



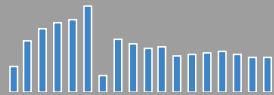
FACEBOOK AD SUMMARY

FACEBOOK AD PERFORMANCE

436,464

Impressions

▲ N/A



2,662

Clicks

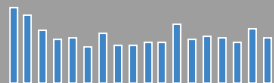
▲ N/A



0.61%

CTR

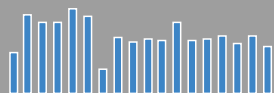
▲ N/A



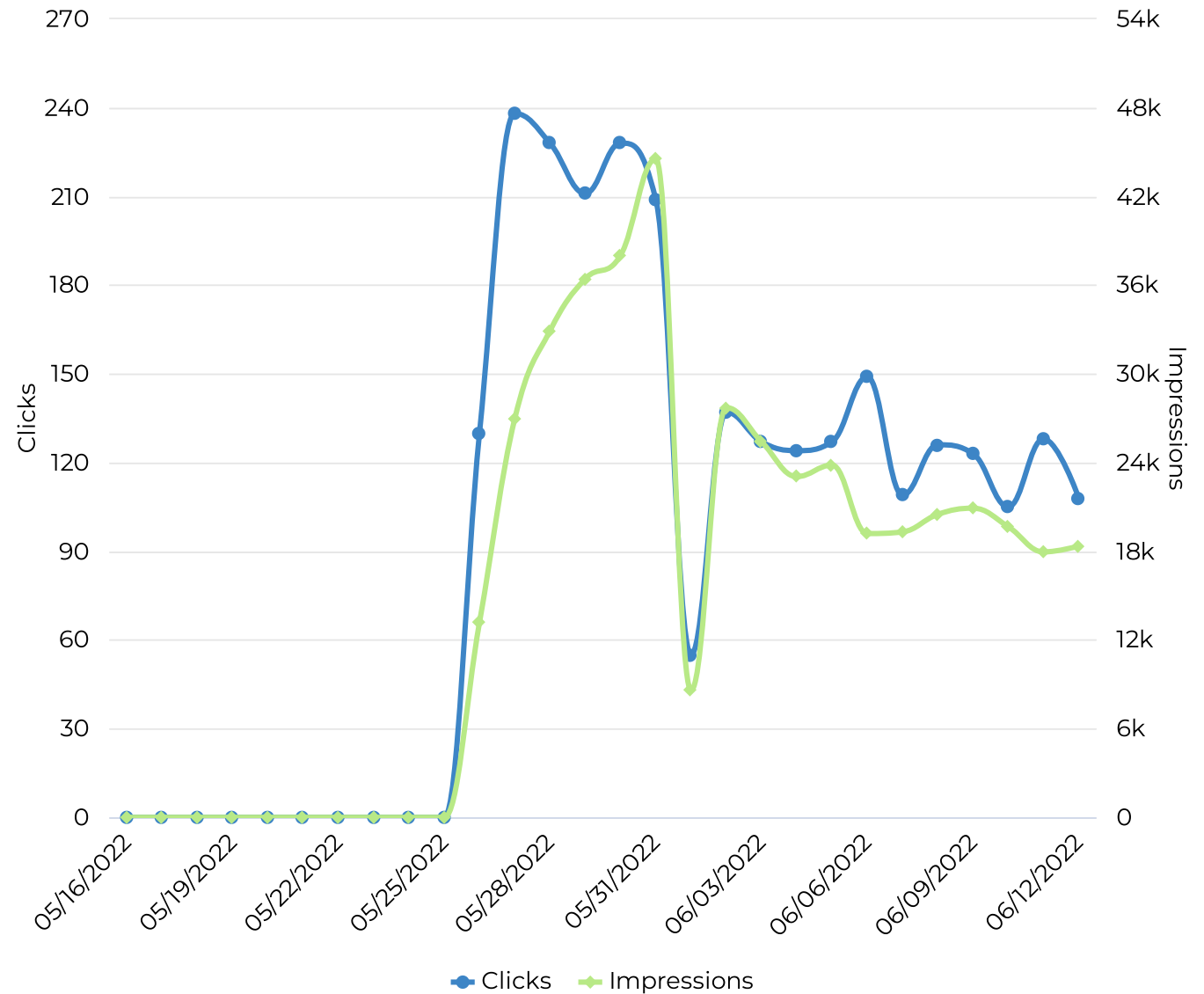
1,864

Action: Link Clicks

▲ N/A



CLICKS VS. IMPRESSIONS

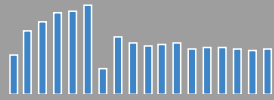


NOTE: Conversion data may be incomplete due to iOS 14 update. Facebook Business Manager will no longer be able to report conversions on iOS devices from users who do not opt in for data sharing.

96,576

Reach

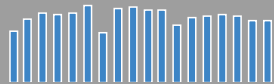
▲ N/A



4.52

Frequency

▲ N/A



0

Conversions

● 0.00%

\$0.00

Cost / Conversion

● 0.00%

\$4,647.82

Cost

▲ N/A



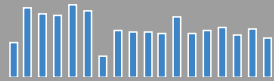
PIXEL CONVERSIONS

DAILY FACEBOOK CONVERSIONS

1,934

Post Engagements

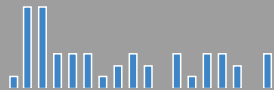
▲ N/A



47

Post Reactions

▲ N/A



7

Post Comments

▲ N/A



9

Post Shares

▲ N/A



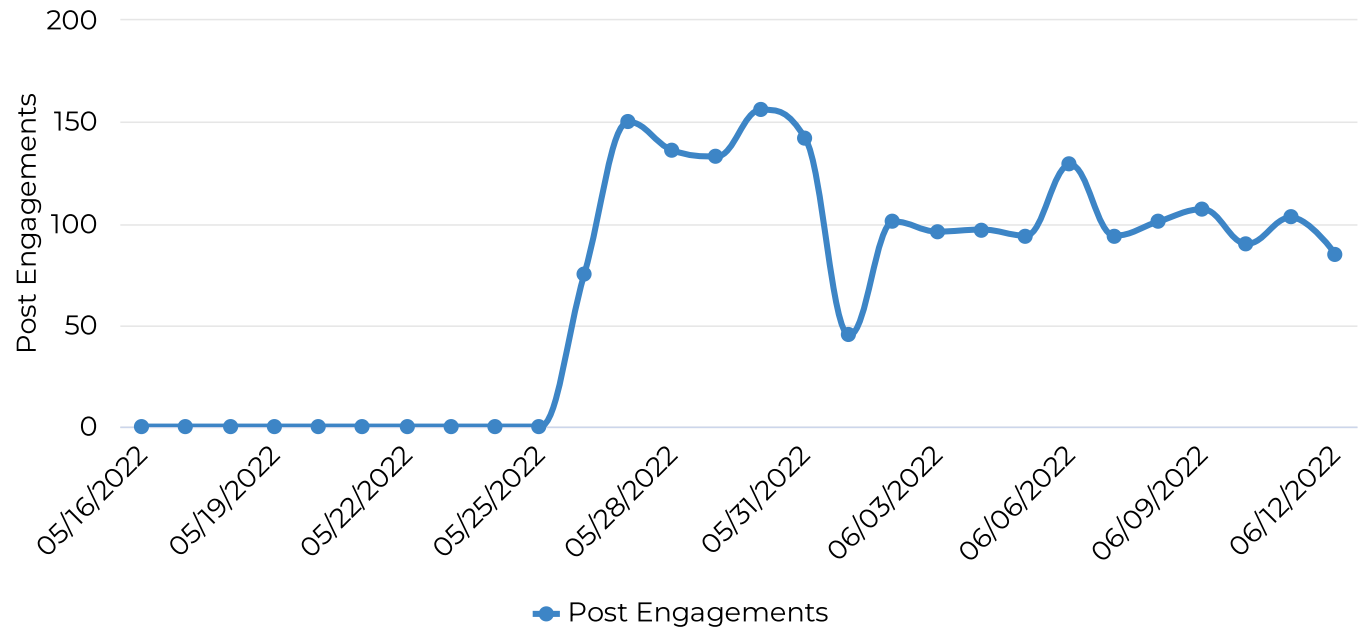
7

Post Saves

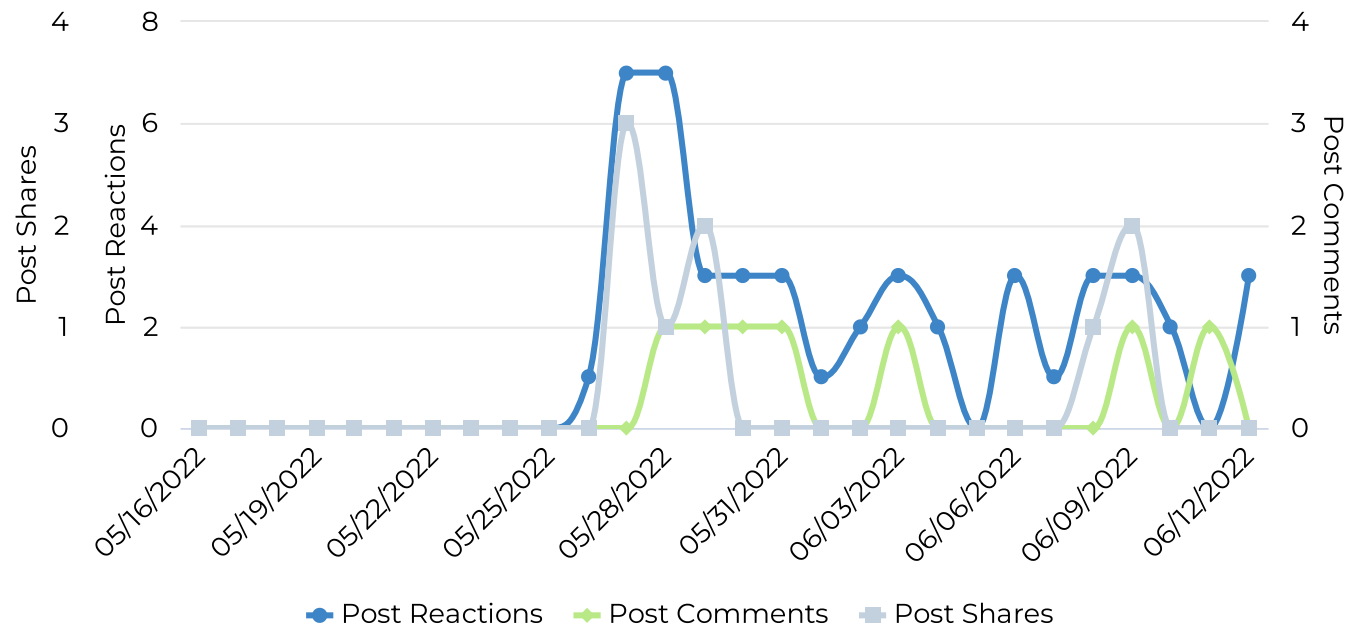
▲ N/A



DAILY POST ENGAGEMENTS



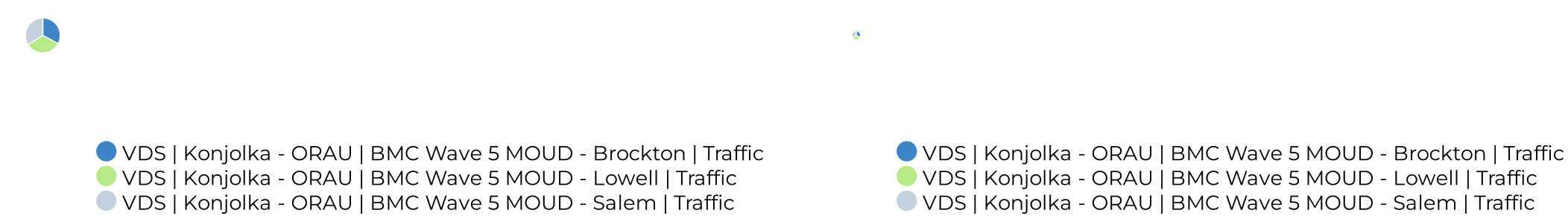
DAILY REACTIONS, COMMENTS, & SHARES



CAMPAIGN PERFORMANCE

CLICKS

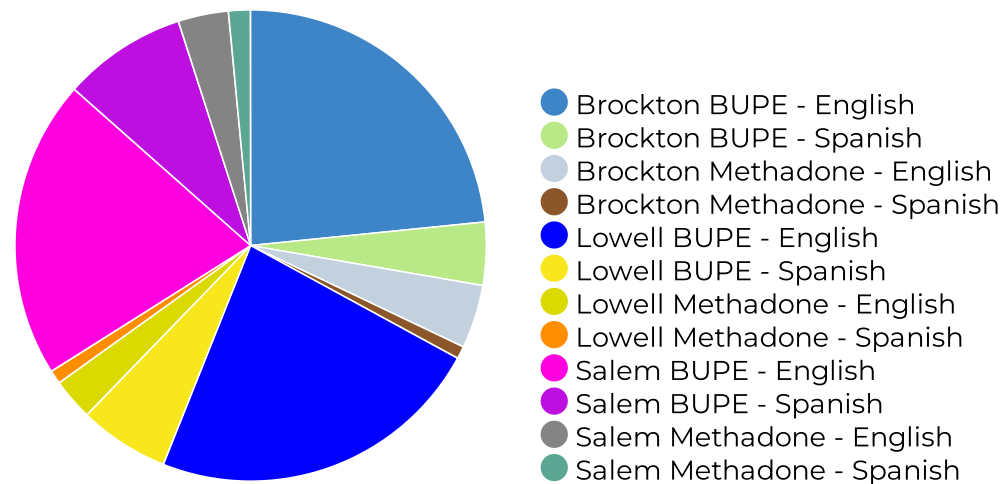
IMPRESSIONS



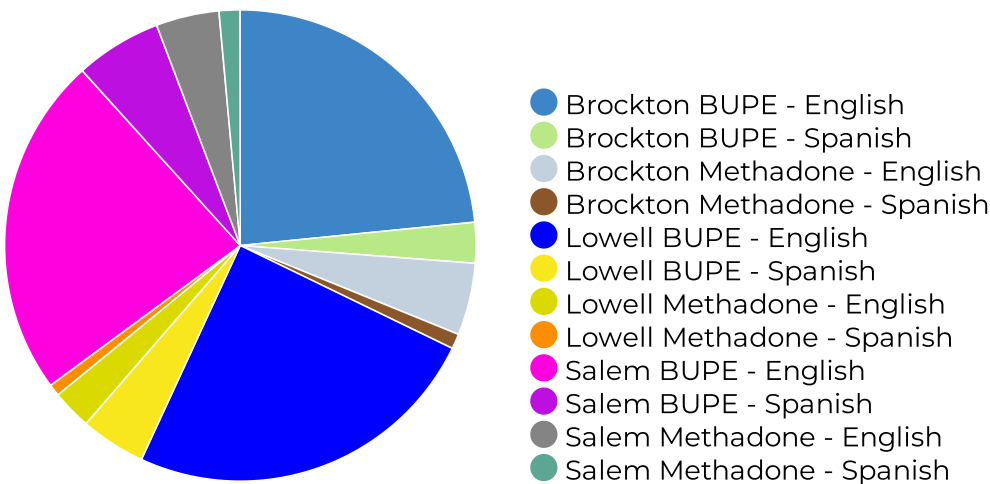
Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.	Cost	Conv.	Cost / Conv.
VDS Konjolka - ORAU BM...	140,535 ▲ N/A	877 ▲ N/A	0.62% ▲ N/A	601 ▲ N/A	32,880 ▲ N/A	4.27 ▲ N/A	\$1,550.87 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
VDS Konjolka - ORAU BM...	142,701 ▲ N/A	881 ▲ N/A	0.62% ▲ N/A	658 ▲ N/A	29,328 ▲ N/A	4.87 ▲ N/A	\$1,543.70 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
VDS Konjolka - ORAU BM...	153,228 ▲ N/A	904 ▲ N/A	0.59% ▲ N/A	605 ▲ N/A	34,368 ▲ N/A	4.46 ▲ N/A	\$1,553.25 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Total	436,464 ▲ N/A	2,662 ▲ N/A	0.61% ▲ N/A	1,864 ▲ N/A	96,576 ▲ N/A	4.52 ▲ N/A	\$4,647.82 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%

AD SET PERFORMANCE

CLICKS



IMPRESSIONS



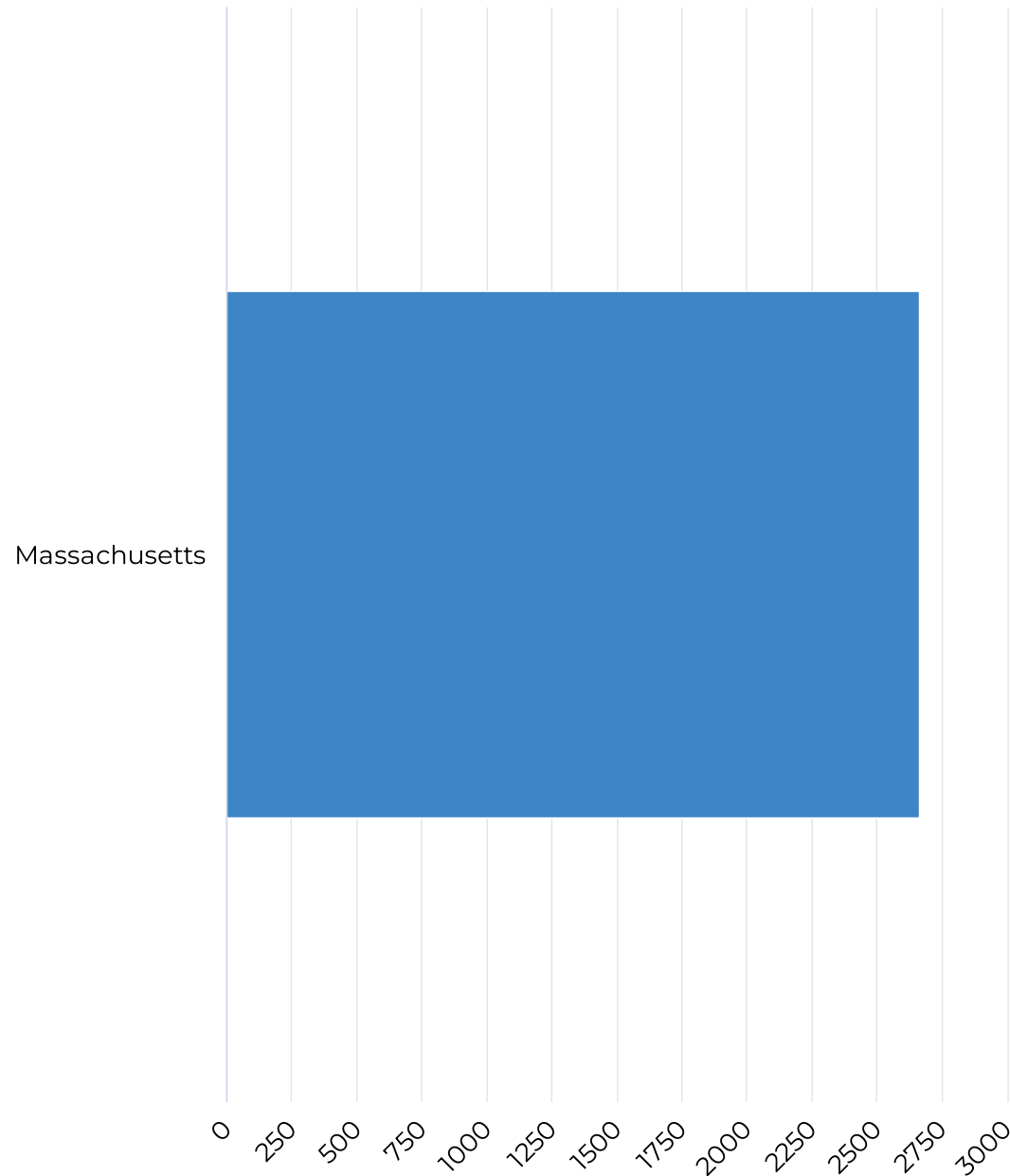
Adset Name	Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.	Cost	Conv.	Cost / Conv.
Brockton ...	VDS Konjolka - ORAU B...	102,272 ▲ N/A	623 ▲ N/A	0.61% ▲ N/A	396 ▲ N/A	25,976 ▲ N/A	3.94 ▲ N/A	\$1,116.05 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Brockton ...	VDS Konjolka - ORAU B...	12,138 ▲ N/A	115 ▲ N/A	0.95% ▲ N/A	88 ▲ N/A	3,470 ▲ N/A	3.50 ▲ N/A	\$191.23 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Brockton ...	VDS Konjolka - ORAU B...	21,583 ▲ N/A	116 ▲ N/A	0.54% ▲ N/A	95 ▲ N/A	10,092 ▲ N/A	2.14 ▲ N/A	\$196.00 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Brockton ...	VDS Konjolka - ORAU B...	4,542 ▲ N/A	23 ▲ N/A	0.51% ▲ N/A	22 ▲ N/A	2,059 ▲ N/A	2.21 ▲ N/A	\$47.58 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
8 rows not shown										
Total	--	436,464 ▲ N/A	2,662 ▲ N/A	0.61% ▲ N/A	1,864 ▲ N/A	123,757 ▲ N/A	3.53 ▲ N/A	\$4,647.82 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%

TOP FACEBOOK ADS BY CONVERSIONS

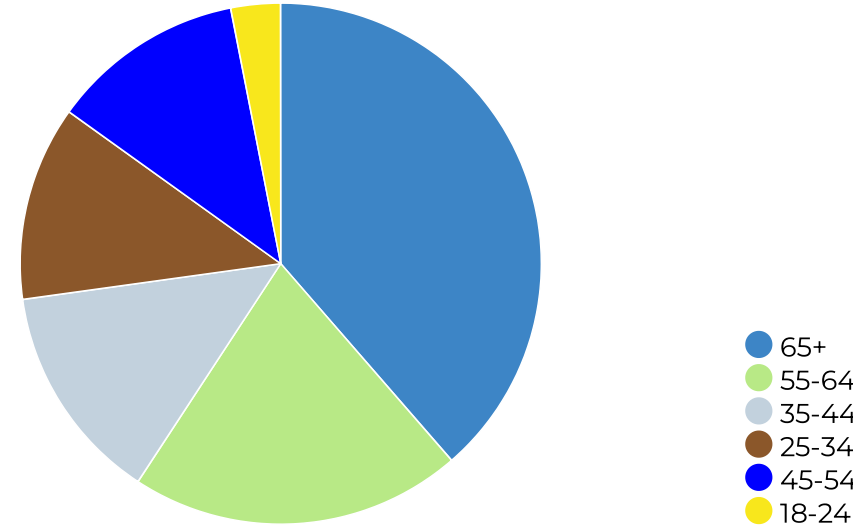
Ad	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.	Engag.	Comm.	Shares	Reactions
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DEMOGRAPHIC DATA

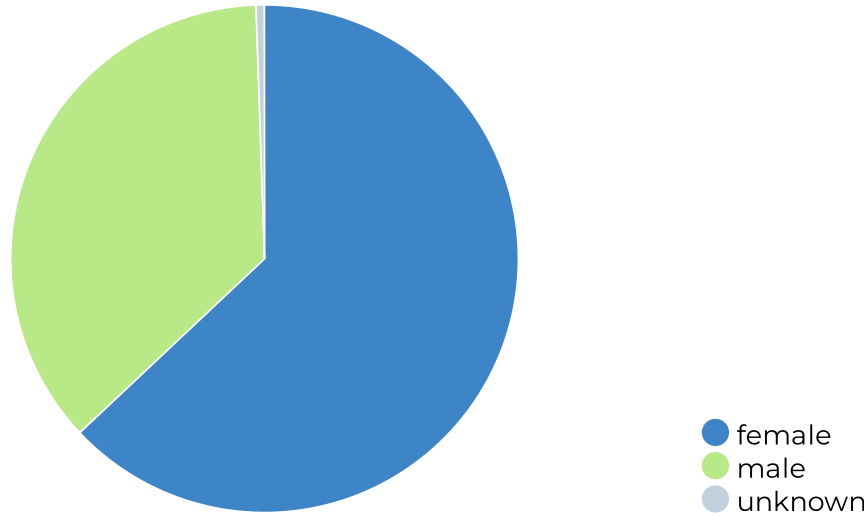
TOP STATES BY CLICKS



AGE GROUPS BY CLICKS

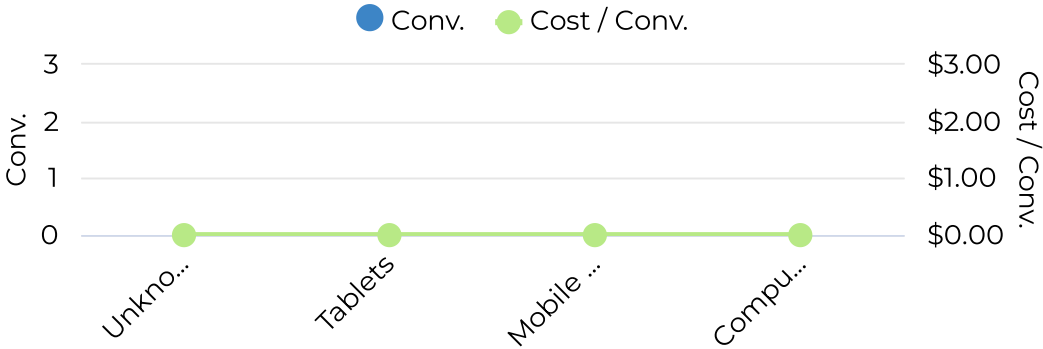


GENDER BY CLICKS



PERFORMANCE BY DEVICE TYPE

Device Type	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.
Computers	110,410 ▲ N/A	70 ▲ N/A	0.06% ▲ N/A	68 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Mobile Devices	287,031 ▲ N/A	2,272 ▲ N/A	0.79% ▲ N/A	1,551 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Tablets	34,397 ▲ N/A	295 ▲ N/A	0.86% ▲ N/A	228 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Unknown	4,626 ▲ N/A	25 ▲ N/A	0.54% ▲ N/A	17 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%



PERFORMANCE BY DAY

Day of Week	Impress	Clicks	CTR	Action: Link	Conv.	Cost / Conv.
Sunday	78,593 ▲ N/A	446 ▲ N/A	0.57% ▲ N/A	301 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Monday	57,203 ▲ N/A	377 ▲ N/A	0.66% ▲ N/A	276 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Tuesday	63,840 ▲ N/A	318 ▲ N/A	0.50% ▲ N/A	230 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Wednesday	29,081 ▲ N/A	181 ▲ N/A	0.62% ▲ N/A	141 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Thursday	61,812 ▲ N/A	390 ▲ N/A	0.63% ▲ N/A	273 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Friday	72,023 ▲ N/A	470 ▲ N/A	0.65% ▲ N/A	320 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Saturday	73,912 ▲ N/A	480 ▲ N/A	0.65% ▲ N/A	323 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%

