



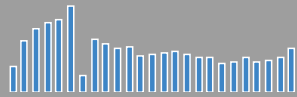
FACEBOOK AD SUMMARY

FACEBOOK AD PERFORMANCE

557,490

Impressions

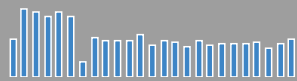
▲ N/A



3,481

Clicks

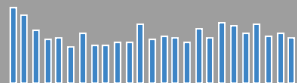
▲ N/A



0.62%

CTR

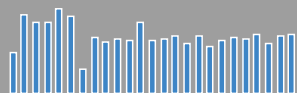
▲ N/A



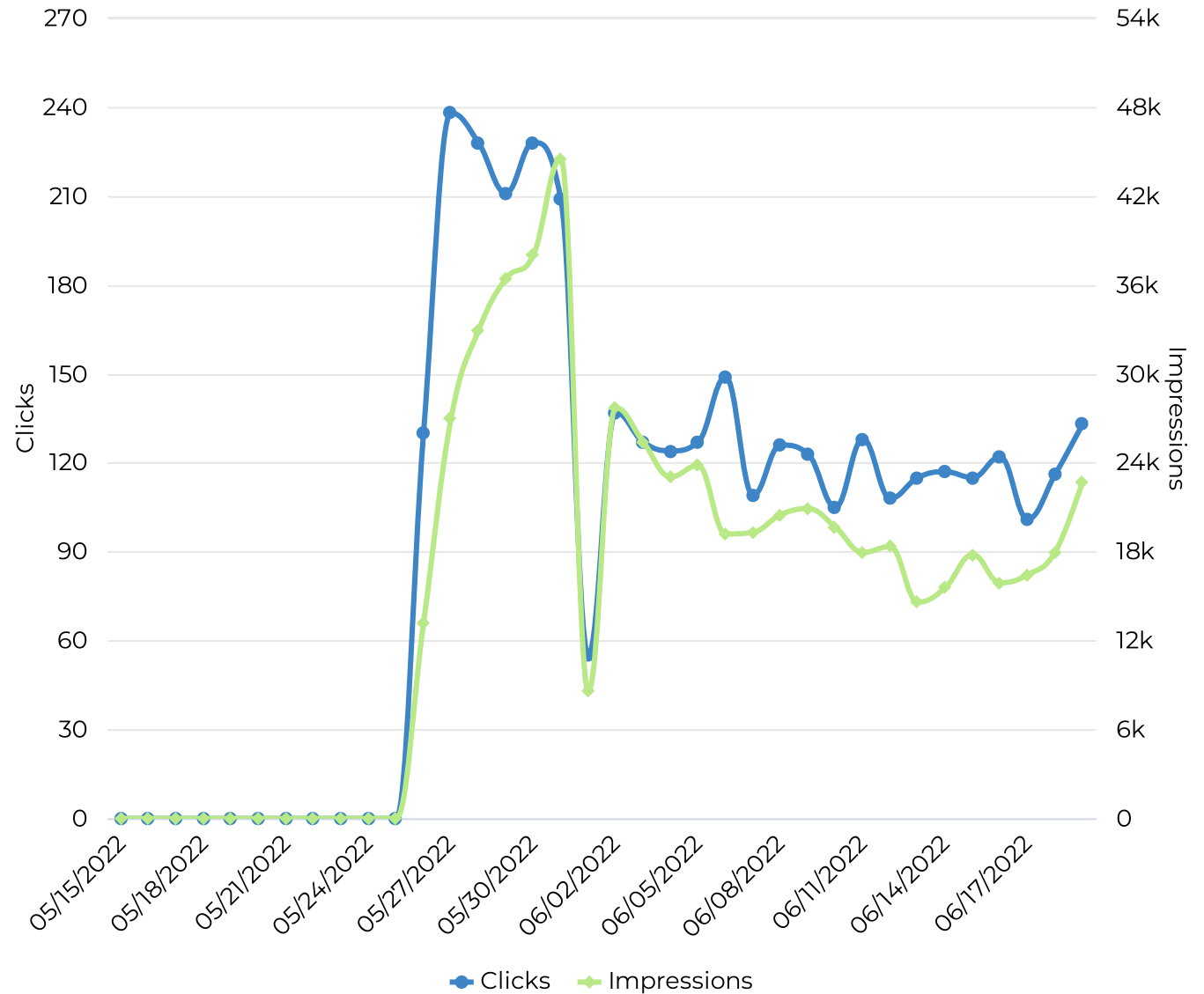
2,550

Action: Link Clicks

▲ N/A



CLICKS VS. IMPRESSIONS

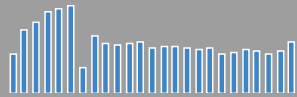


NOTE: Conversion data may be incomplete due to iOS 14 update. Facebook Business Manager will no longer be able to report conversions on iOS devices from users who do not opt in for data sharing.

111,040

Reach

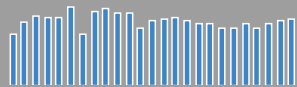
▲ N/A



5.02

Frequency

▲ N/A



0

Conversions

● 0.00%

\$0.00

Cost / Conversion

● 0.00%

\$6,144.03

Cost

▲ N/A



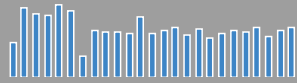
PIXEL CONVERSIONS

DAILY FACEBOOK CONVERSIONS

2,626

Post Engagements

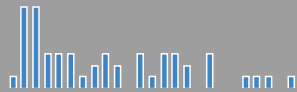
▲ N/A



51

Post Reactions

▲ N/A



7

Post Comments

▲ N/A



10

Post Shares

▲ N/A



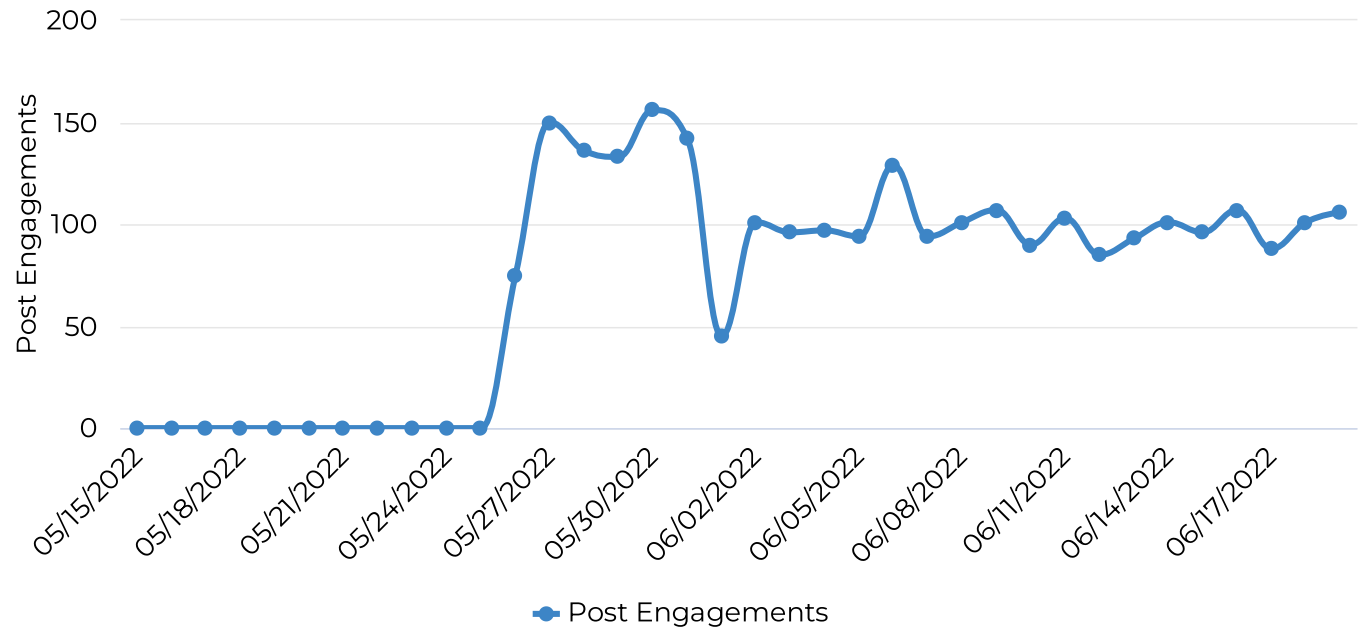
8

Post Saves

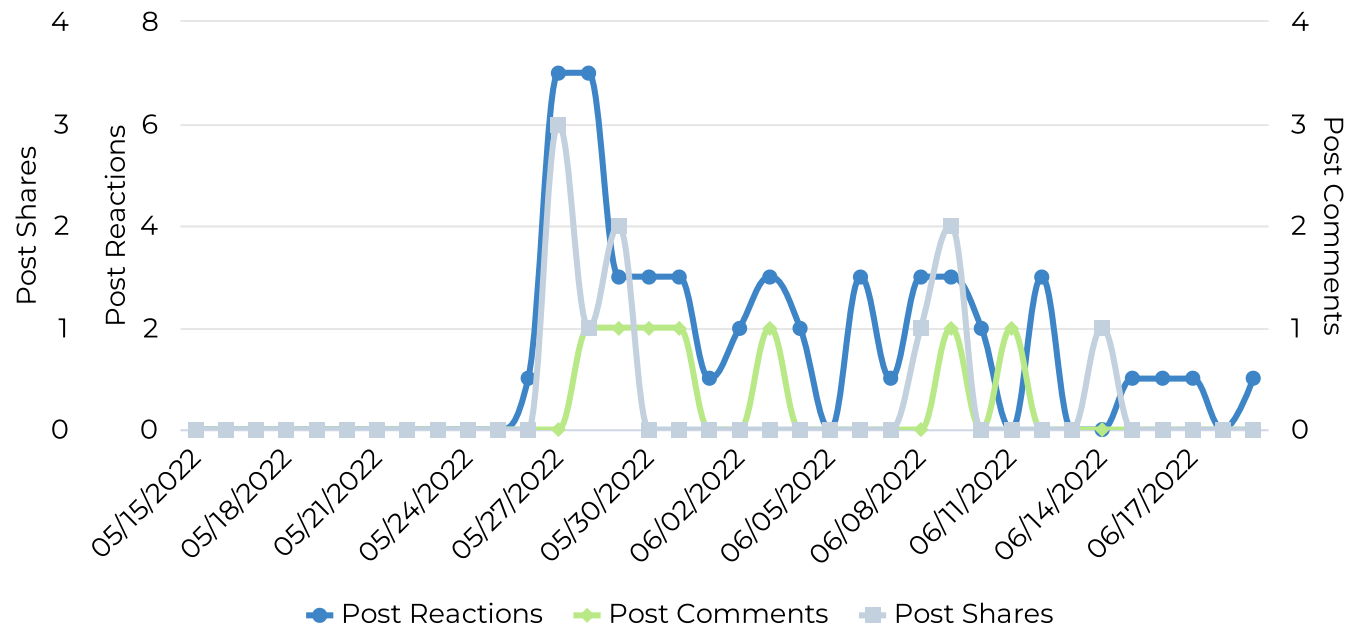
▲ N/A



DAILY POST ENGAGEMENTS



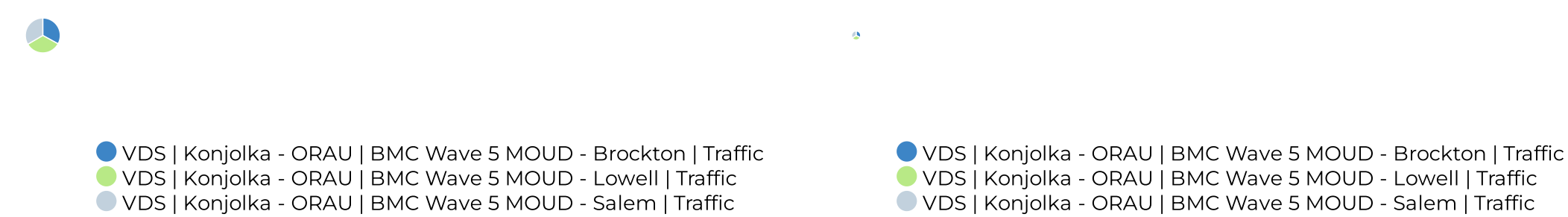
DAILY REACTIONS, COMMENTS, & SHARES



CAMPAIGN PERFORMANCE

CLICKS

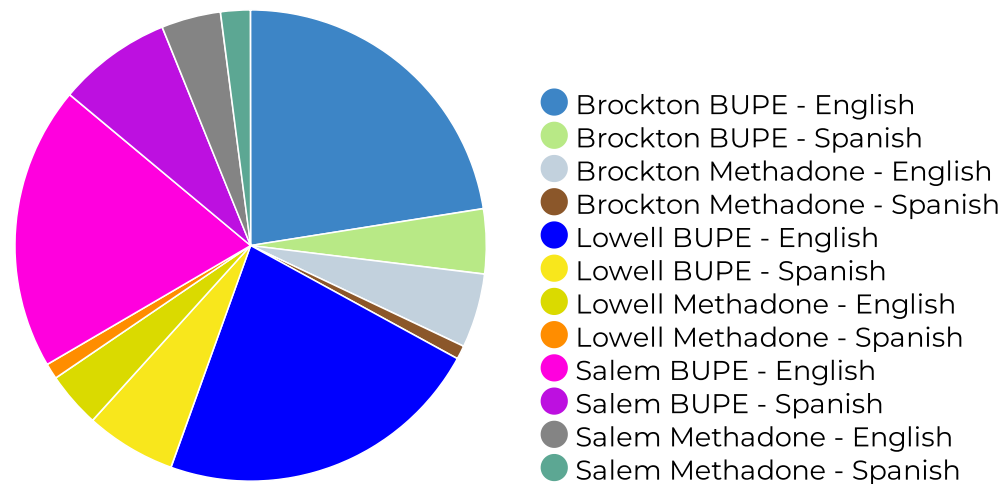
IMPRESSIONS



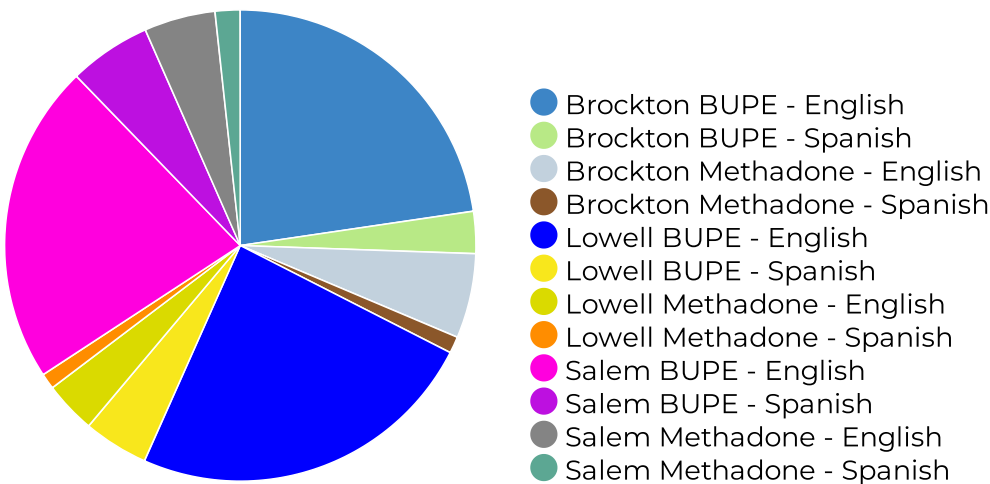
Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.	Cost	Conv.	Cost / Conv.
VDS Konjolka - ORAU BM...	181,218 ▲ N/A	1,148 ▲ N/A	0.63% ▲ N/A	826 ▲ N/A	38,016 ▲ N/A	4.77 ▲ N/A	\$2,048.33 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
VDS Konjolka - ORAU BM...	185,498 ▲ N/A	1,170 ▲ N/A	0.63% ▲ N/A	906 ▲ N/A	34,272 ▲ N/A	5.41 ▲ N/A	\$2,044.17 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
VDS Konjolka - ORAU BM...	190,774 ▲ N/A	1,163 ▲ N/A	0.61% ▲ N/A	818 ▲ N/A	40,320 ▲ N/A	4.73 ▲ N/A	\$2,051.53 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Total	557,490 ▲ N/A	3,481 ▲ N/A	0.62% ▲ N/A	2,550 ▲ N/A	111,040 ▲ N/A	5.02 ▲ N/A	\$6,144.03 ▲ 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...	126,426 ▲ N/A	783 ▲ N/A	0.62% ▲ N/A	527 ▲ N/A	29,904 ▲ N/A	4.23 ▲ N/A	\$1,420.48 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Brockton ...	VDS Konjolka - ORAU B...	16,048 ▲ N/A	155 ▲ N/A	0.97% ▲ N/A	121 ▲ N/A	3,959 ▲ N/A	4.05 ▲ N/A	\$261.57 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Brockton ...	VDS Konjolka - ORAU B...	32,348 ▲ N/A	177 ▲ N/A	0.55% ▲ N/A	147 ▲ N/A	13,420 ▲ N/A	2.41 ▲ N/A	\$297.78 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Brockton ...	VDS Konjolka - ORAU B...	6,395 ▲ N/A	33 ▲ N/A	0.52% ▲ N/A	31 ▲ N/A	2,484 ▲ N/A	2.57 ▲ N/A	\$68.48 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
8 rows not shown										
Total	--	557,482 ▲ N/A	3,481 ▲ N/A	0.62% ▲ N/A	2,550 ▲ N/A	111,040 ▲ N/A	5.02 ▲ N/A	\$6,143.97 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%

TOP FACEBOOK ADS BY CONVERSIONS

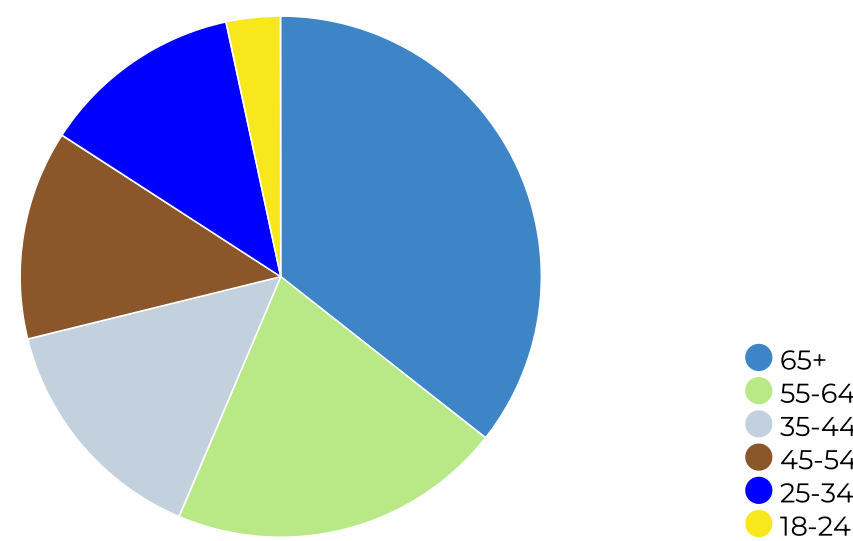
Ad	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.	Engag.	Comm.	Shares	Reactions
 BUPE English - Image Ad Medications that treat opioid use disorder can lower risk of relapse and death, and are a path to recovery.	117,117 ▲ N/A	641 ▲ N/A	0.55% ▲ N/A	497 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	507 ▲ N/A	0 ● 0.00%	2 ▲ N/A	7 ▲ N/A
 BUPE English - Image Ad Medications that treat opioid use disorder can lower risk of relapse and death, and are a path to recovery.	80,548 ▲ N/A	478 ▲ N/A	0.59% ▲ N/A	317 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	333 ▲ N/A	2 ▲ N/A	2 ▲ N/A	12 ▲ N/A
 Methadone English - Image Ad Medications that treat opioid use disorder can lower risk of relapse and death, and are a path to recovery.	59,097 ▲ N/A	384 ▲ N/A	0.65% ▲ N/A	268 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	280 ▲ N/A	1 ▲ N/A	2 ▲ N/A	8 ▲ N/A
 BUPE English - Image Ad Medications that treat opioid use disorder can lower risk of relapse and death, and are a path to recovery.	63,537 ▲ N/A	294 ▲ N/A	0.46% ▲ N/A	203 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	212 ▲ N/A	0 ● 0.00%	2 ▲ N/A	3 ▲ N/A
 Methadone English - Image Ad Medications that treat opioid use disorder can lower risk of relapse and death, and are a path to recovery.	45,879 ▲ N/A	305 ▲ N/A	0.66% ▲ N/A	210 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	218 ▲ N/A	3 ▲ N/A	0 ● 0.00%	5 ▲ N/A
 Methadone English - Image Ad Medications that treat opioid use disorder can lower risk of relapse and death, and are a path to recovery.	32,348 ▲ N/A	177 ▲ N/A	0.55% ▲ N/A	147 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	153 ▲ N/A	0 ● 0.00%	0 ● 0.00%	6 ▲ N/A
 Methadone English - Image Ad Medications that treat opioid use disorder can lower risk of relapse and death, and are a path to recovery.	27,298 ▲ N/A	142 ▲ N/A	0.52% ▲ N/A	127 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	128 ▲ N/A	1 ▲ N/A	0 ● 0.00%	0 ● 0.00%
 BUPE Spanish - Image Ad Los medicamentos que tratan el trastorno por consumo de opioides pueden reducir el riesgo de recaída y muerte.	18,383 ▲ N/A	152 ▲ N/A	0.83% ▲ N/A	88 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	89 ▲ N/A	0 ● 0.00%	0 ● 0.00%	1 ▲ N/A
10 rows not shown										
Total	557,490 ▲ N/A	3,481 ▲ N/A	0.62% ▲ N/A	2,550 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	2,626 ▲ N/A	7 ▲ N/A	10 ▲ N/A	51 ▲ N/A

DEMOGRAPHIC DATA

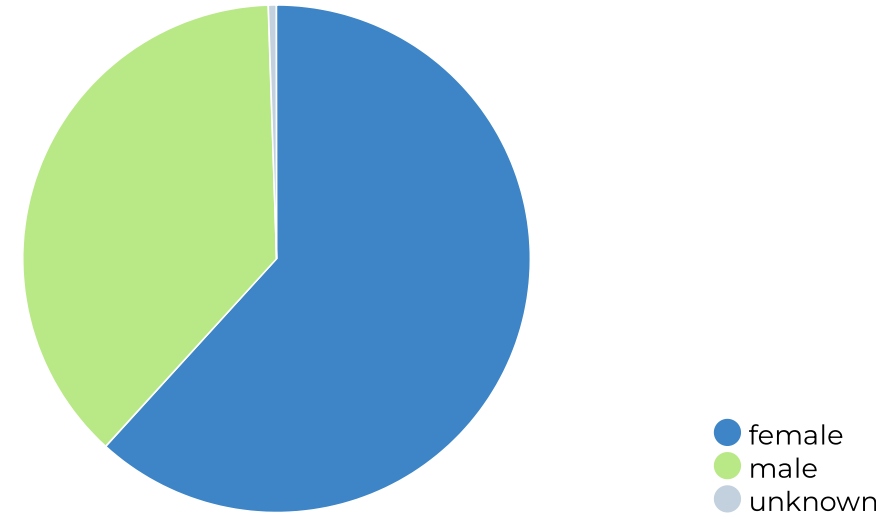
TOP STATES BY CLICKS



AGE GROUPS BY CLICKS

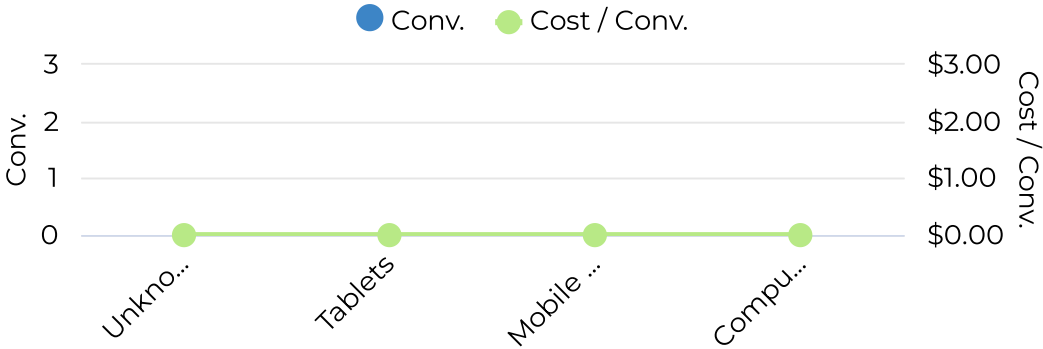


GENDER BY CLICKS



PERFORMANCE BY DEVICE TYPE

Device Type	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.
Computers	130,910 ▲ N/A	75 ▲ N/A	0.06% ▲ N/A	73 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Mobile Devices	379,130 ▲ N/A	3,028 ▲ N/A	0.80% ▲ N/A	2,180 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Tablets	41,961 ▲ N/A	350 ▲ N/A	0.83% ▲ N/A	279 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Unknown	5,481 ▲ N/A	28 ▲ N/A	0.51% ▲ N/A	18 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%



PERFORMANCE BY DAY

Day of Week	Impress	Clicks	CTR	Action: Link	Conv.	Cost / Conv.
Sunday	101,315 ▲ N/A	579 ▲ N/A	0.57% ▲ N/A	406 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Monday	71,802 ▲ N/A	492 ▲ N/A	0.69% ▲ N/A	369 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Tuesday	79,418 ▲ N/A	435 ▲ N/A	0.55% ▲ N/A	330 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Wednesday	46,885 ▲ N/A	296 ▲ N/A	0.63% ▲ N/A	236 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Thursday	77,717 ▲ N/A	512 ▲ N/A	0.66% ▲ N/A	378 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Friday	88,468 ▲ N/A	571 ▲ N/A	0.65% ▲ N/A	407 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Saturday	91,885 ▲ N/A	596 ▲ N/A	0.65% ▲ N/A	424 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%

