



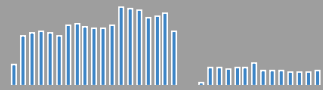
FACEBOOK AD SUMMARY

FACEBOOK AD PERFORMANCE

234,043

Impressions

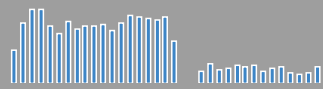
▲ 164.79%



4,609

Clicks

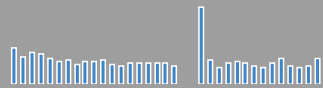
▲ 177.32%



1.97%

CTR

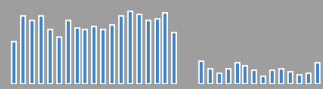
▲ 4.73%



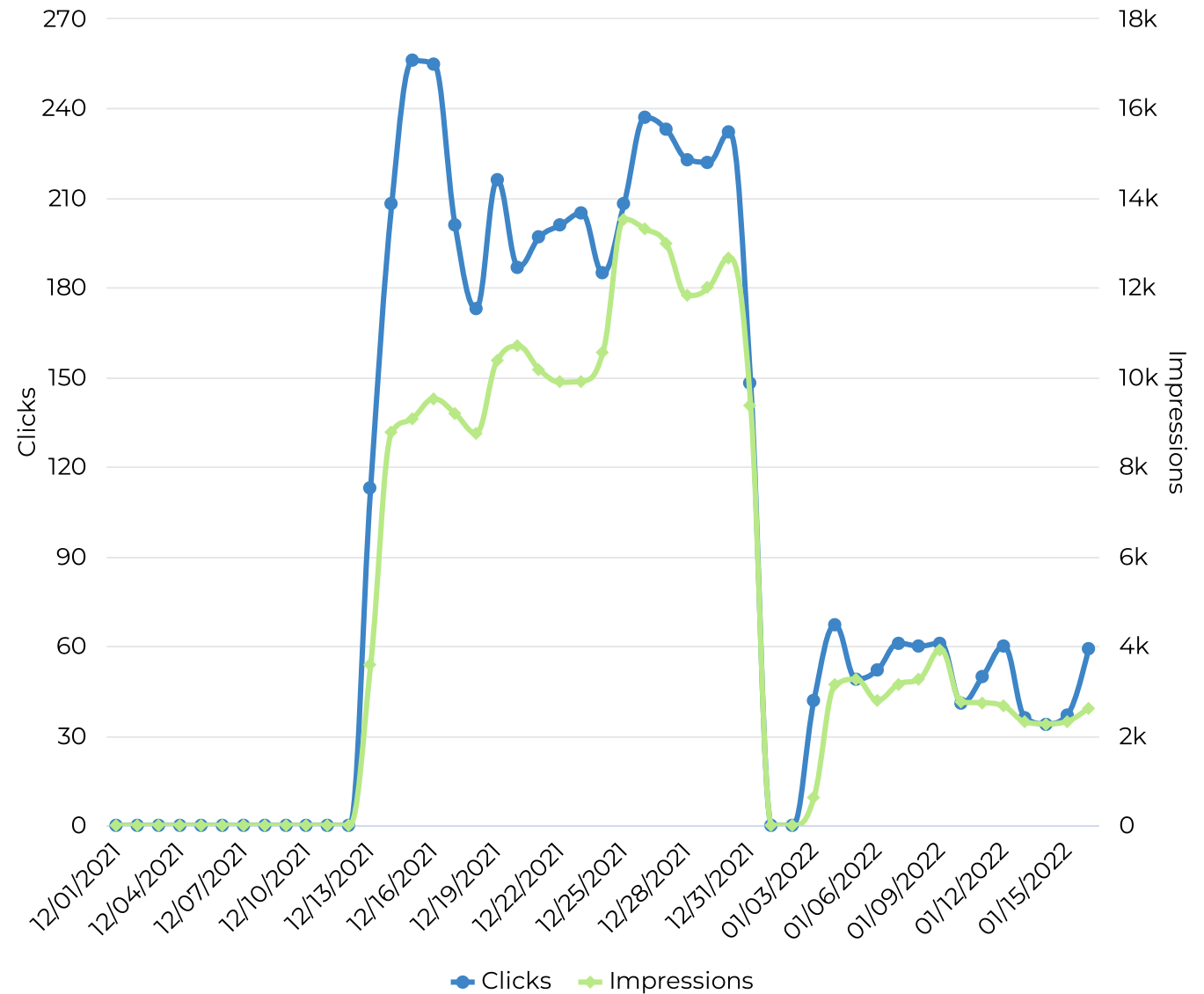
2,389

Action: Link Clicks

▲ 144.02%



CLICKS VS. IMPRESSIONS

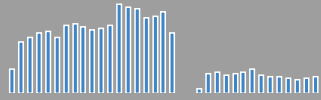


NOTE: Conversion data may be incomplete due to iOS 14 update. Facebook Business Manager will no longer be able to report conversions on iOS devices from users who do not opt in for data sharing.

58,732

Reach

▲ 90.07%



3.98

Frequency

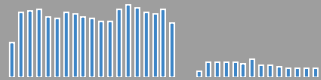
▲ 39.32%



45,845

Post Engagements

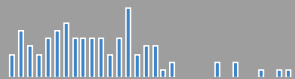
▲ 125.67%



92

Post Reactions

▲ 95.74%



17

Post Comments

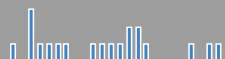
▲ 112.50%



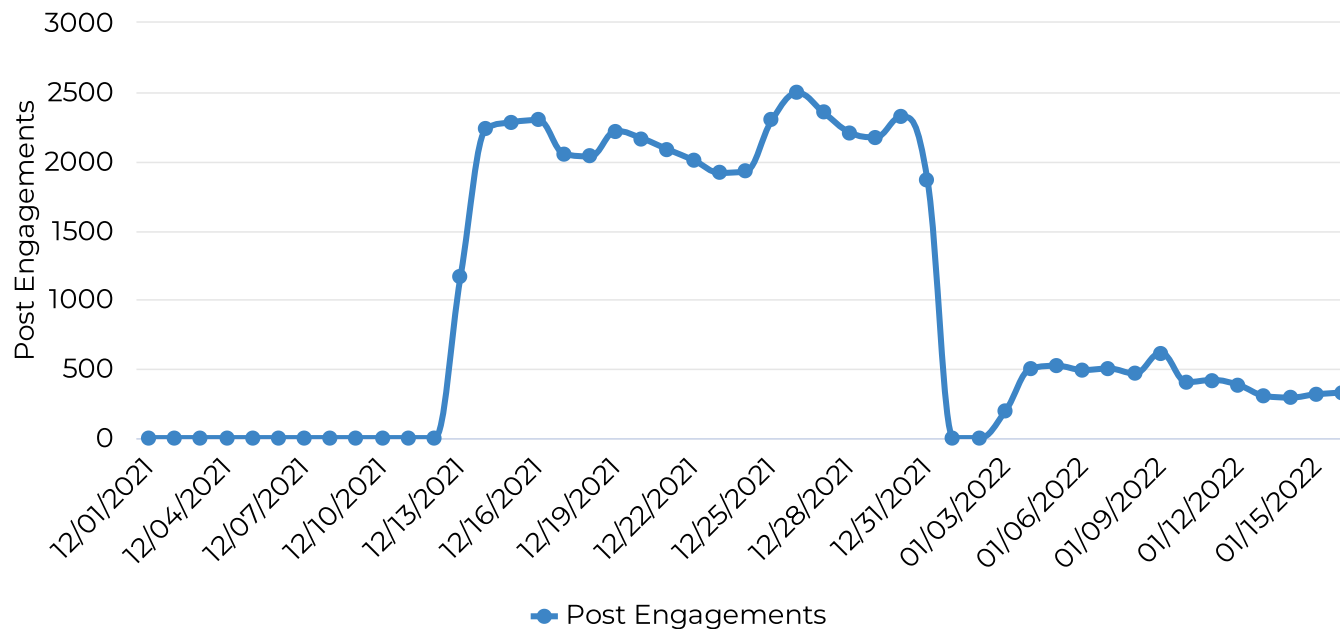
20

Post Shares

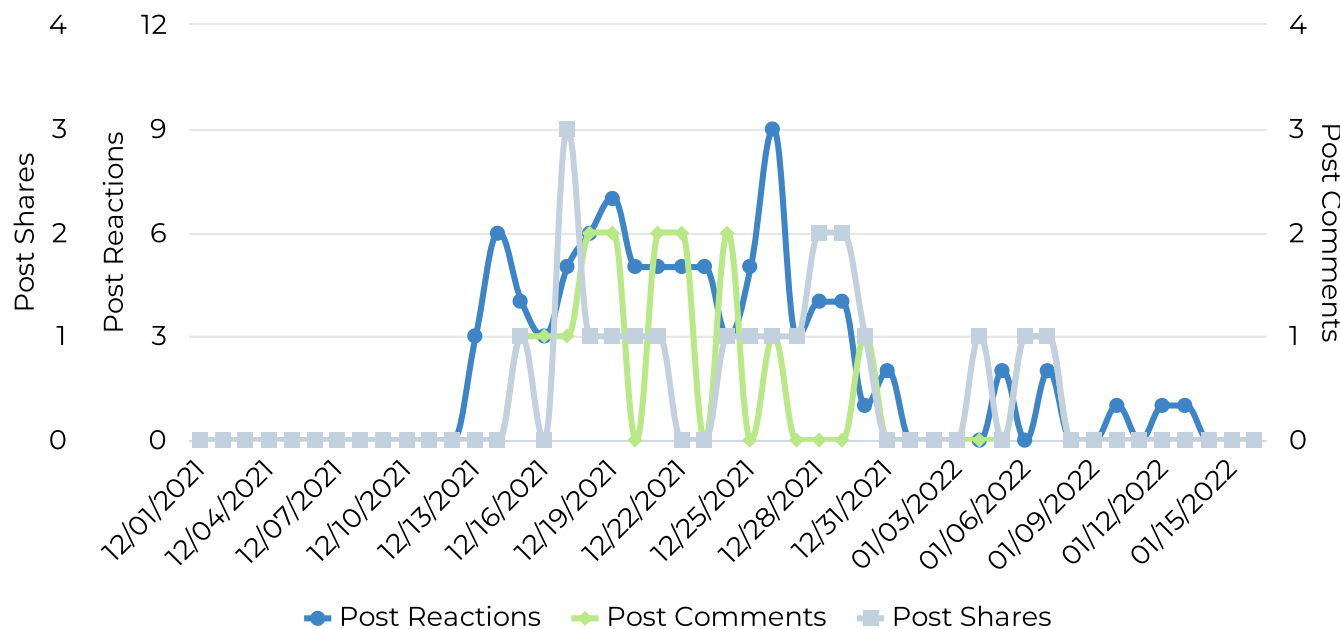
▲ 566.67%



DAILY POST ENGAGEMENTS

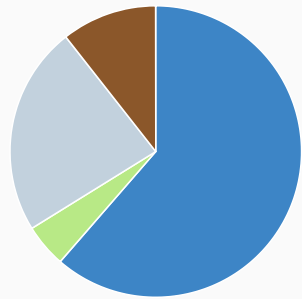


DAILY REACTIONS, COMMENTS, & SHARES



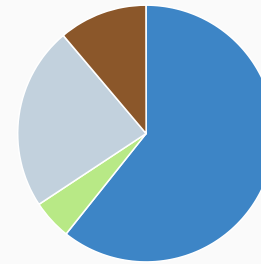
CAMPAIGN PERFORMANCE

CLICKS



● VDS | Konjolka - ORAU | Traffic
● VDS | Konjolka - ORAU | Traffic 2022
● VDS | Konjolka - ORAU | Traffic | Spanish
● VDS | Konjolka - ORAU | Traffic | Spanish 2022

IMPRESSIONS

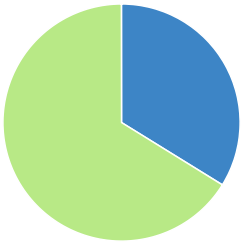


● VDS | Konjolka - ORAU | Traffic
● VDS | Konjolka - ORAU | Traffic 2022
● VDS | Konjolka - ORAU | Traffic | Spanish
● VDS | Konjolka - ORAU | Traffic | Spanish 2022

Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.
VDS Konjolka - ORAU Traffic	142,085 ▲ 60.75%	2,829 ▲ 70.22%	1.99% ▲ 5.89%	1,582 ▲ 61.59%	43,721 ▲ 41.49%	3.25 ▲ 13.62%
VDS Konjolka - ORAU Traffic 2022	11,702 ▲ N/A	221 ▲ N/A	1.89% ▲ N/A	140 ▲ N/A	6,168 ▲ N/A	1.90 ▲ N/A
VDS Konjolka - ORAU Traffic Spanish	54,135 ▲ N/A	1,071 ▲ N/A	1.98% ▲ N/A	441 ▲ N/A	14,000 ▲ N/A	3.87 ▲ N/A
VDS Konjolka - ORAU Traffic Spanish 2022	26,120 ▲ N/A	488 ▲ N/A	1.87% ▲ N/A	226 ▲ N/A	8,710 ▲ N/A	3.00 ▲ N/A
Total	234,042 ▲ 164.79%	4,609 ▲ 177.32%	1.97% ▲ 4.73%	2,389 ▲ 144.02%	58,732 ▲ 90.07%	3.98 ▲ 39.32%

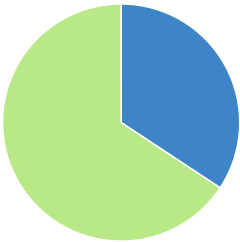
AD SET PERFORMANCE

CLICKS



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

IMPRESSIONS



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

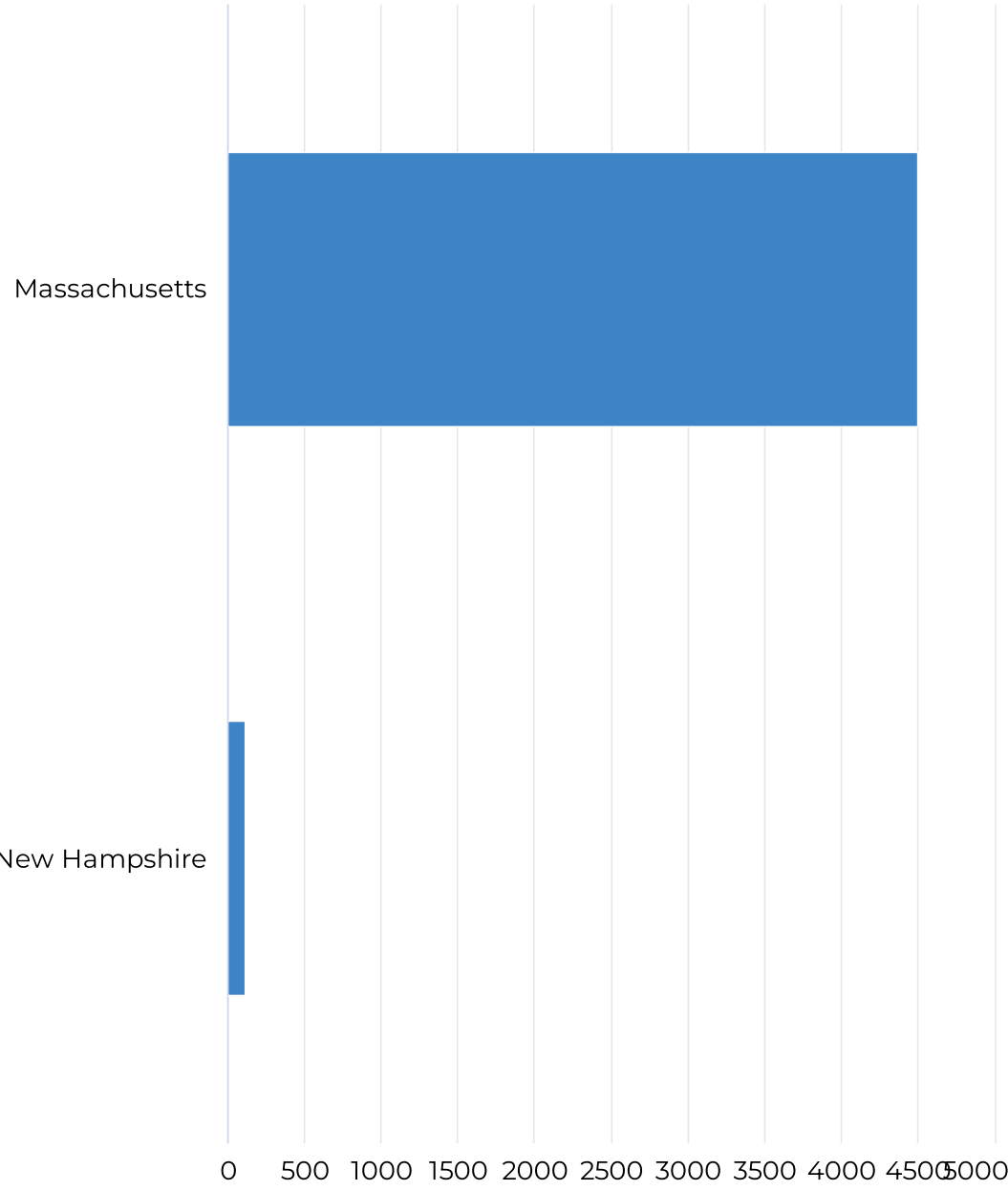
Adset Name	Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.
Traf c Spa...	VDS Konjolka - ORAU Tr...	54,135 ▲ N/A	1,071 ▲ N/A	1.98% ▲ N/A	441 ▲ N/A	14,000 ▲ N/A	3.87 ▲ N/A
Traf c Spa...	VDS Konjolka - ORAU Tr...	26,120 ▲ N/A	488 ▲ N/A	1.87% ▲ N/A	226 ▲ N/A	8,710 ▲ N/A	3.00 ▲ N/A
VDS Konj...	VDS Konjolka - ORAU Tr...	142,085 ▲ 60.75%	2,829 ▲ 70.22%	1.99% ▲ 5.89%	1,582 ▲ 61.59%	43,721 ▲ 41.49%	3.25 ▲ 13.62%
VDS Konj...	VDS Konjolka - ORAU Tr...	11,702 ▲ N/A	221 ▲ N/A	1.89% ▲ N/A	140 ▲ N/A	6,168 ▲ N/A	1.90 ▲ N/A
Total	--	234,042 ▲ 164.79%	4,609 ▲ 177.32%	1.97% ▲ 4.73%	2,389 ▲ 144.02%	58,732 ▲ 90.07%	3.98 ▲ 39.32%

TOP FACEBOOK ADS BY CONVERSIONS

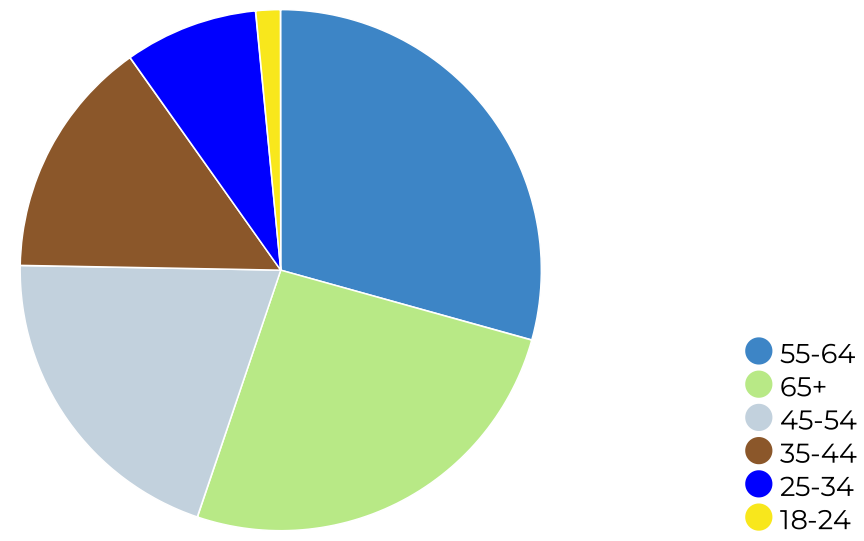
Ad	DMA	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.	Engag.	Comm	Shares	Reaction
 PSA_30_Johnny-Shannon-Brian Recovery is possible with medications for opioid use disorder. Stay in treatment as long as you need to achieve your goals.	Boston (Ma...	39,459 ▲ 52.32%	757 ▲ 73.62%	1.92% ▲ 13.98%	449 ▲ 61.51%	0 ● 0.00%	\$0.00 ● 0.00%	9,207 ▲ 71.71%	1 ▼ -50.00%	6 ▲ 500.00%	15 ▼ -11.76%
 PSA_15_Shannon-Brian	Boston (Ma...	31,778 ▲ 326.0%	644 ▲ 377.04%	2.03% ▲ 11.96%	348 ▲ 383.33%	0 ● 0.00%	\$0.00 ● 0.00%	7,032 ▲ 295.95%	8 ▲ 700.00%	3 ▲ N/A	10 ▲ 25.00%
 Traffic Spanish 30 sec La recuperación es posible con medicamentos para el trastorno por consumo de opioides. Permanezca en el tratamiento MOUD todo el tiempo que necesite para lograr sus objetivos.	Boston (Ma...	29,140 ▲ N/A	576 ▲ N/A	1.98% ▲ N/A	221 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	4,452 ▲ N/A	0 ● 0.00%	2 ▲ N/A	7 ▲ 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...	18,082 ▲ 9.39%	438 ▼ -10.06%	2.42% ▼ -17.78%	211 ▲ 23.39%	0 ● 0.00%	\$0.00 ● 0.00%	3,975 ▼ -16.74%	4 ▼ -20.00%	1 ● 0.00%	6 ▼ -33.33%
 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...	13,288 ▲ 1.66%	256 ▲ 31.96%	1.93% ▲ 29.81%	157 ▼ -0.63%	0 ● 0.00%	\$0.00 ● 0.00%	2,716 ▼ -1.06%	1 ▲ N/A	0 ● 0.00%	4 ▲ 100.00%
 Traffic Spanish 30 sec La recuperación es posible con medicamentos para el trastorno por consumo de opioides. Permanezca en el tratamiento MOUD todo el tiempo que necesite para lograr sus objetivos.	Boston (Ma...	14,587 ▲ N/A	301 ▲ N/A	2.06% ▲ N/A	127 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	1,846 ▲ N/A	0 ● 0.00%	1 ▲ N/A	3 ▲ N/A
42 rows not shown											
Total	--	234,04 ▲ 164.7%	4,609 ▲ 177.32%	1.97% ▲ 4.73%	2,389 ▲ 144.02%	0 ● 0.00%	\$0.00 ● 0.00%	45,845 ▲ 125.67%	17 ▲ 112.50%	20 ▲ 566.67%	92 ▲ 95.74%

DEMOGRAPHIC DATA

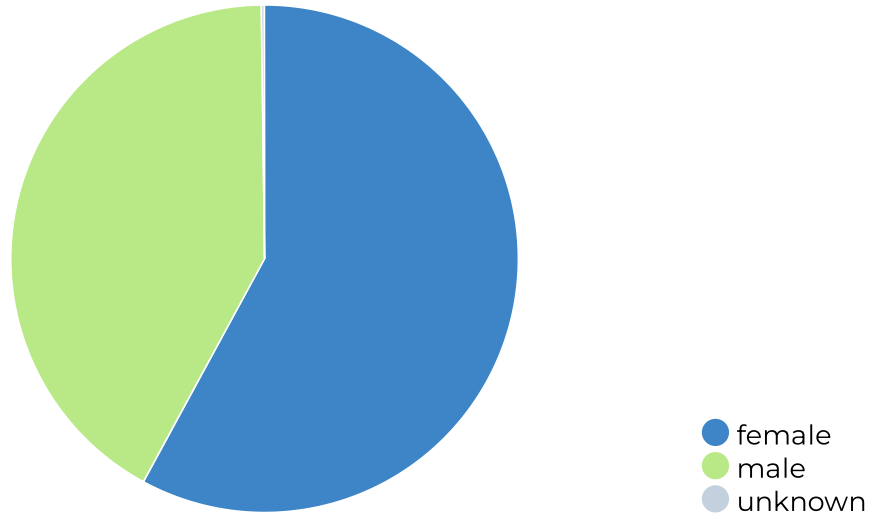
TOP STATES BY CLICKS



AGE GROUPS BY CLICKS

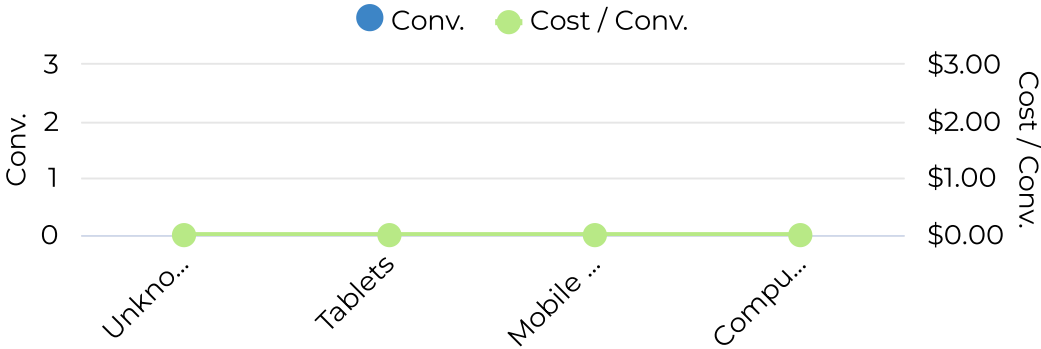


GENDER BY CLICKS



PERFORMANCE BY DEVICE TYPE

Device Type	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.
Computers	990 ▲ 182.05%	18 ▲ 28.57%	1.82% ▼ -54.42%	18 ▲ 38.46%	0 ● 0.00%	\$0.00 ● 0.00%
Mobile Devices	221,461 ▲ 174.27%	4,384 ▲ 198.03%	1.98% ▲ 8.66%	2,240 ▲ 165.72%	0 ● 0.00%	\$0.00 ● 0.00%
Tablets	11,119 ▲ 56.19%	197 ▲ 13.87%	1.77% ▼ -27.09%	124 ▲ 2.48%	0 ● 0.00%	\$0.00 ● 0.00%
Unknown	473 ▲ 173.41%	10 ▲ 150.00%	2.11% ▼ -8.56%	7 ▲ 250.00%	0 ● 0.00%	\$0.00 ● 0.00%



PERFORMANCE BY DAY

Day of Week	Impress	Clicks	CTR	Action: Link	Conv.	Cost / Conv.
Sunday	30,242 ▲ 79.57%	573 ▲ 89.74%	1.89% ▲ 5.66%	300 ▲ 72.41%	0 ● 0.00%	\$0.00 ● 0.00%
Monday	30,638 ▲ 198.06%	616 ▲ 250.00%	2.01% ▲ 17.43%	349 ▲ 200.86%	0 ● 0.00%	\$0.00 ● 0.00%
Tuesday	36,632 ▲ 252.91%	745 ▲ 240.18%	2.03% ▼ -3.61%	377 ▲ 175.18%	0 ● 0.00%	\$0.00 ● 0.00%
Wednesday	36,900 ▲ 317.66%	788 ▲ 411.69%	2.14% ▲ 22.51%	374 ▲ 329.89%	0 ● 0.00%	\$0.00 ● 0.00%
Thursday	37,213 ▲ 345.88%	780 ▲ 409.80%	2.10% ▲ 14.34%	387 ▲ 311.70%	0 ● 0.00%	\$0.00 ● 0.00%
Friday	34,537 ▲ 112.33%	629 ▲ 89.46%	1.82% ▼ -10.77%	346 ▲ 91.16%	0 ● 0.00%	\$0.00 ● 0.00%
Saturday	27,881 ▲ 59.86%	478 ▲ 46.63%	1.71% ▼ -8.28%	256 ▲ 34.74%	0 ● 0.00%	\$0.00 ● 0.00%

