



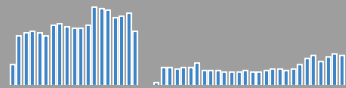
FACEBOOK AD SUMMARY

FACEBOOK AD PERFORMANCE

287,038

Impressions

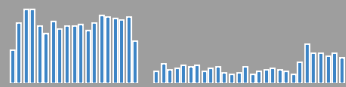
▲ 61.10%



5,605

Clicks

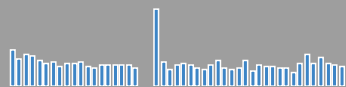
▲ 59.05%



1.95%

CTR

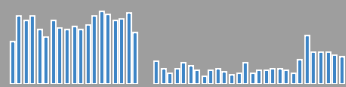
▼ -1.27%



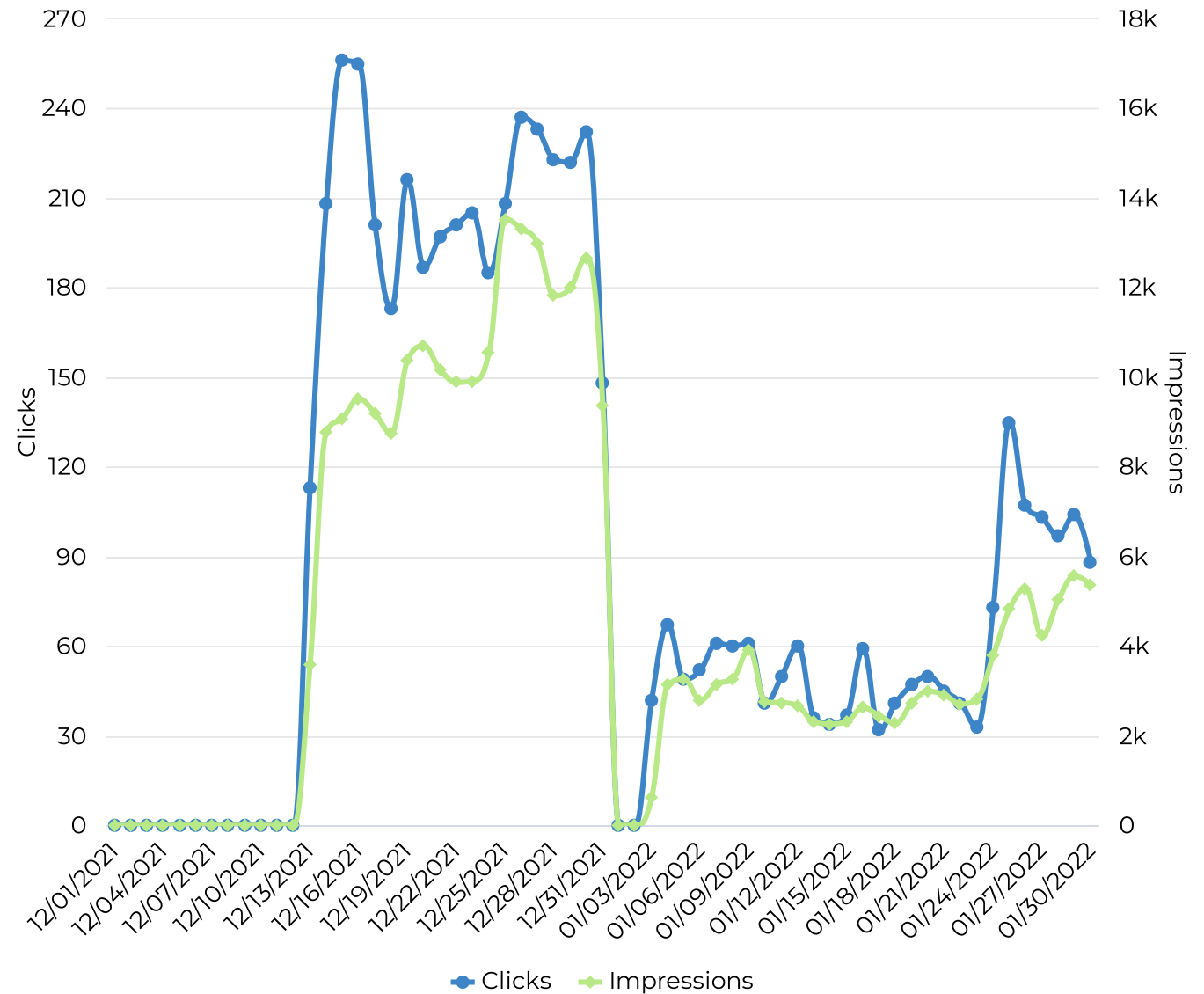
2,949

Action: Link Clicks

▲ 45.20%



CLICKS VS. IMPRESSIONS

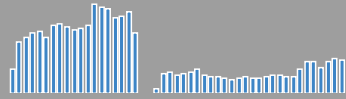


NOTE: Conversion data may be incomplete due to iOS 14 update. Facebook Business Manager will no longer be able to report conversions on iOS devices from users who do not opt in for data sharing.

67,553

Reach

▲ 37.83%



4.25

Frequency

▲ 16.88%



0

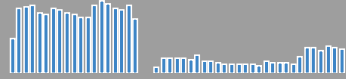
Conversions

● 0.00%

53,950

Post Engagements

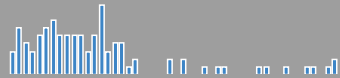
▲ 20.91%



100

Post Reactions

● 0.00%



18

Post Comments

▲ 63.64%



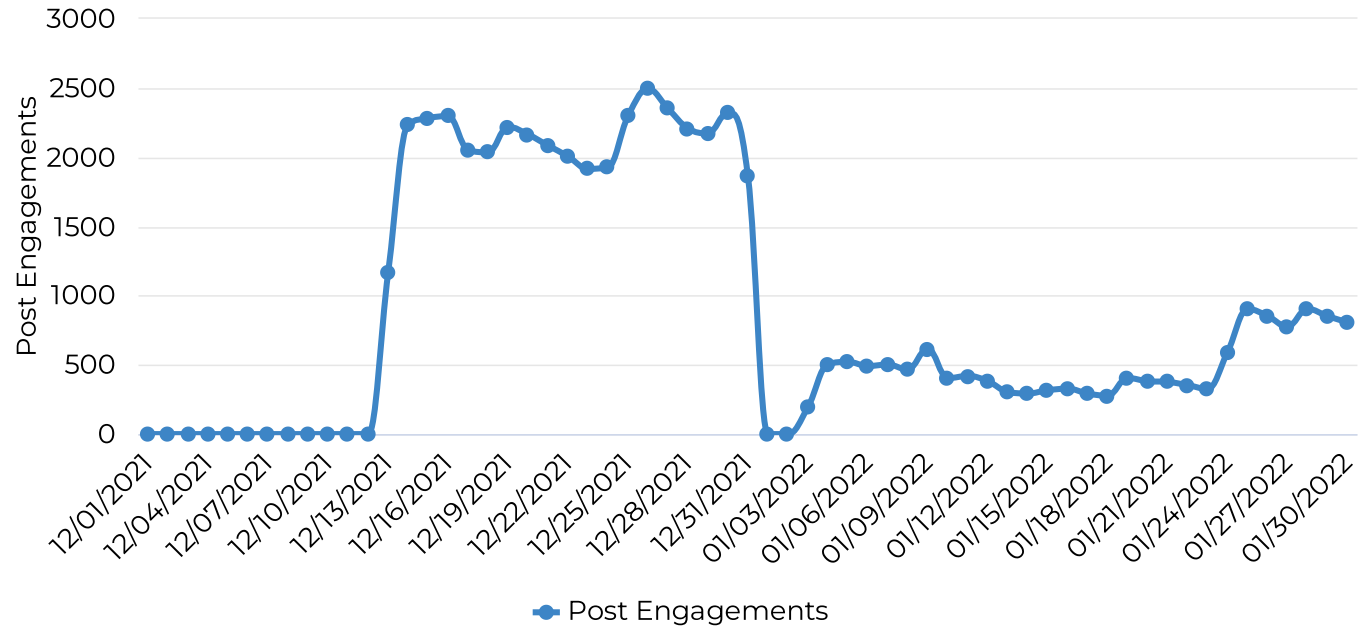
21

Post Shares

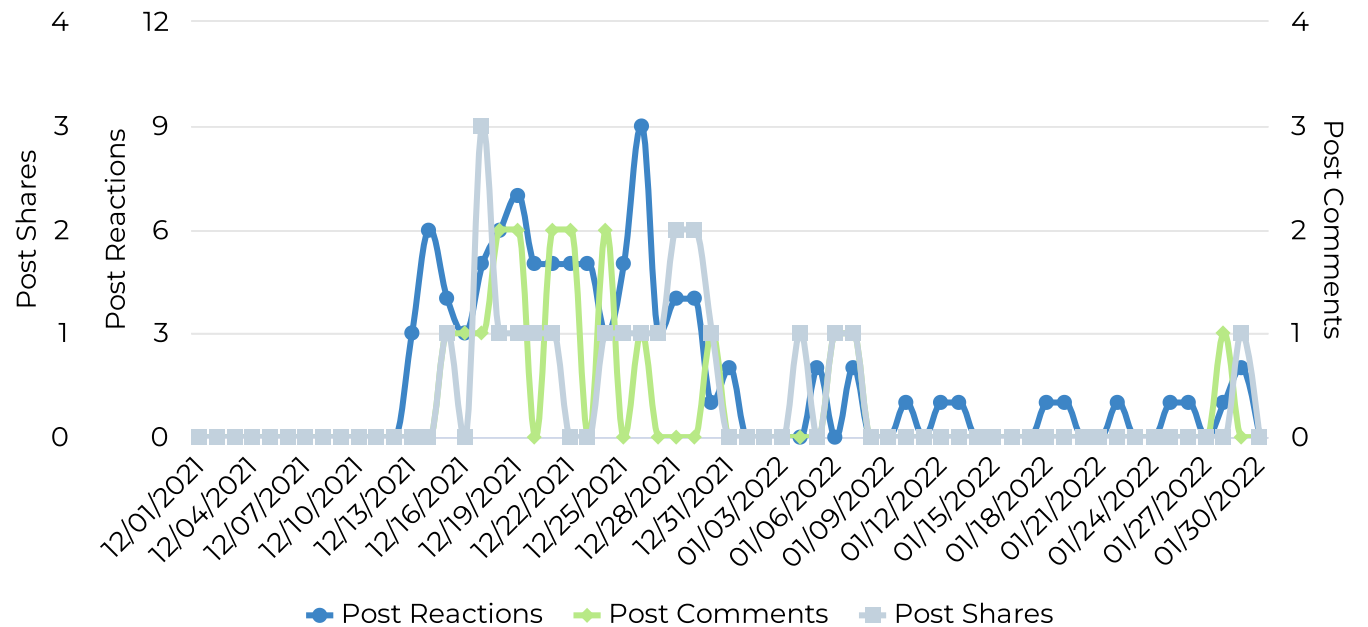
▲ 50.00%



DAILY POST ENGAGEMENTS

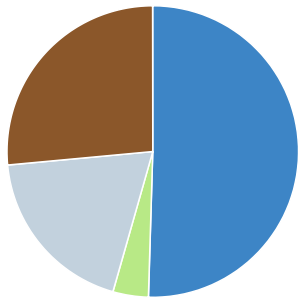


DAILY REACTIONS, COMMENTS, & SHARES



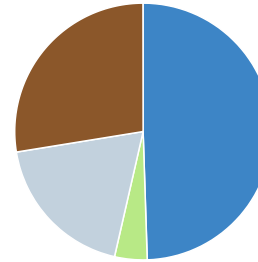
CAMPAIGN PERFORMANCE

CLICKS



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

IMPRESSIONS

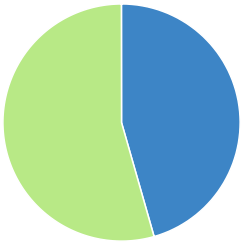


- VDS | Konjolka - ORAU | Traffic
- VDS | Konjolka - ORAU | Traffic 2022
- VDS | Konjolka - ORAU | Traffic | Spanish
- VDS | Konjolka - ORAU | Traffic | Spanish 2022

Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.
VDS Konjolka - ORAU Tra...	142,085 ▼ -20.26%	2,829 ▼ -19.72%	1.99% ▲ 0.67%	1,582 ▼ -22.11%	43,721 ▼ -10.79%	3.25 ▼ -10.61%
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...	79,116 ▲ N/A	1,484 ▲ N/A	1.88% ▲ N/A	786 ▲ N/A	20,696 ▲ N/A	3.82 ▲ N/A
Total	287,038 ▲ 61.10%	5,605 ▲ 59.05%	1.95% ▼ -1.27%	2,949 ▲ 45.20%	67,553 ▲ 37.83%	4.25 ▲ 16.88%

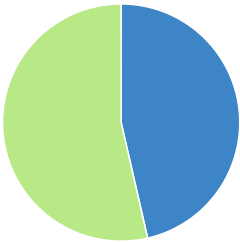
AD SET PERFORMANCE

CLICKS



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

IMPRESSIONS



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

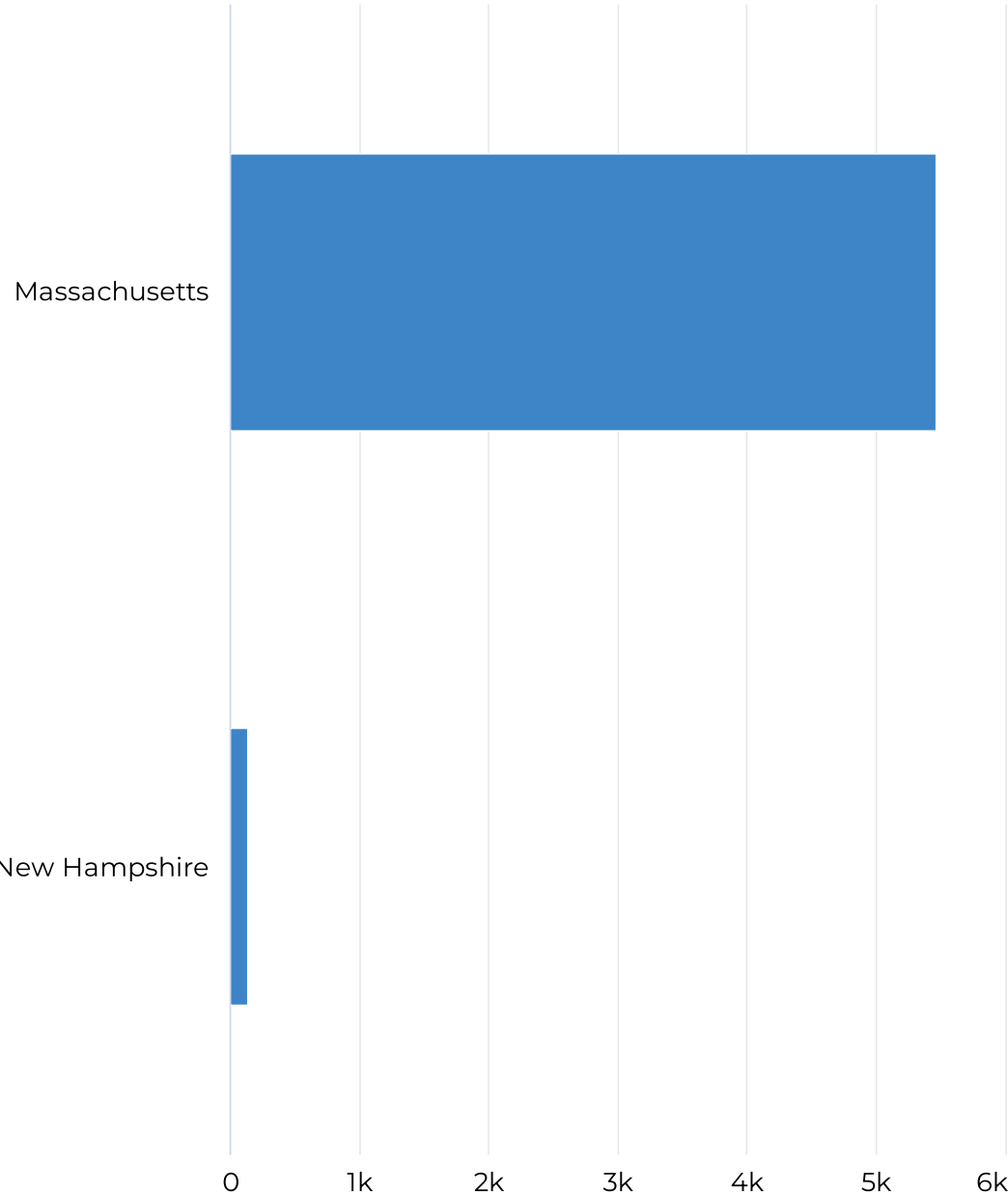
Adset Name	Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.
Traf c Spa...	VDS Konjolka - ORAU Tr...	54,135 ▲ N/A	1,071 ▲ N/A	1.98% ▲ N/A	441 ▲ N/A	14,000 ▲ N/A	3.87 ▲ N/A
Traf c Spa...	VDS Konjolka - ORAU Tr...	79,116 ▲ N/A	1,484 ▲ N/A	1.88% ▲ N/A	786 ▲ N/A	20,696 ▲ N/A	3.82 ▲ N/A
VDS Konj...	VDS Konjolka - ORAU Tr...	142,085 ▼ -20.26%	2,829 ▼ -19.72%	1.99% ▲ 0.67%	1,582 ▼ -22.11%	43,721 ▼ -10.79%	3.25 ▼ -10.61%
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	--	287,038 ▲ 61.10%	5,605 ▲ 59.05%	1.95% ▼ -1.27%	2,949 ▲ 45.20%	67,553 ▲ 37.83%	4.25 ▲ 16.88%

TOP FACEBOOK ADS BY CONVERSIONS

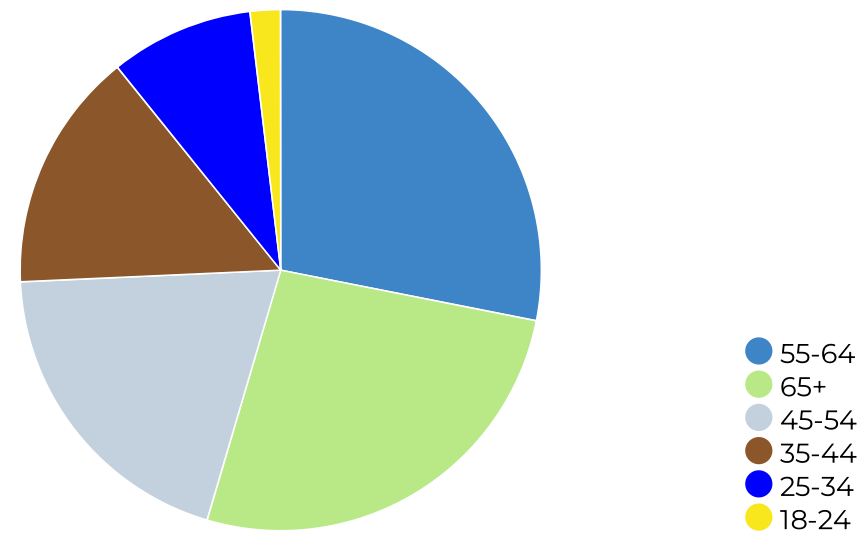
Ad	DMA	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.	Engag.	Comm	Shares	Reactions
PSA_30_Johnny-Shannon-Brian Recovery is possible with medications for opioid use disorder. Stay in treatment as long as you need to achieve your goals.	Boston (Ma...	39,459 ▼ -10.40 ▲ 0.53%	757 ▲ 12.20%	1.92% ▲ 12.20%	449 ▼ -6.65%	0 ● 0.00%	\$0.00 ● 0.00%	9,207 ▼ -9.25%	1 ▼ -50.00%	6 ▲ 50.00%	15 ▼ -46.43%
PSA_15_Shannon-Brian	Boston (Ma...	31,778 ▲ 11.01%	644 ▲ 14.39%	2.03% ▲ 3.05%	348 ▲ 16.00%	0 ● 0.00%	\$0.00 ● 0.00%	7,032 ▼ -9.39%	8 ▲ 700.00%	3 ▼ -25.00%	10 ▼ -50.00%
 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...	46,779 ▲ N/A	908 ▲ N/A	1.94% ▲ N/A	447 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	6,166 ▲ N/A	1 ▲ N/A	2 ▲ N/A	9 ▲ N/A
 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 ▼ -43.43%	438 ▼ -56.76%	2.42% ▼ -23.56%	211 ▼ -47.90%	0 ● 0.00%	\$0.00 ● 0.00%	3,975 ▼ -58.75%	4 ▼ -33.33%	1 ▼ -50.00%	6 ▼ -72.73%
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 ▼ -39.84%	256 ▼ -20.00%	1.93% ▲ 32.97%	157 ▼ -38.43%	0 ● 0.00%	\$0.00 ● 0.00%	2,716 ▼ -44.20%	1 ● 0.00%	0 ● 0.00%	4 ▲ 33.33%
 Traffic Spanish 15 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...	4,461 ▲ N/A	72 ▲ N/A	1.61% ▲ N/A	44 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	880 ▲ N/A	0 ● 0.00%	0 ● 0.00%	2 ▲ N/A
41 rows not shown											
Total	—	287,031 ▲ 61.10%	5,605 ▲ 59.05%	1.95% ▼ -27.12%	2,949 ▲ 45.20%	0 ● 0.00%	\$0.00 ● 0.00%	53,950 ▲ 20.91%	18 ▲ 63.64%	21 ▲ 50.00%	100 ● 0.00%

DEMOGRAPHIC DATA

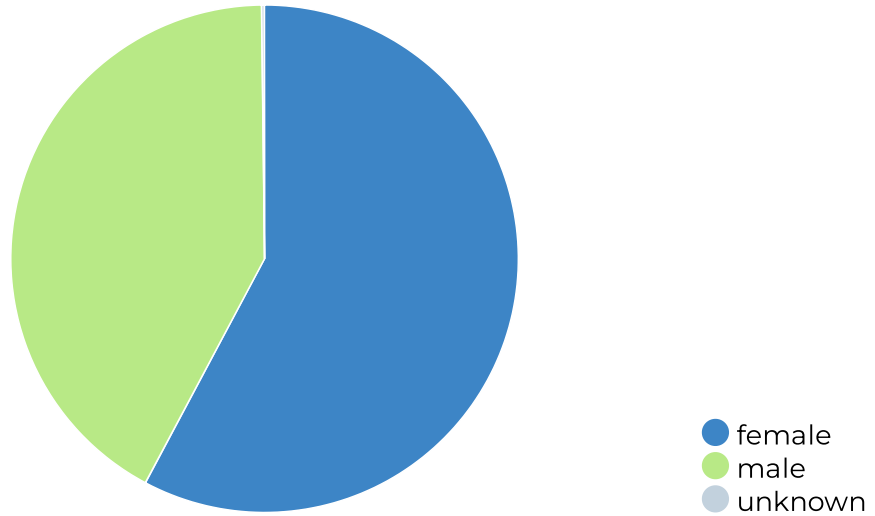
TOP STATES BY CLICKS



AGE GROUPS BY CLICKS

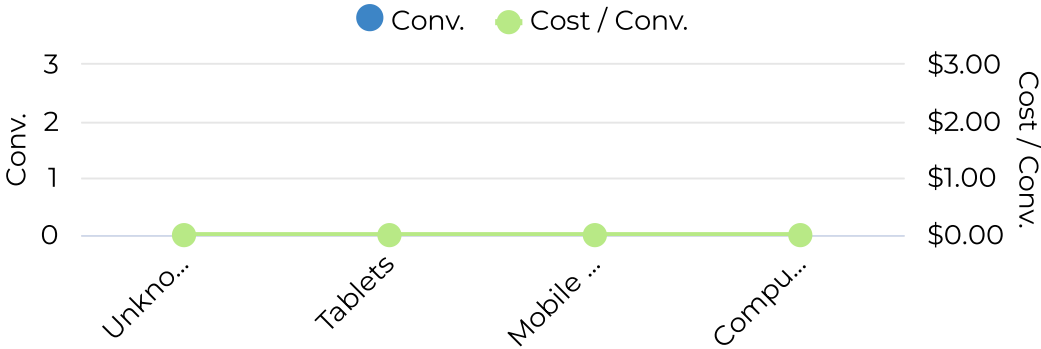


GENDER BY CLICKS



PERFORMANCE BY DEVICE TYPE

Device Type	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.
Computers	1,035 ▲ 26.84%	18 ▼ -25.00%	1.74% ▼ -40.87%	18 ▼ -18.18%	0 ● 0.00%	\$0.00 ● 0.00%
Mobile Devices	273,273 ▲ 66.53%	5,364 ▲ 71.16%	1.96% ▲ 2.78%	2,787 ▲ 59.81%	0 ● 0.00%	\$0.00 ● 0.00%
Tablets	12,231 ▼ -2.68%	213 ▼ -38.79%	1.74% ▼ -37.10%	137 ▼ -45.63%	0 ● 0.00%	\$0.00 ● 0.00%
Unknown	499 ▼ -28.71%	10 ▼ -44.44%	2.00% ▼ -22.07%	7 ▼ -46.15%	0 ● 0.00%	\$0.00 ● 0.00%



PERFORMANCE BY DAY

Day of Week	Impress	Clicks	CTR	Action: Link	Conv.	Cost / Conv.
Sunday	38,426 ▲ 42.45%	694 ▲ 38.52%	1.81% ▼ -2.76%	368 ▲ 26.03%	0 ● 0.00%	\$0.00 ● 0.00%
Monday	36,876 ▲ 81.18%	721 ▲ 88.25%	1.96% ▲ 3.90%	412 ▲ 76.07%	0 ● 0.00%	\$0.00 ● 0.00%
Tuesday	43,738 ▲ 53.57%	921 ▲ 55.05%	2.11% ▲ 0.96%	487 ▲ 42.40%	0 ● 0.00%	\$0.00 ● 0.00%
Wednesday	44,919 ▲ 68.98%	942 ▲ 79.09%	2.10% ▲ 5.98%	454 ▲ 44.13%	0 ● 0.00%	\$0.00 ● 0.00%
Thursday	44,435 ▲ 74.93%	933 ▲ 70.57%	2.10% ▼ -2.49%	470 ▲ 54.10%	0 ● 0.00%	\$0.00 ● 0.00%
Friday	42,482 ▲ 79.76%	771 ▲ 59.96%	1.81% ▼ -11.01%	428 ▲ 63.98%	0 ● 0.00%	\$0.00 ● 0.00%
Saturday	36,162 ▲ 35.17%	623 ▲ 26.88%	1.72% ▼ -6.13%	330 ▲ 17.02%	0 ● 0.00%	\$0.00 ● 0.00%

