



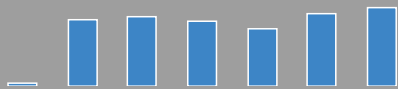
FACEBOOK AD SUMMARY

FACEBOOK AD PERFORMANCE

52,928

Impressions

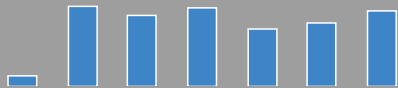
▲ N/A



1,138

Clicks

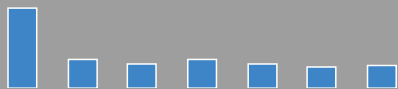
▲ N/A



2.15%

CTR

▲ N/A



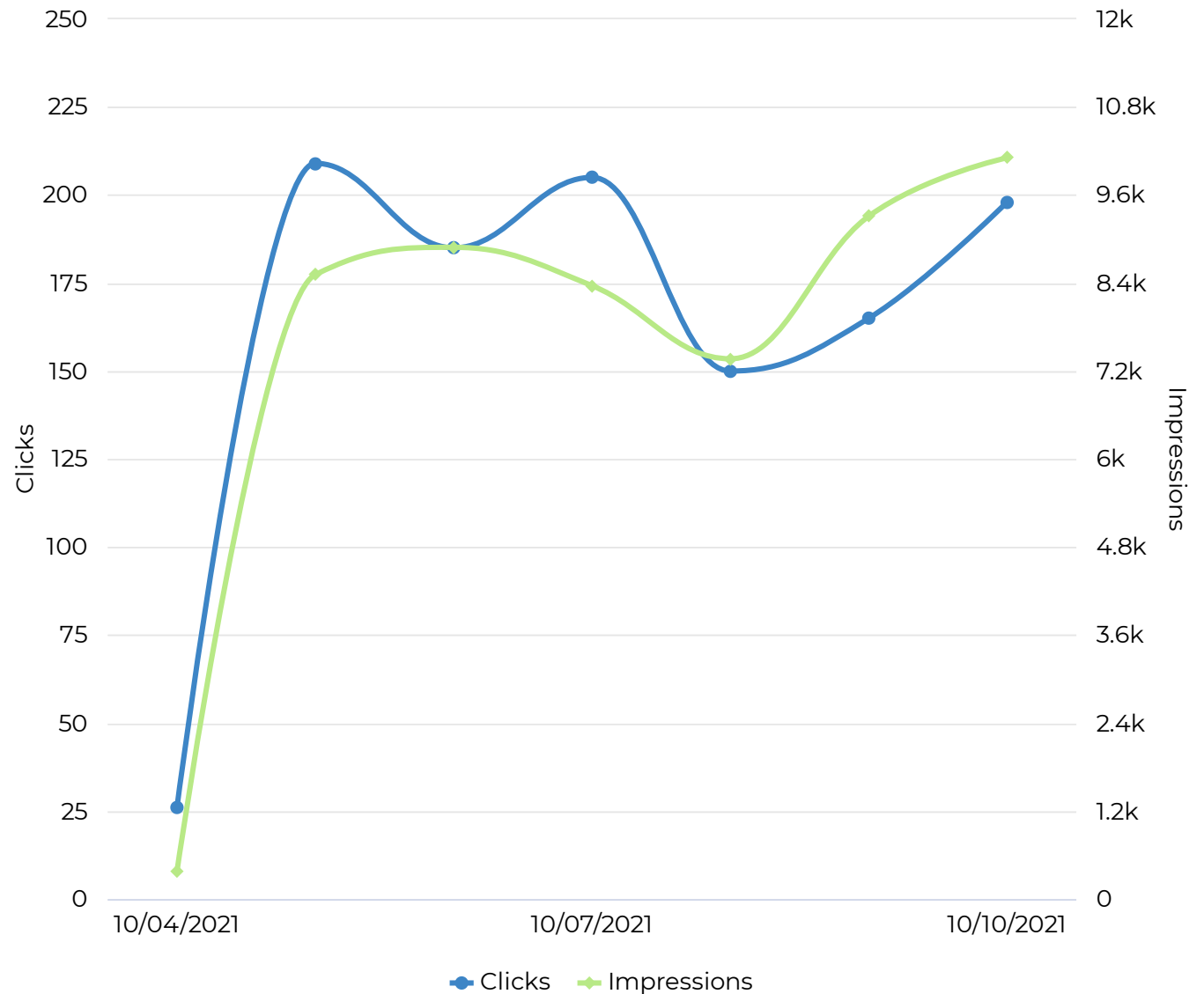
641

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.

25,749

Reach

▲ N/A



0.00

Frequency

● 0.00%



0

Conversions

● 0.00%

\$0.00

Cost / Conversion

● 0.00%

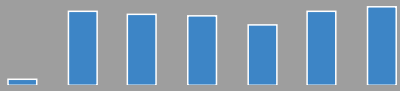
PIXEL CONVERSIONS

DAILY FACEBOOK CONVERSIONS

14,810

Post Engagements

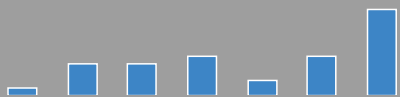
▲ N/A



32

Post Reactions

▲ N/A



1

Post Comments

▲ N/A



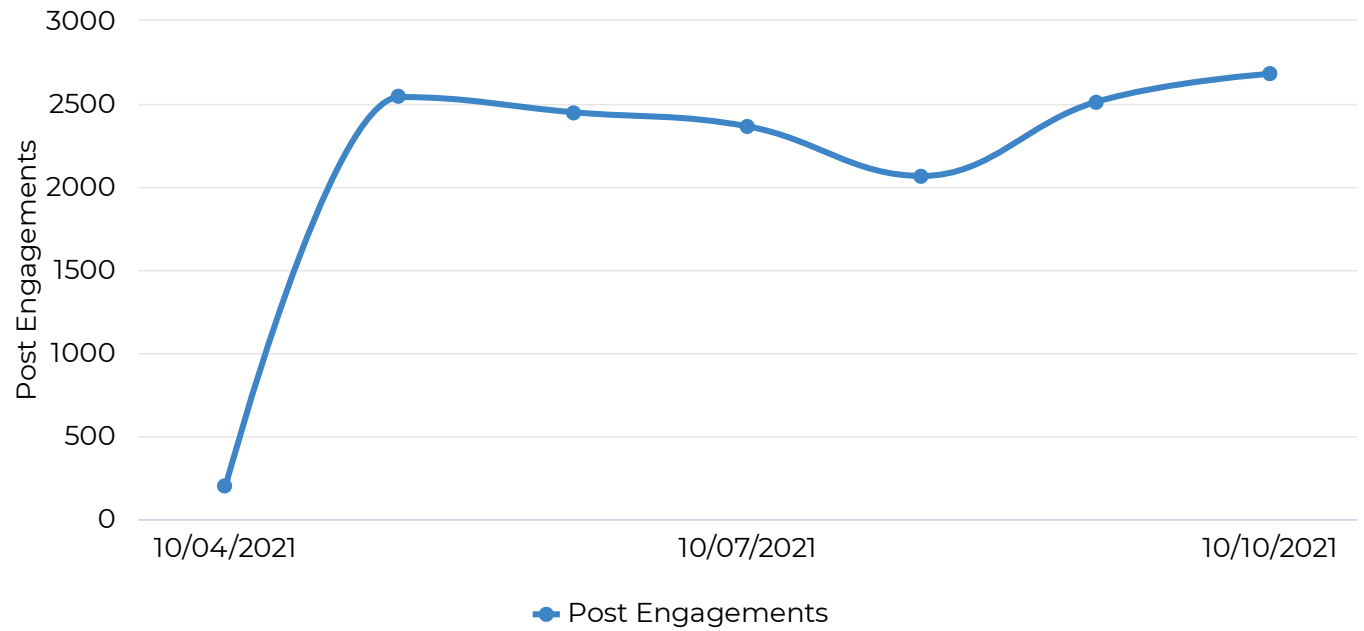
8

Post Shares

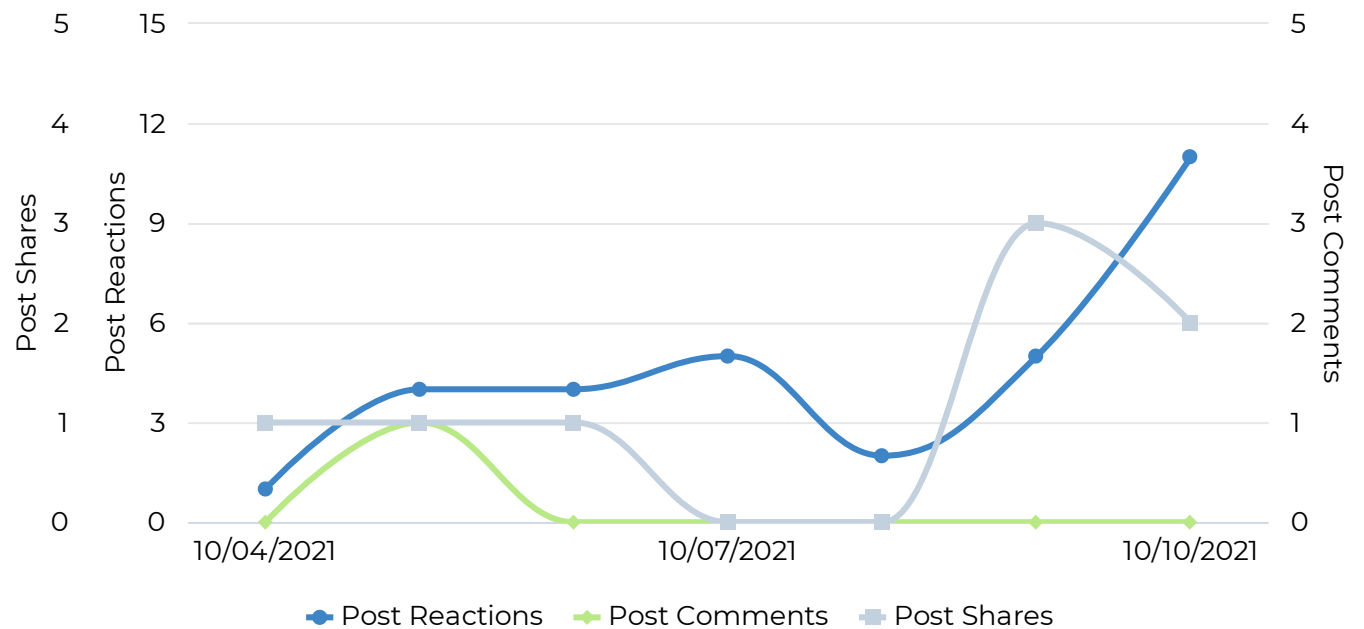
▲ N/A



DAILY POST ENGAGEMENTS

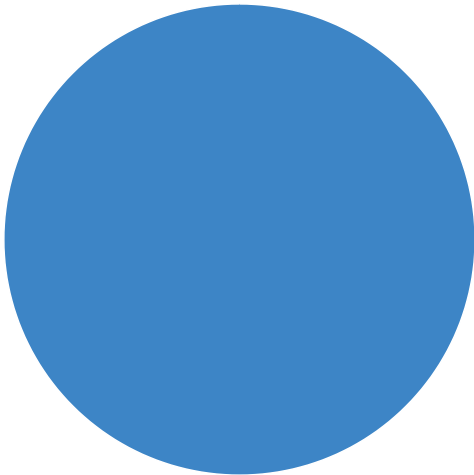


DAILY REACTIONS, COMMENTS, & SHARES



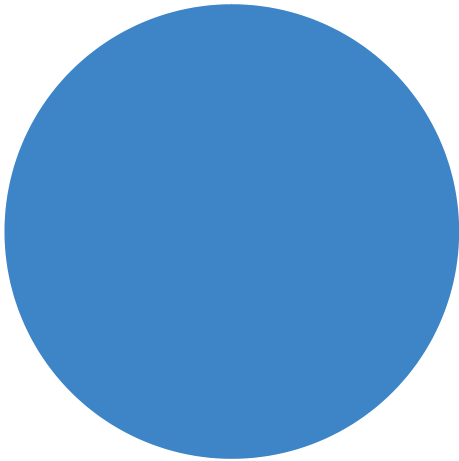
CAMPAIGN PERFORMANCE

CLICKS



● VDS | Konjolka - ORAU | Traffic

IMPRESSIONS



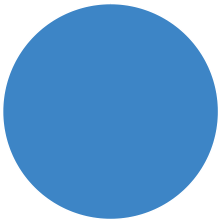
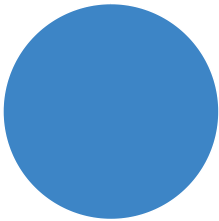
● VDS | Konjolka - ORAU | Traffic

Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.
VDS Konjolka - ORAU Tra...	52,928 ▲ N/A	1,138 ▲ N/A	2.15% ▲ N/A	641 ▲ N/A	25,749 ▲ N/A	2.06 ▲ N/A
Total	52,928 ▲ N/A	1,138 ▲ N/A	2.15% ▲ N/A	641 ▲ N/A	25,749 ▲ N/A	2.06 ▲ N/A

AD SET PERFORMANCE

CLICKS

IMPRESSIONS



● VDS | Konjolka - ORAU | Traffic - English - New Ads

● VDS | Konjolka - ORAU | Traffic - English - New Ads

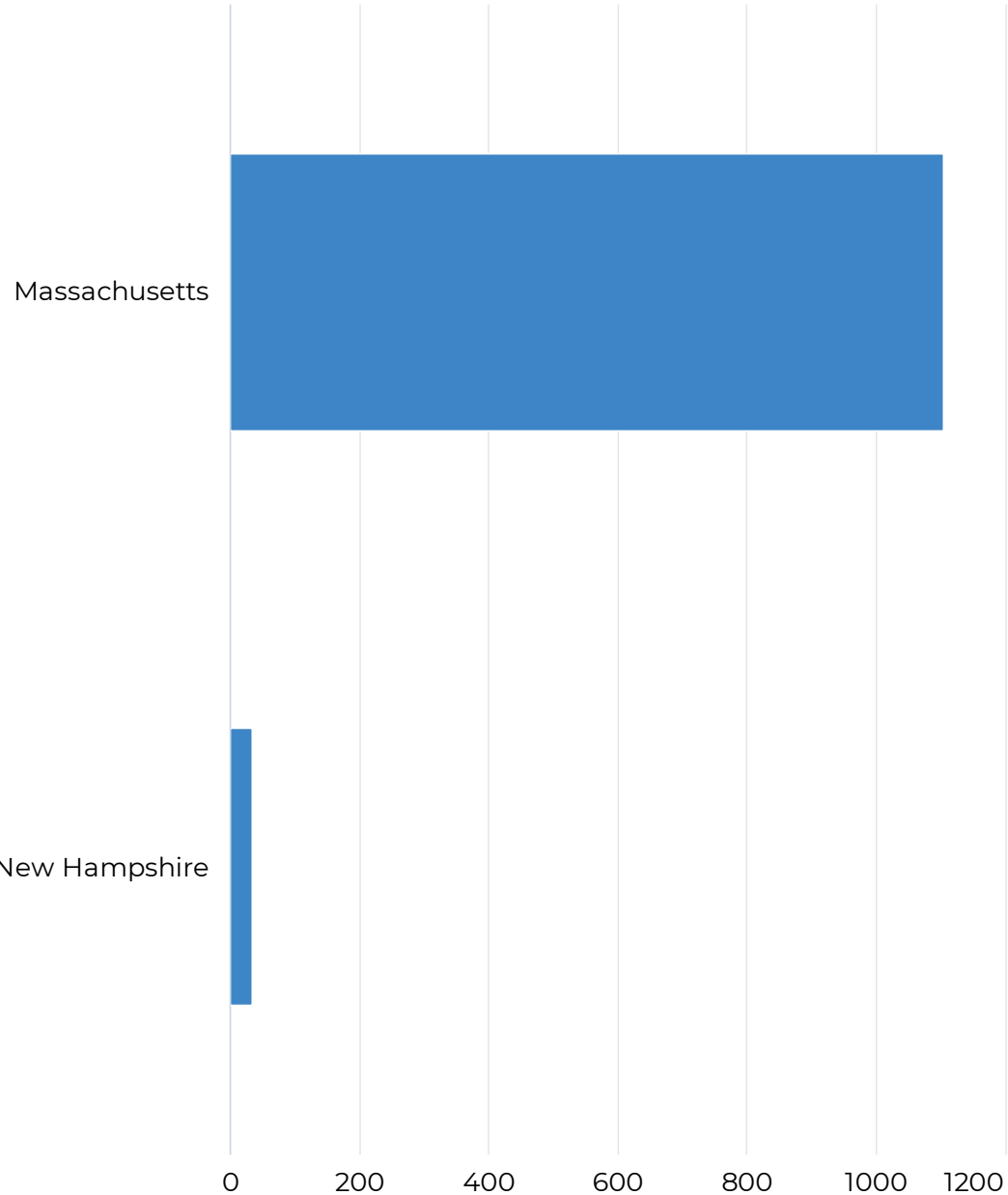
Adset Name	Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.
VDS Konj...	VDS Konjolka - ORAU Tr...	52,928 ▲ N/A	1,138 ▲ N/A	2.15% ▲ N/A	641 ▲ N/A	25,749 ▲ N/A	2.06 ▲ N/A
Total	--	52,928 ▲ N/A	1,138 ▲ N/A	2.15% ▲ N/A	641 ▲ N/A	25,749 ▲ N/A	2.06 ▲ N/A

TOP FACEBOOK ADS BY CONVERSIONS

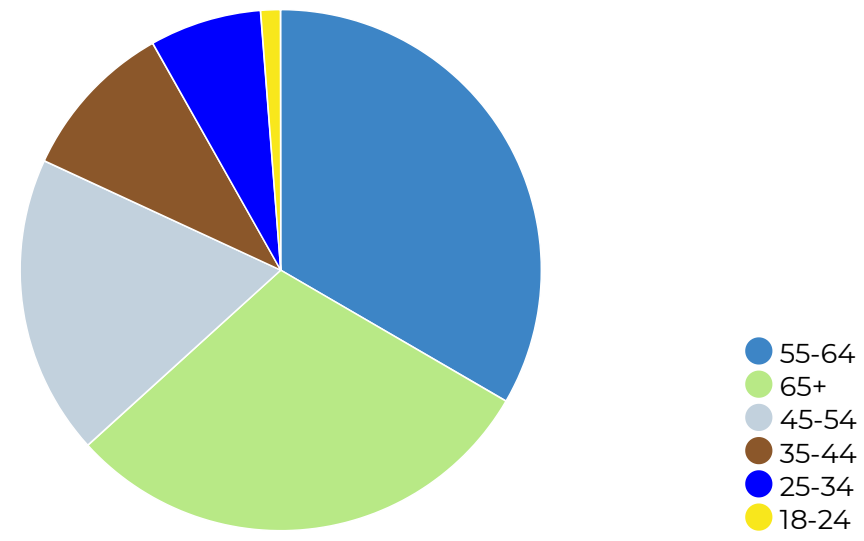
Ad	DMA	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.	Engag.	Comm	Shares	Reaction
 PSA_15_Shannon-Brian	Boston (Ma...	14,187 ▲ N/A	309 ▲ N/A	2.18% ▲ N/A	155 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	4,267 ▲ N/A	0 ● 0.00%	2 ▲ N/A	8 ▲ N/A
 PSA 15 Scotty-Lexa Recovery is possible with medications for opioid use disorder. Stay in treatment as long as you need to achieve your goals.	Boston (Ma...	8,246 ▲ N/A	277 ▲ N/A	3.36% ▲ N/A	131 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	2,541 ▲ N/A	0 ● 0.00%	1 ▲ N/A	7 ▲ N/A
 PSA_30_Johnny-Shannon-Brian Recovery is possible with medications for opioid use disorder. Stay in treatment as long as you need to achieve your goals.	Boston (Ma...	9,924 ▲ N/A	179 ▲ N/A	1.80% ▲ N/A	108 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	2,754 ▲ N/A	0 ● 0.00%	3 ▲ N/A	8 ▲ 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.	Boston (Ma...	5,608 ▲ N/A	79 ▲ N/A	1.41% ▲ N/A	55 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	1,352 ▲ N/A	1 ▲ N/A	0 ● 0.00%	1 ▲ N/A
 PSA_15_Shannon-Brian	Providence-...	478 ▲ N/A	10 ▲ N/A	2.09% ▲ N/A	6 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	153 ▲ N/A	0 ● 0.00%	0 ● 0.00%	1 ▲ N/A
 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.	Providence-...	268 ▲ N/A	12 ▲ N/A	4.48% ▲ N/A	3 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	87 ▲ N/A	0 ● 0.00%	0 ● 0.00%	3 ▲ N/A
 PSA_30_Johnny-Shannon-Brian Recovery is possible with medications for opioid use disorder. Stay in treatment as long as you need to achieve your goals.	Providence-...	273 ▲ N/A	5 ▲ N/A	1.83% ▲ N/A	2 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	76 ▲ N/A	0 ● 0.00%	0 ● 0.00%	0 ● 0.00%
9 rows not shown											
Total	--	52,928 ▲ N/A	1,138 ▲ N/A	2.15% ▲ N/A	641 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	14,810 ▲ N/A	1 ▲ N/A	8 ▲ N/A	32 ▲ N/A

DEMOGRAPHIC DATA

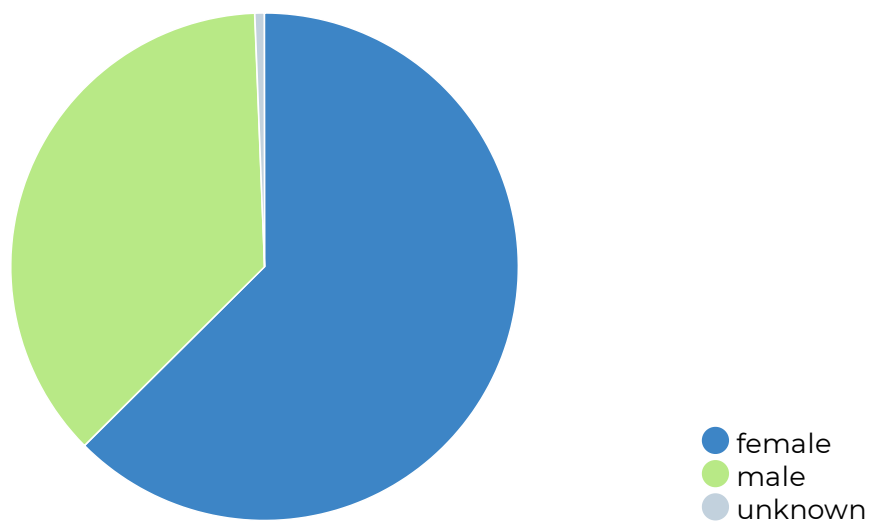
TOP STATES BY CLICKS



AGE GROUPS BY CLICKS

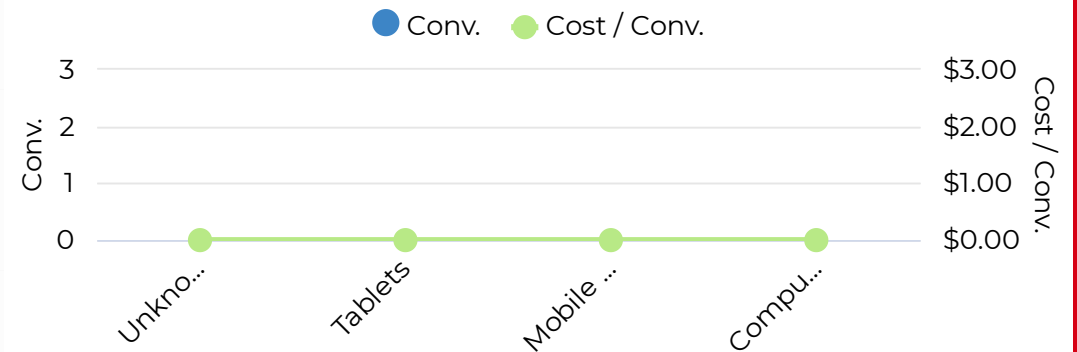


GENDER BY CLICKS



PERFORMANCE BY DEVICE TYPE

Device Type	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.
Computers	309 ▲ N/A	6 ▲ N/A	1.94% ▲ N/A	6 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Mobile Devices	49,219 ▲ N/A	1,025 ▲ N/A	2.08% ▲ N/A	552 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Tablets	3,072 ▲ N/A	95 ▲ N/A	3.09% ▲ N/A	72 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Unknown	328 ▲ N/A	12 ▲ N/A	3.66% ▲ N/A	11 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%



PERFORMANCE BY DAY

Day of Week	Impress	Clicks	CTR	Action: Link	Conv.	Cost / Conv.
Sunday	10,108 ▲ N/A	198 ▲ N/A	1.96% ▲ N/A	117 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Monday	377 ▲ N/A	26 ▲ N/A	6.90% ▲ N/A	23 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Tuesday	8,514 ▲ N/A	209 ▲ N/A	2.45% ▲ N/A	114 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Wednesday	8,887 ▲ N/A	185 ▲ N/A	2.08% ▲ N/A	109 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Thursday	8,364 ▲ N/A	205 ▲ N/A	2.45% ▲ N/A	106 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Friday	7,367 ▲ N/A	150 ▲ N/A	2.04% ▲ N/A	80 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Saturday	9,311 ▲ N/A	165 ▲ N/A	1.77% ▲ N/A	92 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%

