



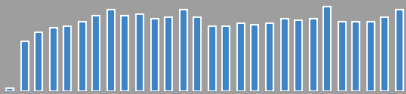
FACEBOOK AD SUMMARY

FACEBOOK AD PERFORMANCE

204,355

Impressions

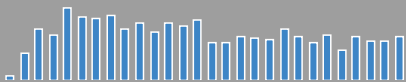
▲ N/A



4,511

Clicks

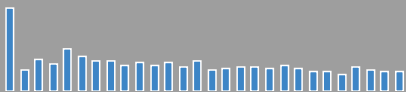
▲ N/A



2.21%

CTR

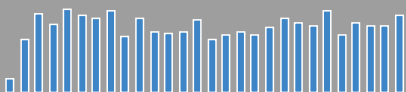
▲ N/A



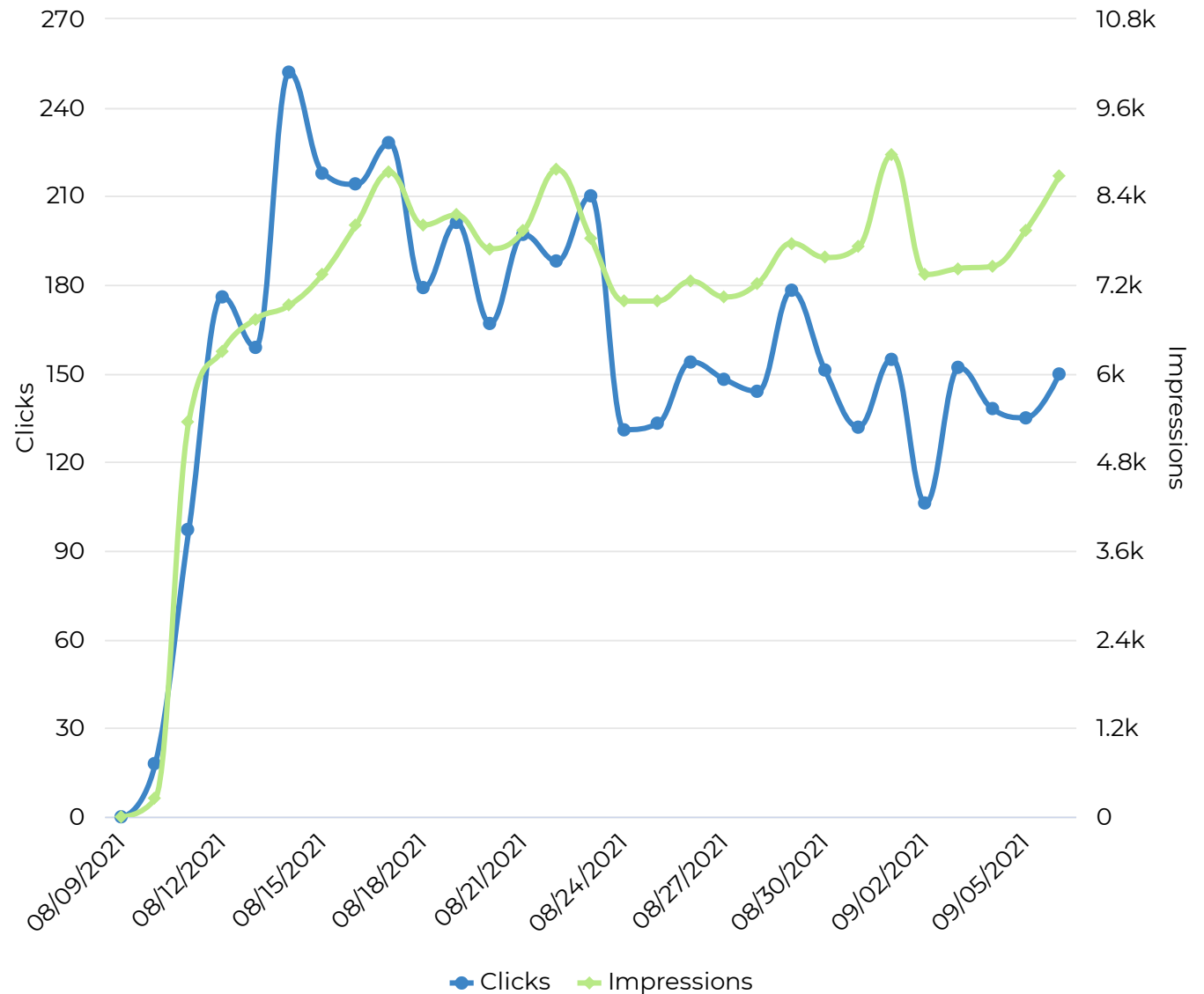
2,384

Action: Link Clicks

▲ N/A



CLICKS VS. IMPRESSIONS

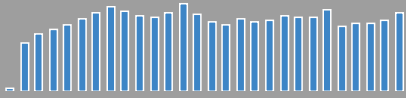


NOTE: Conversion data may be incomplete due to iOS 14 update. Facebook Business Manager will no longer be able to report conversions on iOS devices from users who do not opt in for data sharing.

58,030

Reach

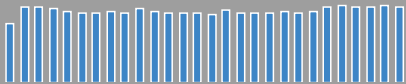
▲ N/A



3.52

Frequency

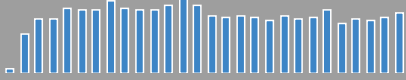
▲ N/A



54,915

Post Engagements

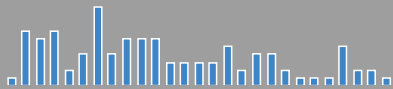
▲ N/A



101

Post Reactions

▲ N/A



15

Post Comments

▲ N/A



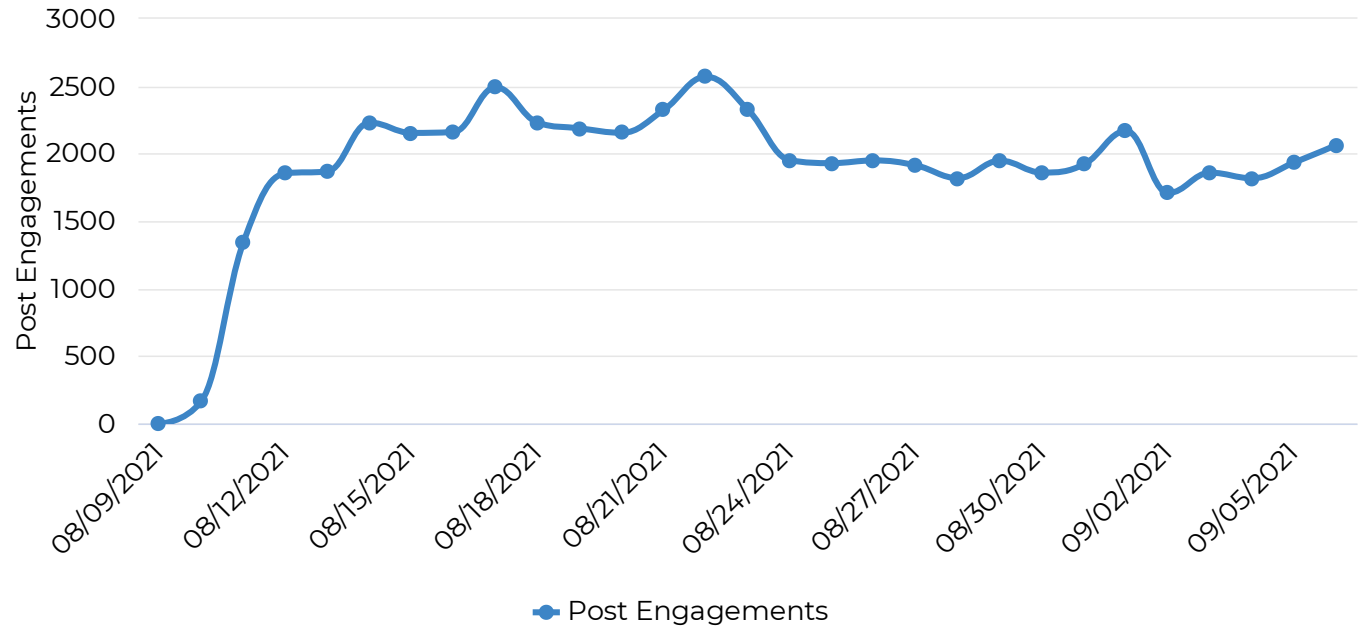
17

Post Shares

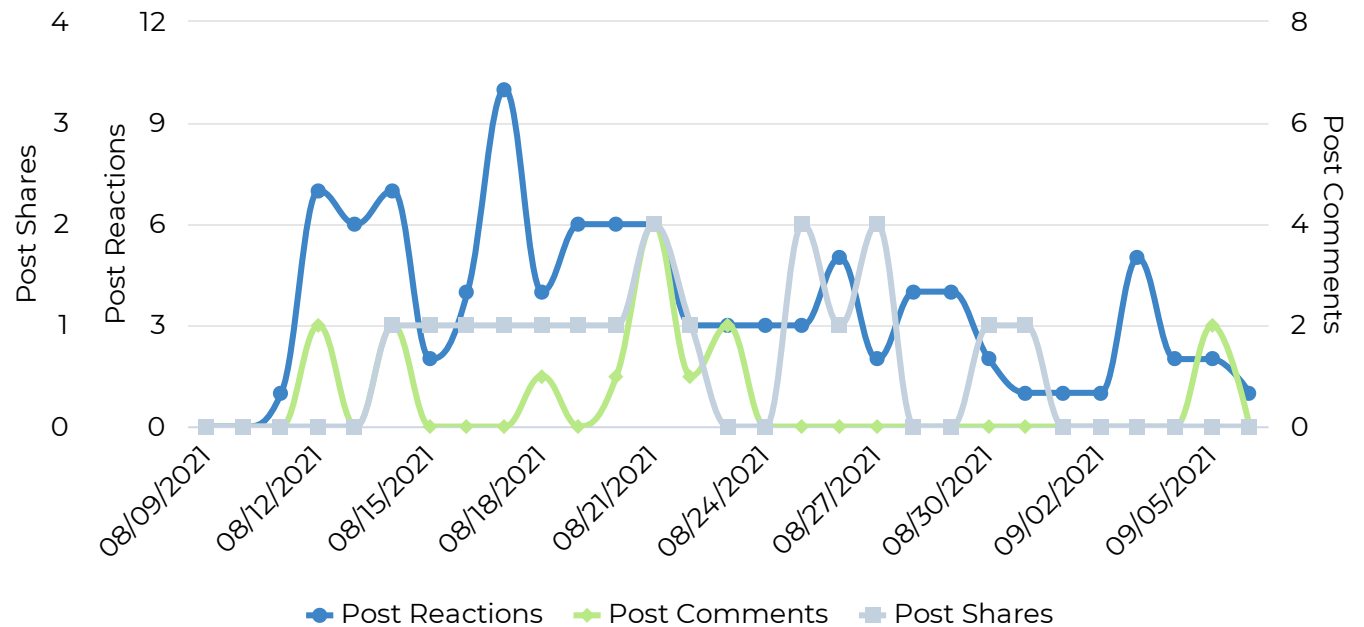
▲ N/A



DAILY POST ENGAGEMENTS

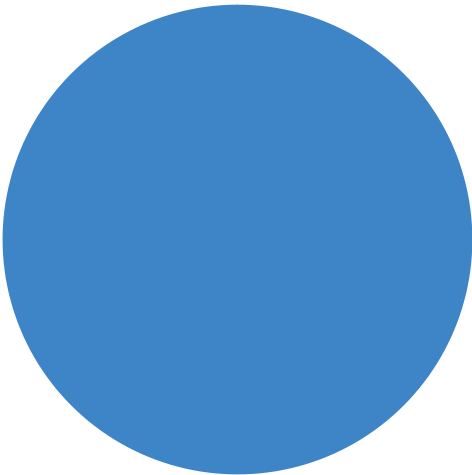


DAILY REACTIONS, COMMENTS, & SHARES



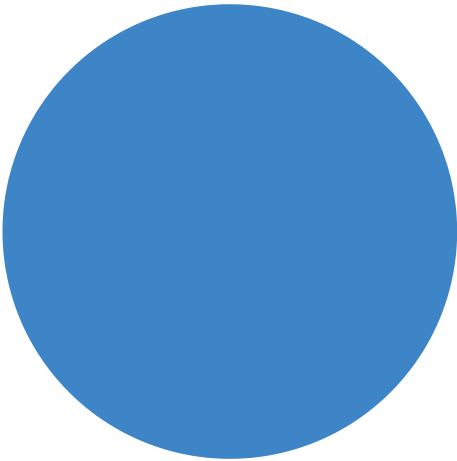
CAMPAIGN PERFORMANCE

CLICKS



● VDS | Konjolka - ORAU | Traffic

IMPRESSIONS

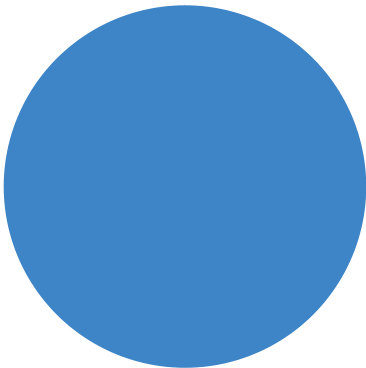


● VDS | Konjolka - ORAU | Traffic

Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.
VDS Konjolka - ORAU Tra...	204,354 ▲ N/A	4,511 ▲ N/A	2.21% ▲ N/A	2,384 ▲ N/A	58,030 ▲ N/A	3.52 ▲ N/A
Total	204,354 ▲ N/A	4,511 ▲ N/A	2.21% ▲ N/A	2,384 ▲ N/A	58,030 ▲ N/A	3.52 ▲ N/A

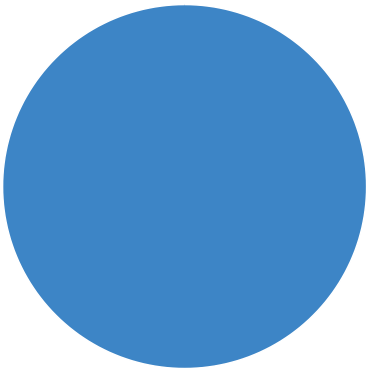
AD SET PERFORMANCE

CLICKS



● VDS | Konjolka - ORAU | Traffic - English

IMPRESSIONS



● VDS | Konjolka - ORAU | Traffic - English

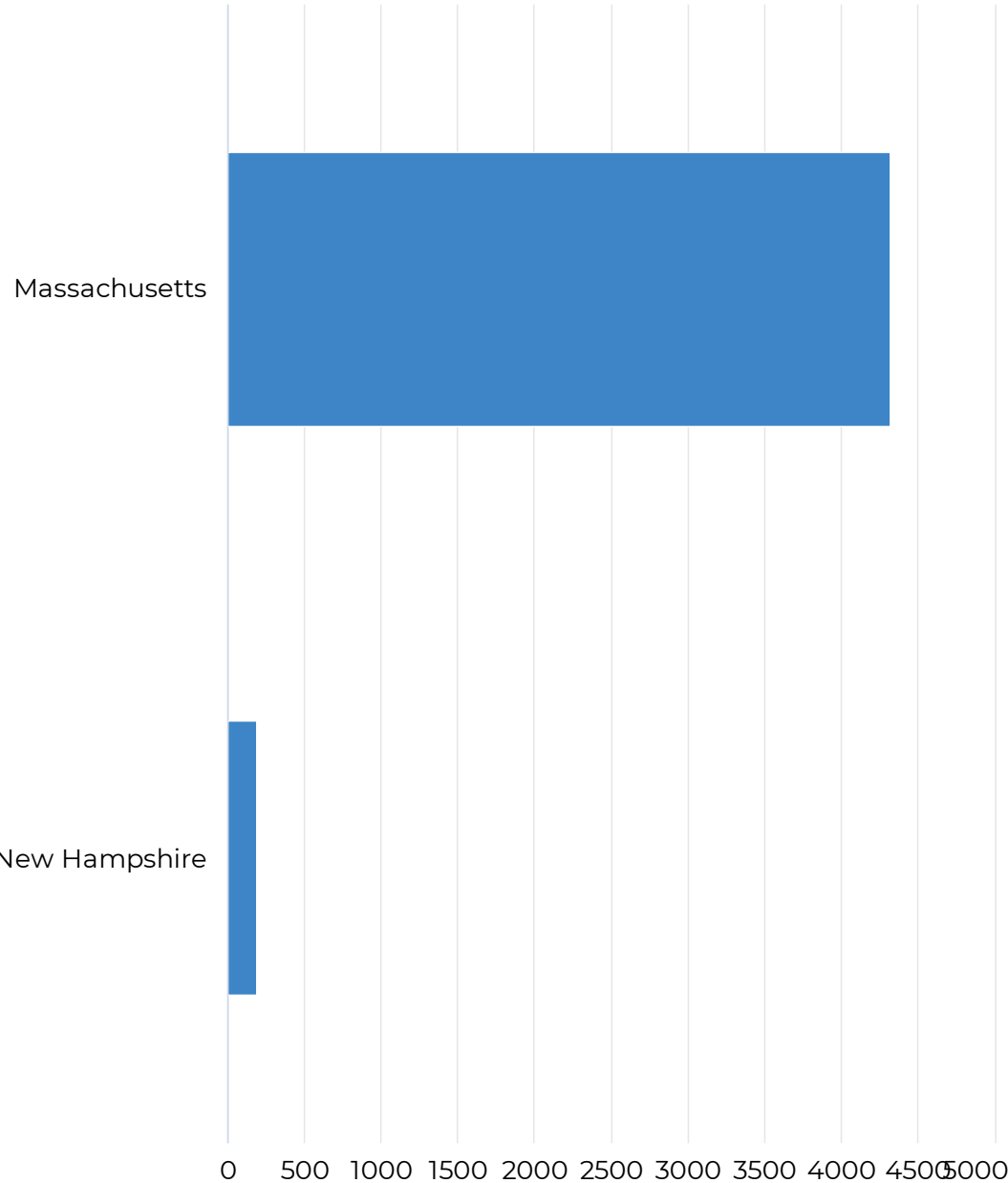
Adset Name	Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.
VDS Konj...	VDS Konjolka - ORAU Tr...	204,349 ▲ N/A	4,511 ▲ N/A	2.21% ▲ N/A	2,384 ▲ N/A	58,030 ▲ N/A	3.52 ▲ N/A
Total	--	204,349 ▲ N/A	4,511 ▲ N/A	2.21% ▲ N/A	2,384 ▲ N/A	58,030 ▲ N/A	3.52 ▲ N/A

TOP FACEBOOK ADS BY CONVERSIONS

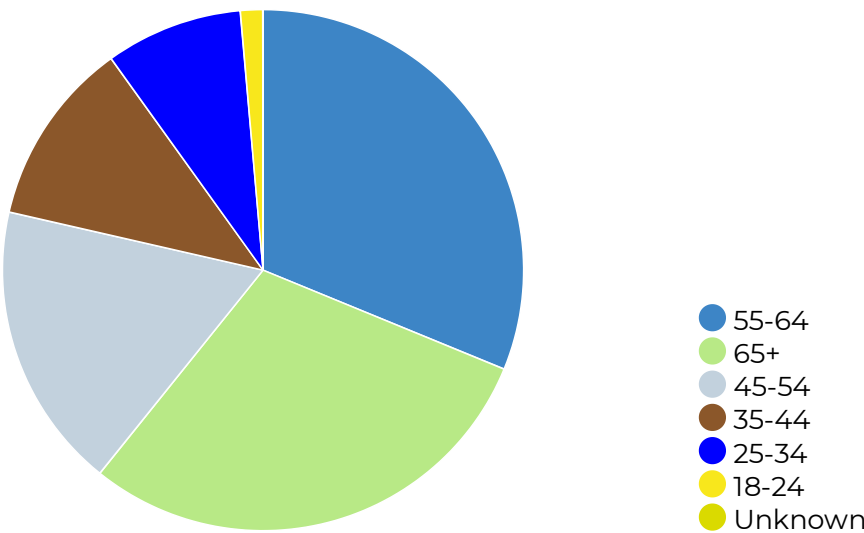
Ad	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.	Engag.	Comm.	Shares	Reactions
 PSA 15 Scotty-Lexa Recovery is possible with medications for opioid use disorder. Stay in treatment as long as you need to achieve your goals.	101,216 ▲ N/A	2,889 ▲ N/A	2.85% ▲ N/A	1,224 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	29,639 ▲ N/A	11 ▲ N/A	9 ▲ N/A	68 ▲ 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.	42,871 ▲ N/A	582 ▲ N/A	1.36% ▲ N/A	437 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	9,943 ▲ N/A	1 ▲ N/A	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.	29,670 ▲ N/A	515 ▲ N/A	1.74% ▲ N/A	372 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	8,915 ▲ N/A	1 ▲ N/A	1 ▲ N/A	12 ▲ 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.	30,591 ▲ N/A	525 ▲ N/A	1.72% ▲ N/A	351 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	6,416 ▲ N/A	2 ▲ N/A	1 ▲ N/A	11 ▲ N/A
Total	204,348 ▲ N/A	4,511 ▲ N/A	2.21% ▲ N/A	2,384 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	54,913 ▲ N/A	15 ▲ N/A	17 ▲ N/A	101 ▲ N/A

DEMOGRAPHIC DATA

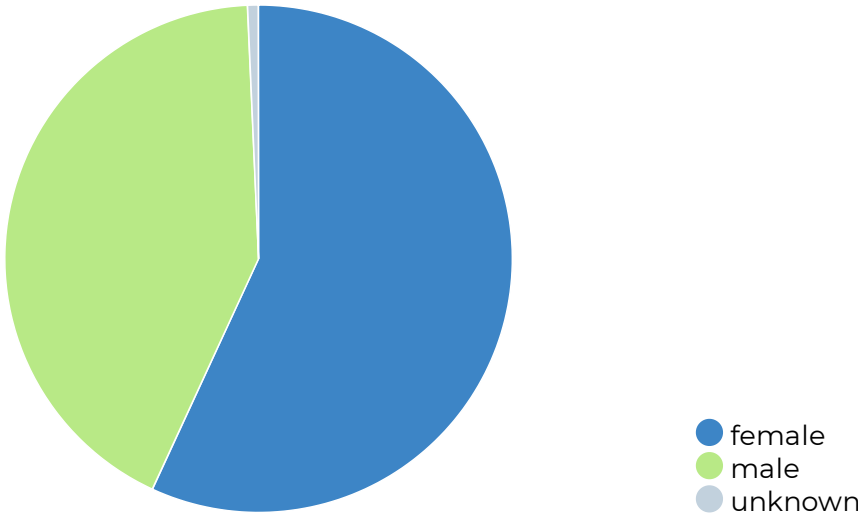
TOP STATES BY CLICKS



AGE GROUPS BY CLICKS

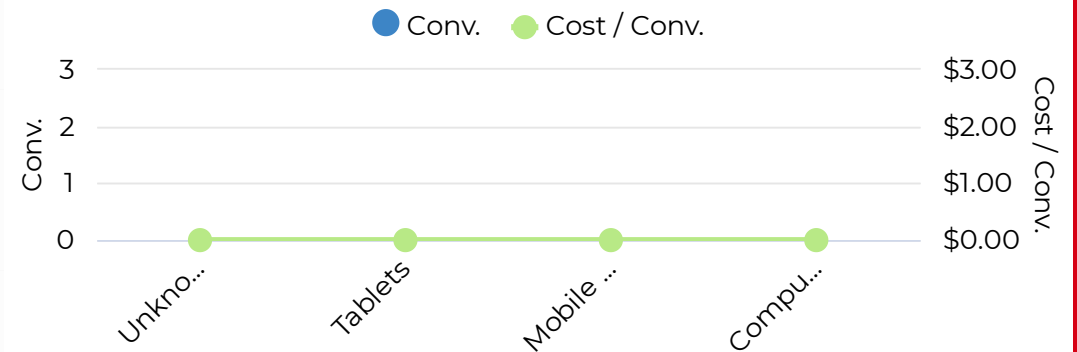


GENDER BY CLICKS



PERFORMANCE BY DEVICE TYPE

Device Type	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.
Computers	1,406 ▲ N/A	19 ▲ N/A	1.35% ▲ N/A	15 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Mobile Devices	183,283 ▲ N/A	4,047 ▲ N/A	2.21% ▲ N/A	2,061 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Tablets	18,868 ▲ N/A	432 ▲ N/A	2.29% ▲ N/A	300 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Unknown	798 ▲ N/A	13 ▲ N/A	1.63% ▲ N/A	8 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%



PERFORMANCE BY DAY

Day of Week	Impress	Clicks	CTR	Action: Link	Conv.	Cost / Conv.
Sunday	31,816 ▲ N/A	719 ▲ N/A	2.26% ▲ N/A	362 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Monday	32,104 ▲ N/A	725 ▲ N/A	2.26% ▲ N/A	381 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Tuesday	23,665 ▲ N/A	509 ▲ N/A	2.15% ▲ N/A	279 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Wednesday	29,301 ▲ N/A	564 ▲ N/A	1.92% ▲ N/A	322 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Thursday	29,049 ▲ N/A	637 ▲ N/A	2.19% ▲ N/A	352 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Friday	28,887 ▲ N/A	626 ▲ N/A	2.17% ▲ N/A	332 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Saturday	29,533 ▲ N/A	731 ▲ N/A	2.48% ▲ N/A	356 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%

