



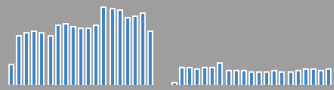
FACEBOOK AD SUMMARY

FACEBOOK AD PERFORMANCE

252,922

Impressions

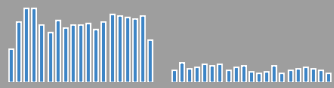
▲ 66.36%



4,898

Clicks

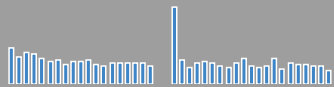
▲ 68.95%



1.94%

CTR

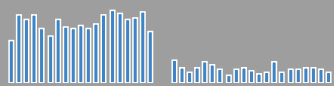
▲ 1.56%



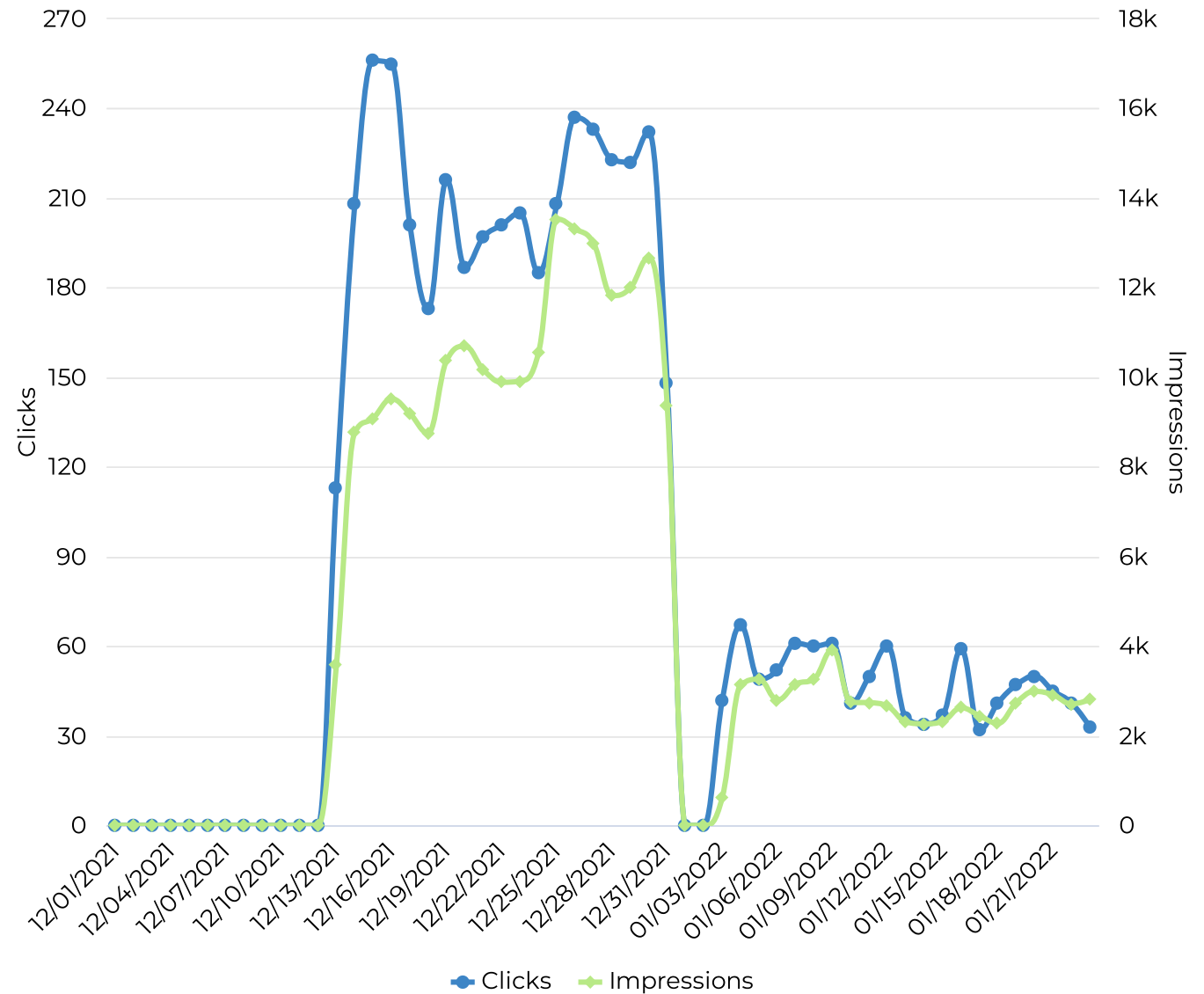
2,555

Action: Link Clicks

▲ 52.17%



CLICKS VS. IMPRESSIONS

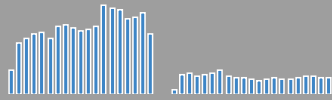


NOTE: Conversion data may be incomplete due to iOS 14 update. Facebook Business Manager will no longer be able to report conversions on iOS devices from users who do not opt in for data sharing.

60,043

Reach

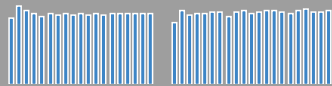
▲ 34.12%



4.21

Frequency

▲ 24.03%



0

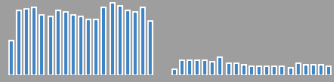
Conversions

● 0.00%

48,260

Post Engagements

▲ 30.19%



95

Post Reactions

▲ 10.47%



17

Post Comments

▲ 70.00%



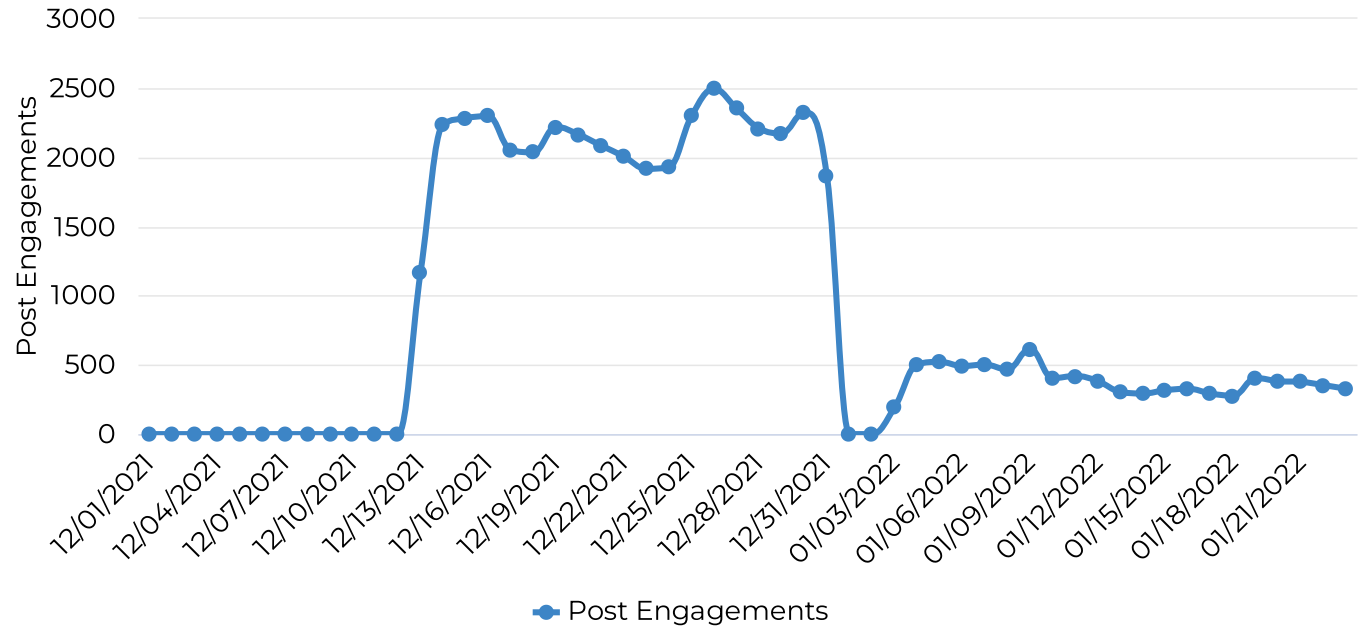
20

Post Shares

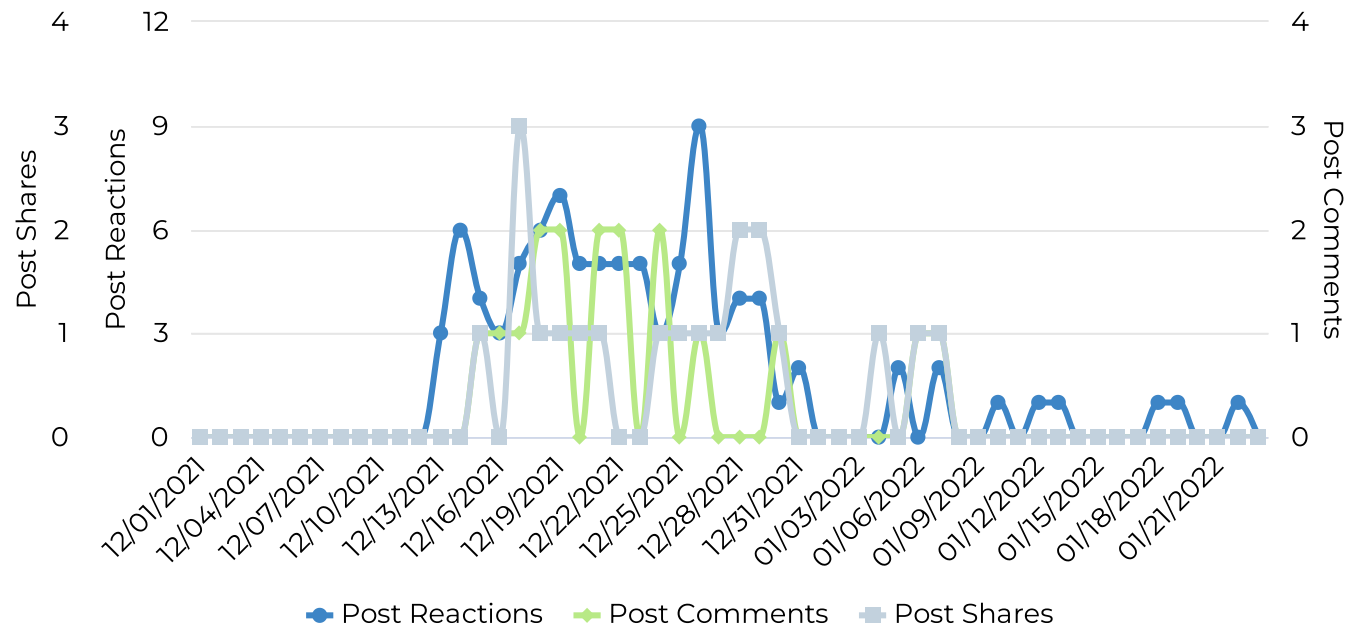
▲ 81.82%



DAILY POST ENGAGEMENTS

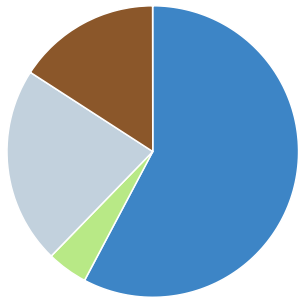


DAILY REACTIONS, COMMENTS, & SHARES



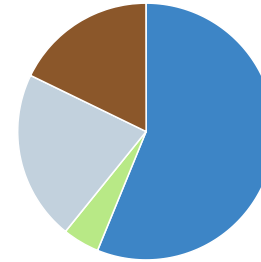
CAMPAIGN PERFORMANCE

CLICKS



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

IMPRESSIONS

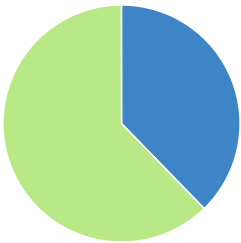


- VDS | Konjolka - ORAU | Traffic
- VDS | Konjolka - ORAU | Traffic 2022
- VDS | Konjolka - ORAU | Traffic | Spanish
- VDS | Konjolka - ORAU | Traffic | Spanish 2022

Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.
VDS Konjolka - ORAU Tra...	142,085 ▼ -6.55%	2,829 ▼ -2.41%	1.99% ▲ 4.42%	1,582 ▼ -5.78%	43,721 ▼ -2.34%	3.25 ▼ -4.31%
VDS Konjolka - ORAU Tra...	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 Tra...	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 Tra...	45,000 ▲ N/A	777 ▲ N/A	1.73% ▲ N/A	392 ▲ N/A	11,836 ▲ N/A	3.80 ▲ N/A
Total	252,922 ▲ 66.36%	4,898 ▲ 68.95%	1.94% ▲ 1.56%	2,555 ▲ 52.17%	60,043 ▲ 34.12%	4.21 ▲ 24.03%

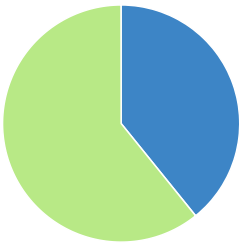
AD SET PERFORMANCE

CLICKS



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

IMPRESSIONS



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

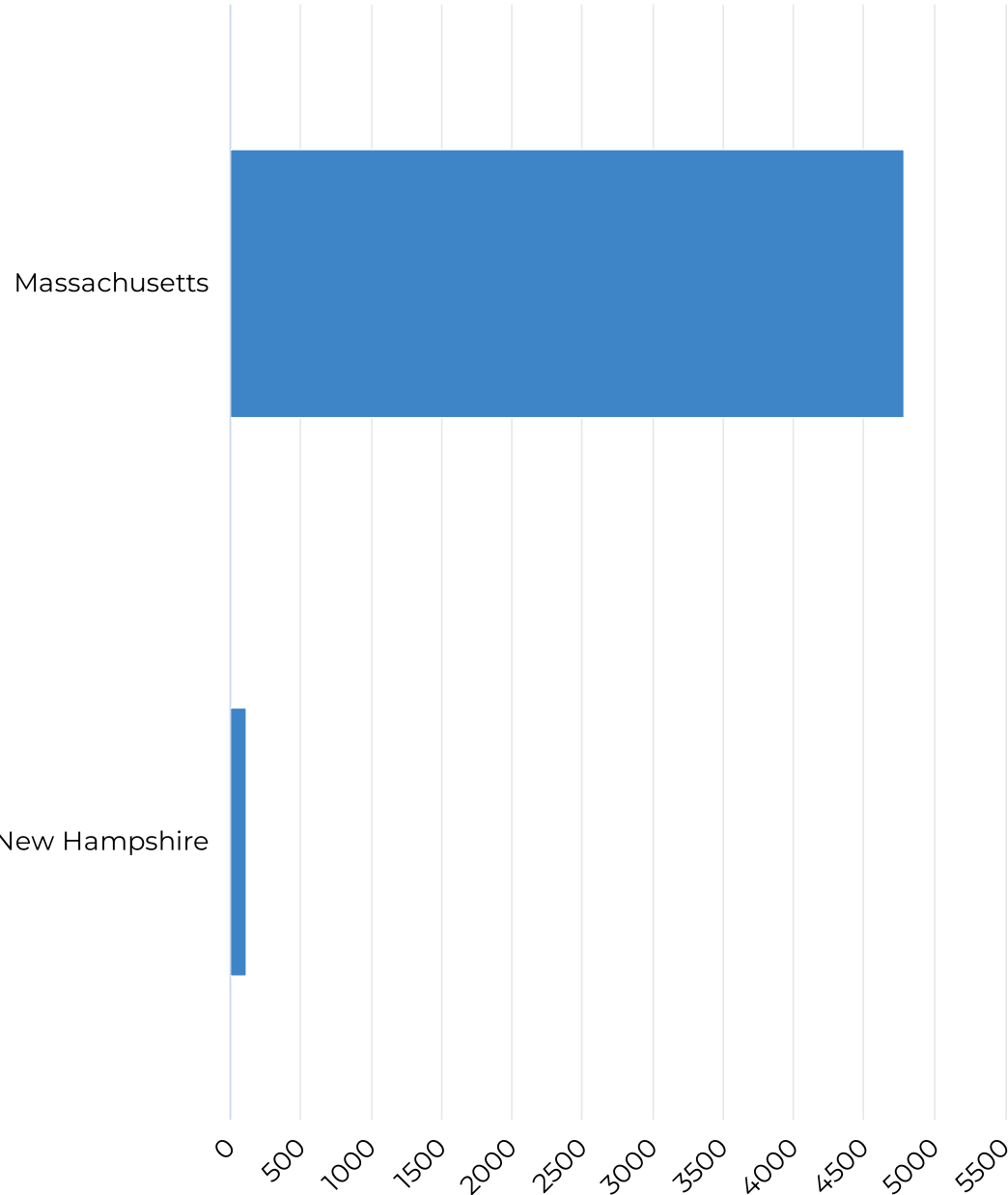
Adset Name	Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.
Traf c Spa...	VDS Konjolka - ORAU Tr...	54,135 ▲ N/A	1,071 ▲ N/A	1.98% ▲ N/A	441 ▲ N/A	14,000 ▲ N/A	3.87 ▲ N/A
Traf c Spa...	VDS Konjolka - ORAU Tr...	45,000 ▲ N/A	777 ▲ N/A	1.73% ▲ N/A	392 ▲ N/A	11,836 ▲ N/A	3.80 ▲ N/A
VDS Konj...	VDS Konjolka - ORAU Tr...	142,085 ▼ -6.55%	2,829 ▼ -2.41%	1.99% ▲ 4.42%	1,582 ▼ -5.78%	43,721 ▼ -2.34%	3.25 ▼ -4.31%
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	--	252,922 ▲ 66.36%	4,898 ▲ 68.95%	1.94% ▲ 1.56%	2,555 ▲ 52.17%	60,043 ▲ 34.12%	4.21 ▲ 24.03%

TOP FACEBOOK ADS BY CONVERSIONS

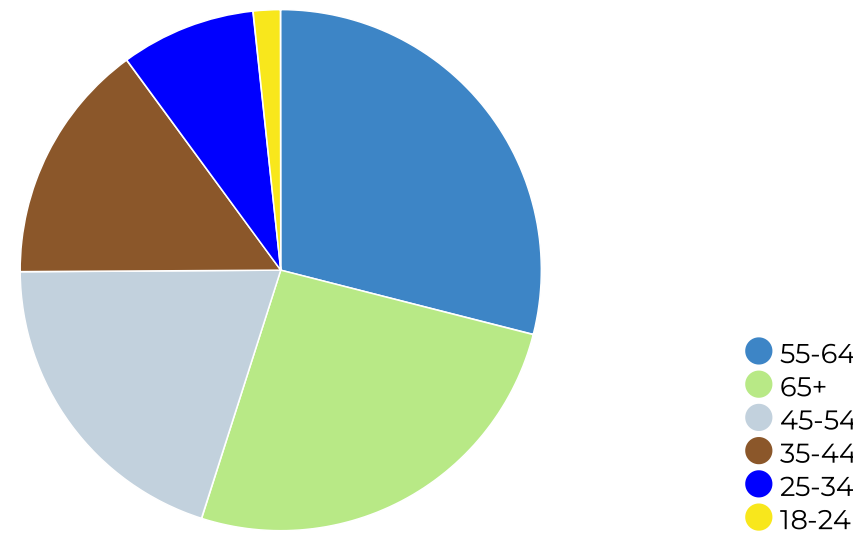
Ad	DMA	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.	Engag.	Comm	Shares	Reaction
 PSA_30_Johnny-Shannon-Brian Recovery is possible with medications for opioid use disorder. Stay in treatment as long as you need to achieve your goals.	Boston (Ma...	39,459 ▼ -0.49%	757 ▲ 11.32%	1.92% ▲ 11.87%	449 ▲ 2.98%	0 ● 0.00%	\$0.00 ● 0.00%	9,207 ▲ 3.24%	1 ▼ -50.00%	6 ▲ 50.00%	15 ▼ -42.31%
 PSA_15_Shannon-Brian	Boston (Ma...	31,778 ▲ 49.71%	644 ▲ 69.92%	2.03% ▲ 13.50%	348 ▲ 71.43%	0 ● 0.00%	\$0.00 ● 0.00%	7,032 ▲ 29.48%	8 ▲ 700.00%	3 ▲ 50.00%	10 ▼ -33.33%
 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 ▼ -34.63%	438 ▼ -48.83%	2.42% ▼ -21.72%	211 ▼ -36.45%	0 ● 0.00%	\$0.00 ● 0.00%	3,975 ▼ -51.95%	4 ▼ -33.33%	1 ▼ -50.00%	6 ▼ -66.67%
 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...	25,444 ▲ N/A	470 ▲ N/A	1.85% ▲ N/A	226 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	3,063 ▲ N/A	0 ● 0.00%	1 ▲ N/A	6 ▲ 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...	13,288 ▼ -31.45%	256 ▼ -1.16%	1.93% ▲ 44.19%	157 ▼ -27.98%	0 ● 0.00%	\$0.00 ● 0.00%	2,716 ▼ -34.74%	1 ▲ N/A	0 ● 0.00%	4 ▲ 100.00%
42 rows not shown											
Total	--	252,921 ▲ 66.36%	4,898 ▲ 68.95%	1.94% ▲ 1.56%	2,555 ▲ 52.17%	0 ● 0.00%	\$0.00 ● 0.00%	48,260 ▲ 30.19%	17 ▲ 70.00%	20 ▲ 81.82%	95 ▲ 10.47%

DEMOGRAPHIC DATA

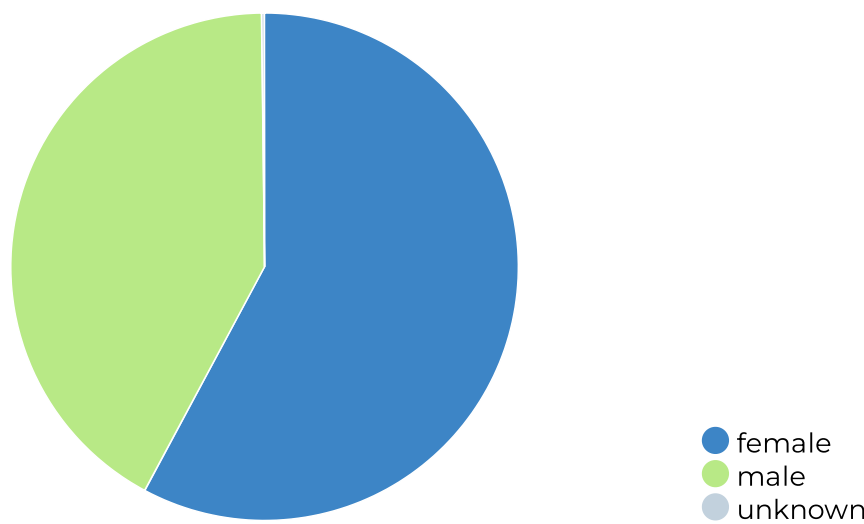
TOP STATES BY CLICKS



AGE GROUPS BY CLICKS

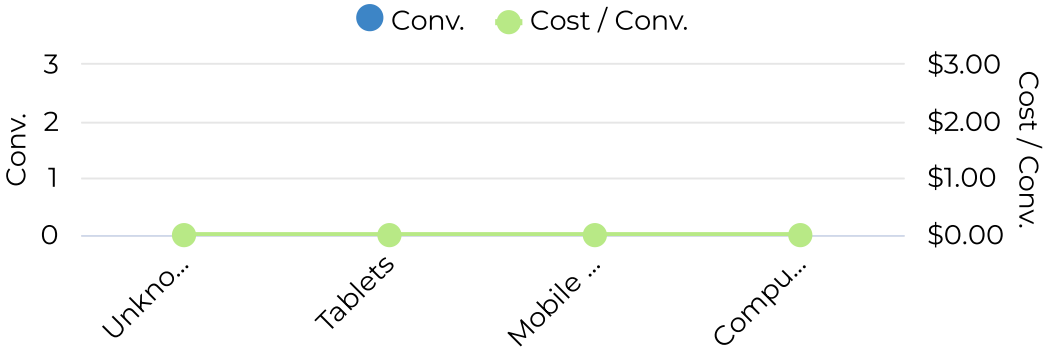


GENDER BY CLICKS



PERFORMANCE BY DEVICE TYPE

Device Type	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.
Computers	1,008 ▲ 46.30%	18 ▼ -18.18%	1.79% ▼ -44.07%	18 ▼ -10.00%	0 ● 0.00%	\$0.00 ● 0.00%
Mobile Devices	239,913 ▲ 71.83%	4,670 ▲ 82.35%	1.95% ▲ 6.12%	2,403 ▲ 67.46%	0 ● 0.00%	\$0.00 ● 0.00%
Tablets	11,515 ▲ 2.91%	200 ▼ -34.64%	1.74% ▼ -36.49%	127 ▼ -41.74%	0 ● 0.00%	\$0.00 ● 0.00%
Unknown	486 ▼ -10.00%	10 ● 0.00%	2.06% ▲ 11.11%	7 ▲ 16.67%	0 ● 0.00%	\$0.00 ● 0.00%



PERFORMANCE BY DAY

Day of Week	Impress	Clicks	CTR	Action: Link	Conv.	Cost / Conv.
Sunday	33,048 ▲ 22.51%	606 ▲ 20.96%	1.83% ▼ -1.27%	319 ▲ 9.25%	0 ● 0.00%	\$0.00 ● 0.00%
Monday	33,081 ▲ 65.60%	648 ▲ 81.51%	1.96% ▲ 9.61%	368 ▲ 74.41%	0 ● 0.00%	\$0.00 ● 0.00%
Tuesday	38,909 ▲ 94.87%	786 ▲ 104.16%	2.02% ▲ 4.77%	401 ▲ 75.88%	0 ● 0.00%	\$0.00 ● 0.00%
Wednesday	39,639 ▲ 124.00%	835 ▲ 144.87%	2.11% ▲ 9.31%	399 ▲ 93.69%	0 ● 0.00%	\$0.00 ● 0.00%
Thursday	40,204 ▲ 135.97%	830 ▲ 142.69%	2.06% ▲ 2.85%	415 ▲ 108.54%	0 ● 0.00%	\$0.00 ● 0.00%
Friday	37,450 ▲ 58.46%	674 ▲ 39.83%	1.80% ▼ -11.76%	373 ▲ 42.91%	0 ● 0.00%	\$0.00 ● 0.00%
Saturday	30,591 ▲ 14.35%	519 ▲ 5.70%	1.70% ▼ -7.56%	280 ▼ -0.71%	0 ● 0.00%	\$0.00 ● 0.00%

