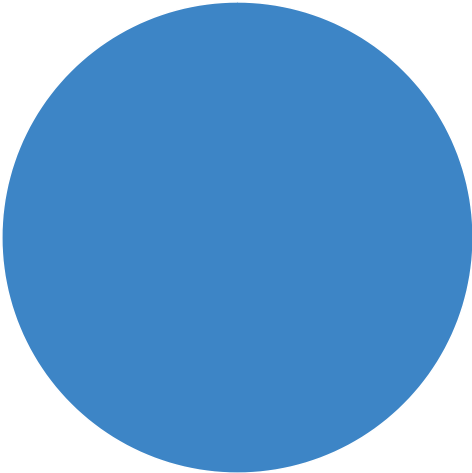


DAILY REACTIONS, COMMENTS, & SHARES



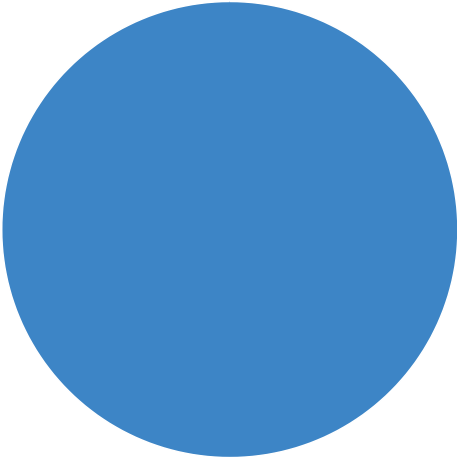
CAMPAIGN PERFORMANCE

CLICKS



● VDS | Konjolka - ORAU | Traffic

IMPRESSIONS

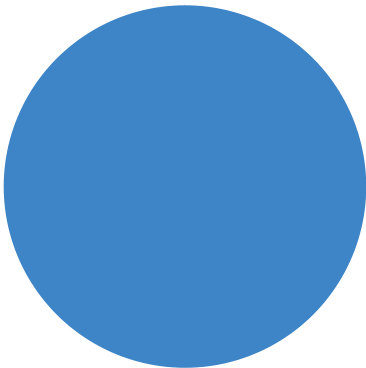


● VDS | Konjolka - ORAU | Traffic

Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.
VDS Konjolka - ORAU Tra...	141,255 ▲ N/A	3,390 ▲ N/A	2.40% ▲ N/A	1,661 ▲ N/A	46,645 ▲ N/A	3.03 ▲ N/A
Total	141,255 ▲ N/A	3,390 ▲ N/A	2.40% ▲ N/A	1,661 ▲ N/A	46,645 ▲ N/A	3.03 ▲ N/A

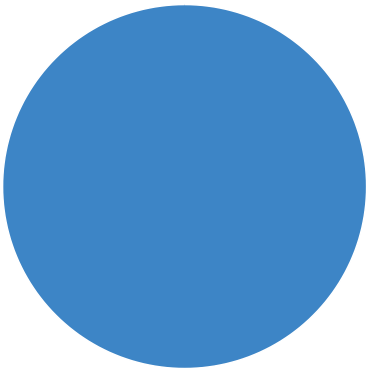
AD SET PERFORMANCE

CLICKS



● VDS | Konjolka - ORAU | Traffic - English

IMPRESSIONS



● VDS | Konjolka - ORAU | Traffic - English

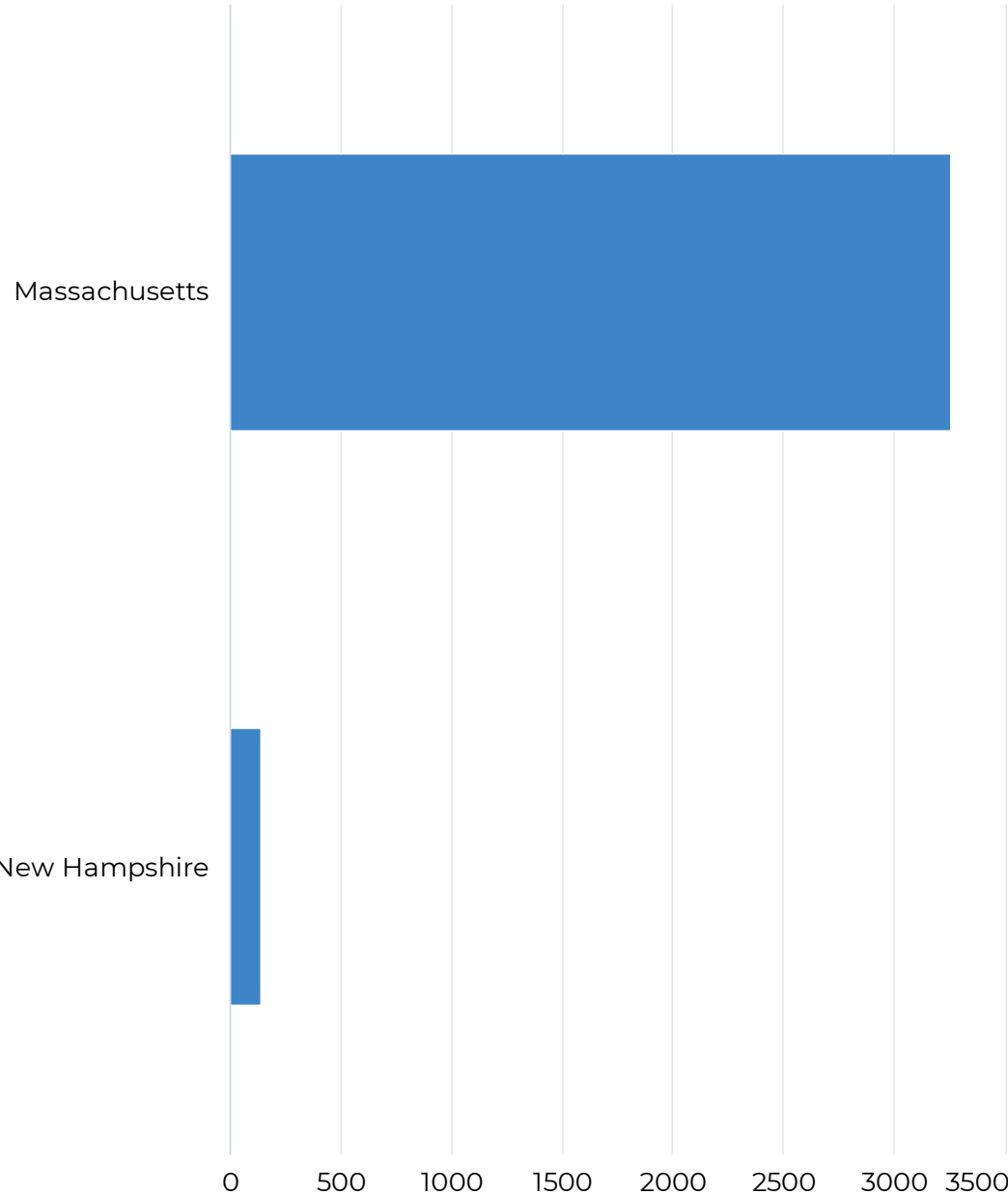
Adset Name	Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.
VDS Konj...	VDS Konjolka - ORAU Tr...	141,255 ▲ N/A	3,390 ▲ N/A	2.40% ▲ N/A	1,661 ▲ N/A	46,645 ▲ N/A	3.03 ▲ N/A
Total	--	141,255 ▲ N/A	3,390 ▲ N/A	2.40% ▲ N/A	1,661 ▲ N/A	46,645 ▲ N/A	3.03 ▲ N/A

TOP FACEBOOK ADS BY CONVERSIONS

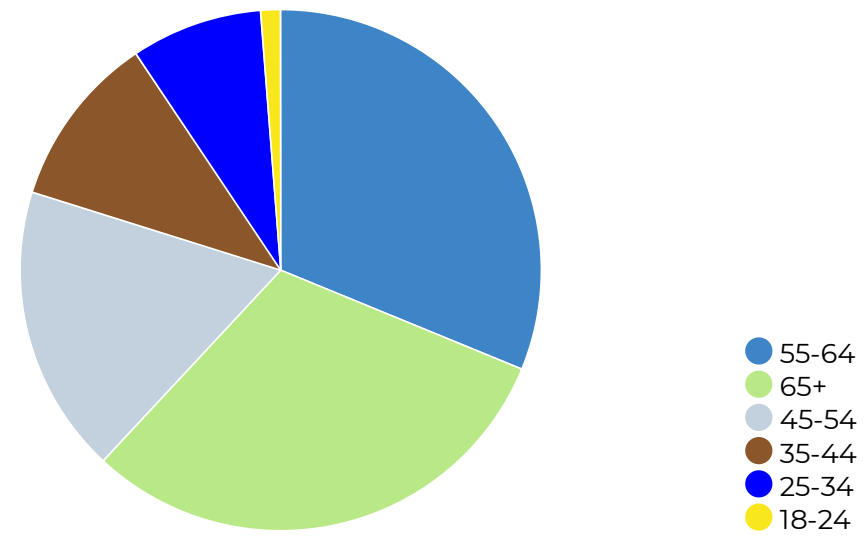
Ad	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.	Engag.	Comm.	Shares	Reactions
 PSA 15 Scotty-Lexa Recovery is possible with medications for opioid use disorder. Stay in treatment as long as you need to achieve your goals.	73,803 ▲ N/A	2,226 ▲ N/A	3.02% ▲ N/A	899 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	22,817 ▲ N/A	10 ▲ N/A	8 ▲ N/A	58 ▲ 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.	31,997 ▲ N/A	462 ▲ N/A	1.44% ▲ N/A	332 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	7,520 ▲ N/A	0 ● 0.00%	6 ▲ N/A	10 ▲ 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.	18,628 ▲ N/A	359 ▲ N/A	1.93% ▲ N/A	231 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	5,659 ▲ N/A	1 ▲ N/A	0 ● 0.00%	9 ▲ 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.	16,827 ▲ N/A	343 ▲ N/A	2.04% ▲ N/A	199 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	3,577 ▲ N/A	2 ▲ N/A	1 ▲ N/A	9 ▲ N/A
Total	141,255 ▲ N/A	3,390 ▲ N/A	2.40% ▲ N/A	1,661 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	39,573 ▲ N/A	13 ▲ N/A	15 ▲ N/A	86 ▲ N/A

DEMOGRAPHIC DATA

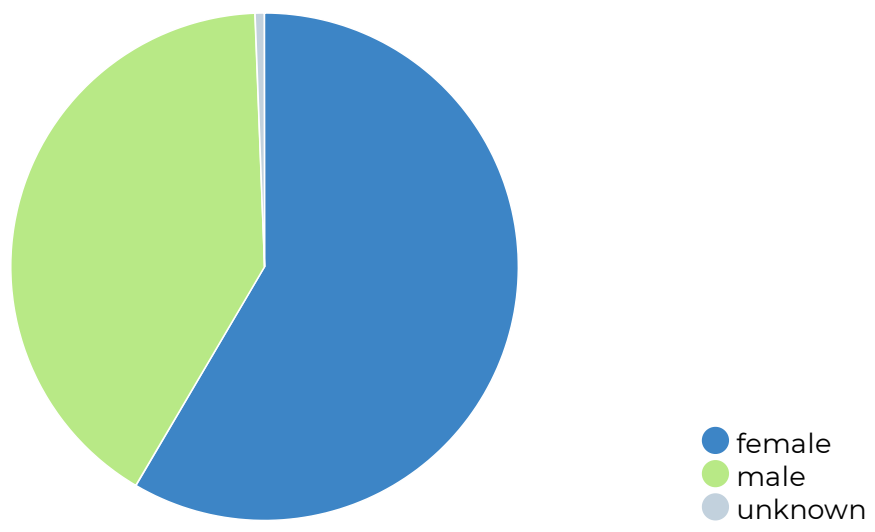
TOP STATES BY CLICKS



AGE GROUPS BY CLICKS

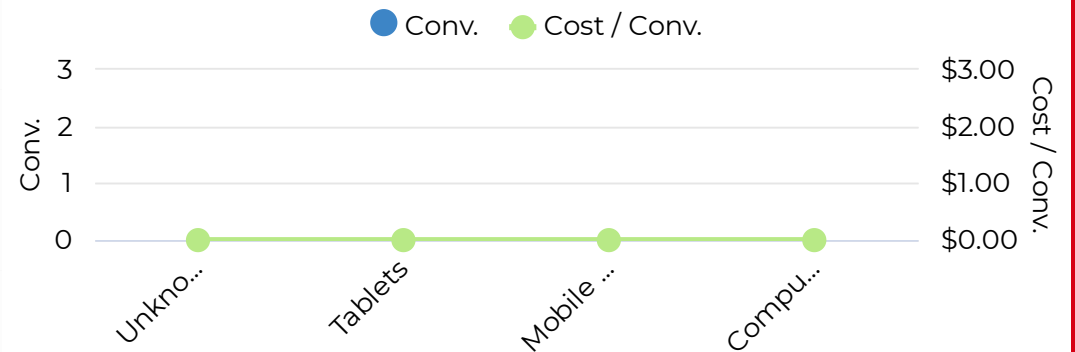


GENDER BY CLICKS



PERFORMANCE BY DEVICE TYPE

Device Type	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.
Computers	608 ▲ N/A	10 ▲ N/A	1.64% ▲ N/A	7 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Mobile Devices	127,700 ▲ N/A	3,096 ▲ N/A	2.42% ▲ N/A	1,475 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Tablets	12,349 ▲ N/A	275 ▲ N/A	2.23% ▲ N/A	173 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Unknown	598 ▲ N/A	9 ▲ N/A	1.50% ▲ N/A	6 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%



PERFORMANCE BY DAY

Day of Week	Impress	Clicks	CTR	Action: Link	Conv.	Cost / Conv.
Sunday	23,855 ▲ N/A	582 ▲ N/A	2.44% ▲ N/A	275 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Monday	15,855 ▲ N/A	424 ▲ N/A	2.67% ▲ N/A	190 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Tuesday	15,950 ▲ N/A	377 ▲ N/A	2.36% ▲ N/A	193 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Wednesday	20,340 ▲ N/A	409 ▲ N/A	2.01% ▲ N/A	216 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Thursday	21,709 ▲ N/A	531 ▲ N/A	2.45% ▲ N/A	277 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Friday	21,464 ▲ N/A	474 ▲ N/A	2.21% ▲ N/A	241 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Saturday	22,082 ▲ N/A	593 ▲ N/A	2.69% ▲ N/A	269 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%

