



FACEBOOK AD SUMMARY

FACEBOOK AD PERFORMANCE

260,304

Impressions

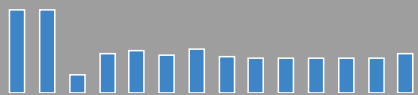
▲ 191.23%



3,890

Clicks

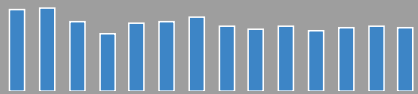
▲ 70.99%



1.49%

CTR

▼ -41.29%



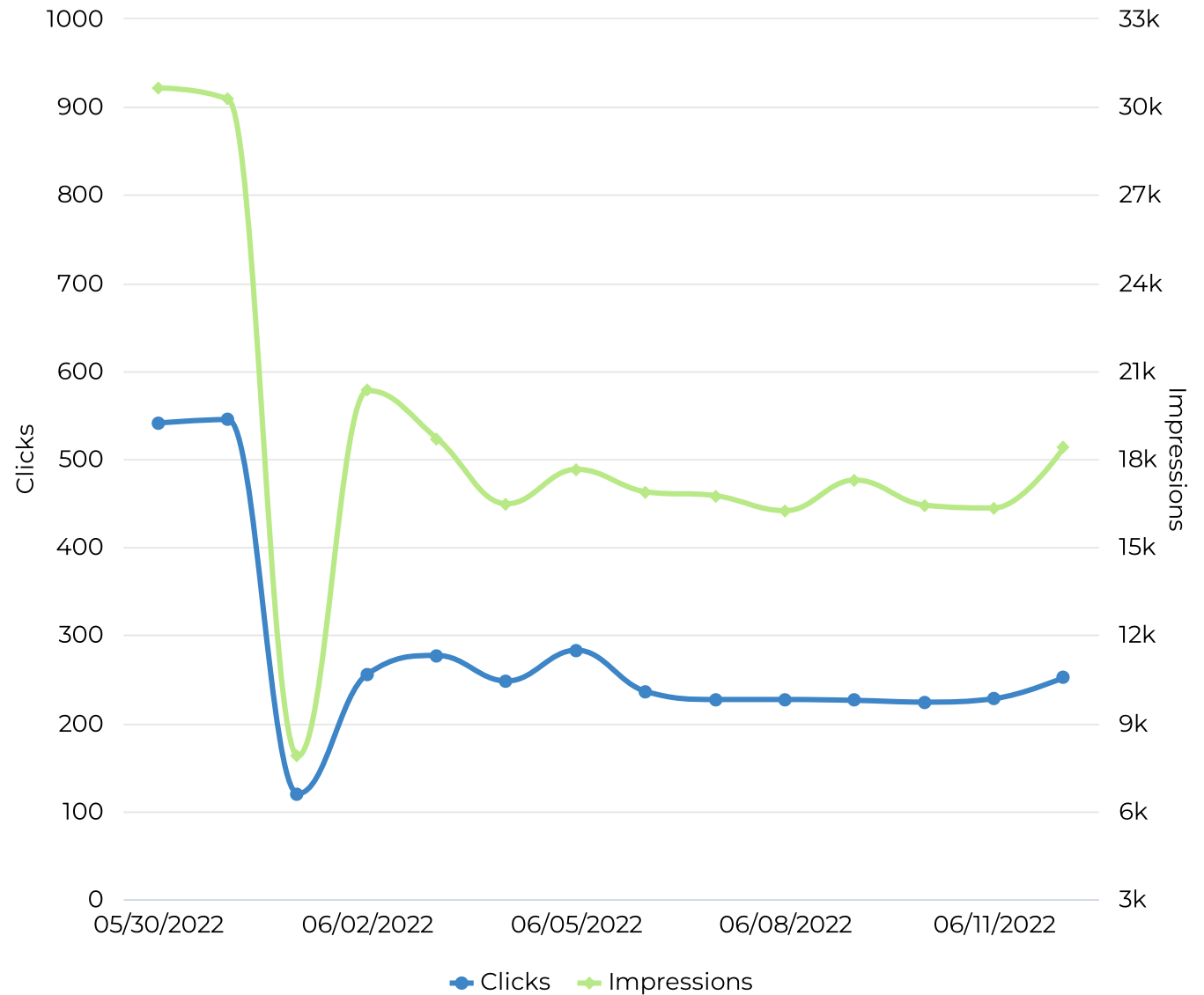
1,470

Action: Link Clicks

▲ 124.09%



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.

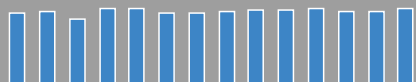
95,728

Reach
▲ 92.84%



2.72

Frequency
▲ 51.02%



0

Conversions
● 0.00%

\$0.00

Cost / Conversion
● 0.00%

\$3,294.72

Cost
▲ 138.79%



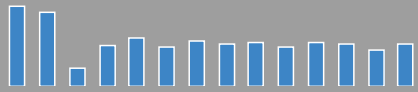
PIXEL CONVERSIONS

DAILY FACEBOOK CONVERSIONS

1,630

Post Engagements

▲ 118.79%



78

Post Reactions

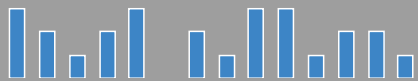
▲ 110.81%



26

Post Comments

▲ 57.94%



51

Post Shares

▲ 50.00%



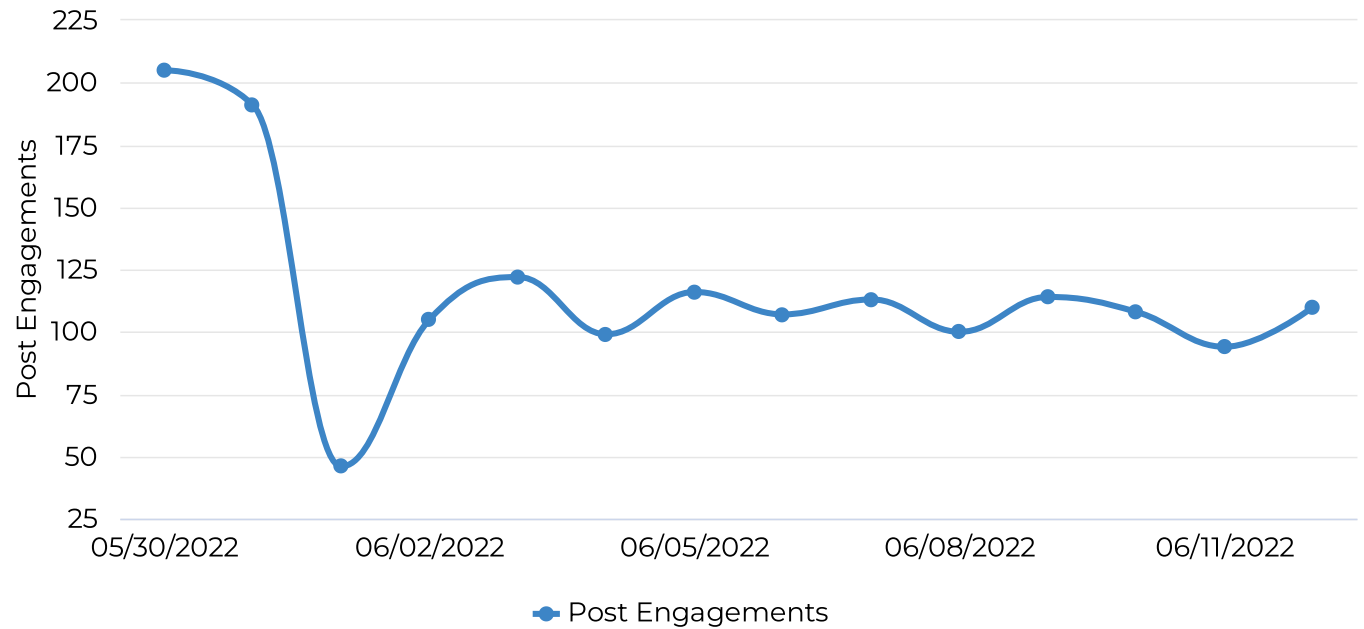
5

Post Saves

▲ 400.00%



DAILY POST ENGAGEMENTS



DAILY REACTIONS, COMMENTS, & SHARES



CAMPAIGN PERFORMANCE

CLICKS

IMPRESSIONS

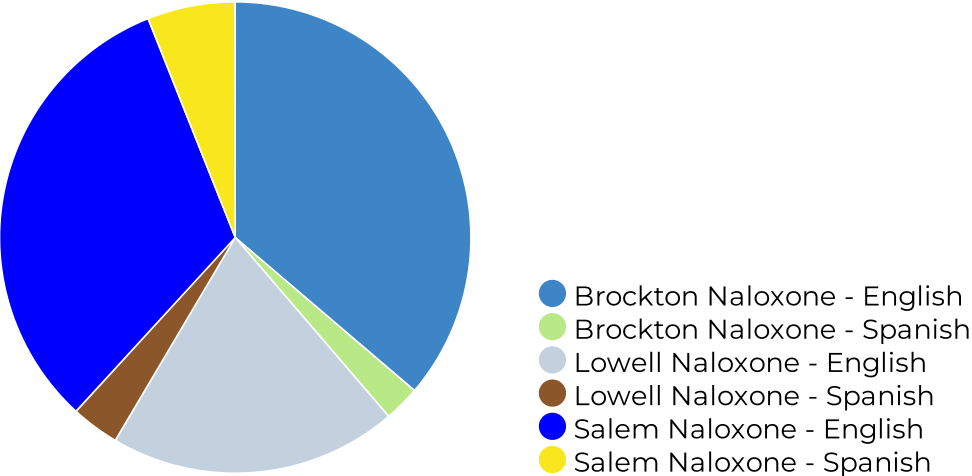
- VDS | Konjolka - ORAU | BMC Wave 5 Naloxone - Brockton | Traffic
- VDS | Konjolka - ORAU | BMC Wave 5 Naloxone - Lowell | Traffic
- VDS | Konjolka - ORAU | BMC Wave 5 Naloxone - Salem | Traffic

- VDS | Konjolka - ORAU | BMC Wave 5 Naloxone - Brockton | Traffic
- VDS | Konjolka - ORAU | BMC Wave 5 Naloxone - Lowell | Traffic
- VDS | Konjolka - ORAU | BMC Wave 5 Naloxone - Salem | Traffic

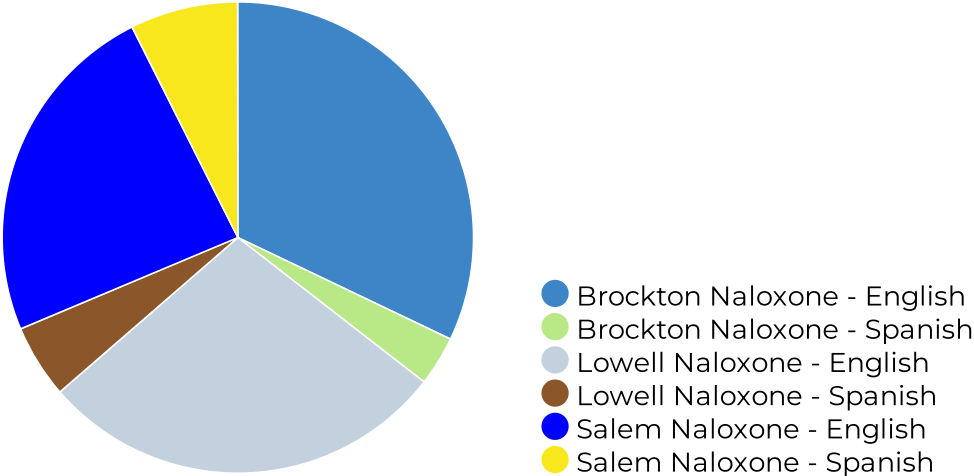
Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.	Cost	Conv.	Cost / Conv.
VDS Konjolka - ORAU BM...	92,438 ▲ 197.57%	1,506 ▲ 75.52%	1.63% ▼ -41.01%	513 ▲ 115.55%	35,512 ▲ 97.92%	2.60 ▲ 50.35%	\$1,104.73 ▲ 140.66%	0 ● 0.00%	\$0.00 ● 0.00%
VDS Konjolka - ORAU BM...	86,305 ▲ 196.88%	899 ▲ 71.89%	1.04% ▼ -42.10%	413 ▲ 128.18%	26,520 ▲ 79.98%	3.25 ▲ 64.95%	\$1,091.18 ▲ 137.40%	0 ● 0.00%	\$0.00 ● 0.00%
VDS Konjolka - ORAU BM...	81,561 ▲ 178.88%	1,485 ▲ 66.11%	1.82% ▼ -40.44%	544 ▲ 129.54%	33,696 ▲ 98.64%	2.42 ▲ 40.39%	\$1,098.80 ▲ 138.31%	0 ● 0.00%	\$0.00 ● 0.00%
Total	260,304 ▲ 191.23%	3,890 ▲ 70.99%	1.49% ▼ -41.29%	1,470 ▲ 124.09%	95,728 ▲ 92.84%	2.72 ▲ 51.02%	\$3,294.72 ▲ 138.79%	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...	83,541 ▲ 182.02%	1,410 ▲ 69.47%	1.69% ▼ -39.91%	453 ▲ 100.44%	32,984 ▲ 91.91%	2.53 ▲ 46.97%	\$976.20 ▲ 121.40%	0 ● 0.00%	\$0.00 ● 0.00%
Brockton ...	VDS Konjolka - ORAU B...	8,888 ▲ 516.37%	96 ▲ 269.23%	1.08% ▼ -40.10%	60 ▲ 400.00%	3,038 ▲ 240.58%	2.93 ▲ 80.97%	\$128.42 ▲ 608.18%	0 ● 0.00%	\$0.00 ● 0.00%
Lowell Nal...	VDS Konjolka - ORAU B...	73,167 ▲ 185.93%	769 ▲ 63.27%	1.05% ▼ -42.90%	344 ▲ 109.76%	23,568 ▲ 76.95%	3.10 ▲ 61.60%	\$920.52 ▲ 122.14%	0 ● 0.00%	\$0.00 ● 0.00%
Lowell Nal...	VDS Konjolka - ORAU B...	13,132 ▲ 277.14%	129 ▲ 148.08%	0.98% ▼ -34.22%	68 ▲ 300.00%	4,151 ▲ 139.39%	3.16 ▲ 57.56%	\$170.58 ▲ 276.98%	0 ● 0.00%	\$0.00 ● 0.00%
Salem Nal...	VDS Konjolka - ORAU B...	62,263 ▲ 135.06%	1,251 ▲ 50.54%	2.01% ▼ -35.96%	423 ▲ 89.69%	27,552 ▲ 80.70%	2.26 ▲ 30.09%	\$838.58 ▲ 95.47%	0 ● 0.00%	\$0.00 ● 0.00%
Salem Nal...	VDS Konjolka - ORAU B...	19,290 ▲ 599.42%	234 ▲ 271.43%	1.21% ▼ -46.89%	121 ▲ 764.29%	7,542 ▲ 312.36%	2.56 ▲ 69.63%	\$260.12 ▲ 711.17%	0 ● 0.00%	\$0.00 ● 0.00%

TOP FACEBOOK ADS BY CONVERSIONS

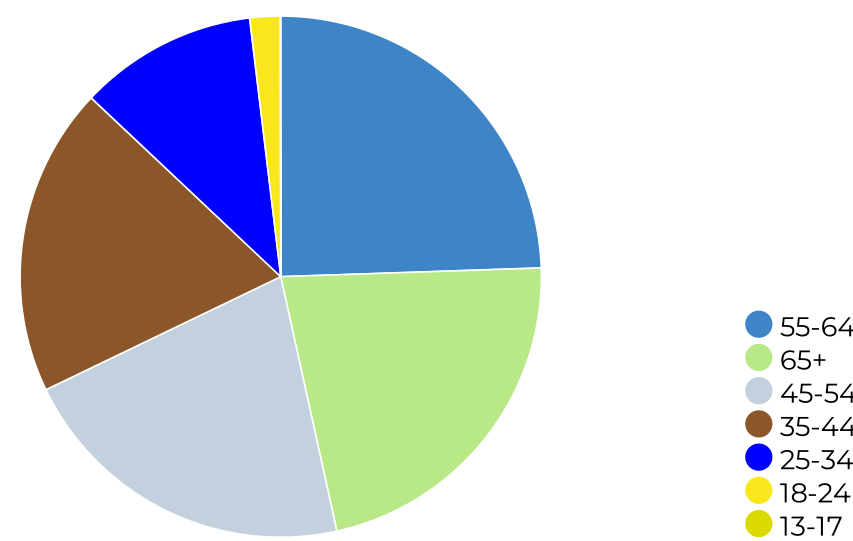
Ad	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.	Engag.	Comm.	Shares	Reactions
 Facebook Brockton Naloxone Opioid overdoses are on the rise due to illicit fentanyl being mixed in other drugs. Help save lives, carry naloxone.	83,550 ▲ 182.05%	1,410 ▲ 69.47%	1.69% ▼ -39.92%	453 ▲ 100.44%	0 ● 0.00%	\$0.00 ● 0.00%	525 ▲ 105.08%	16 ▲ 128.57%	18 ▲ 38.46%	38 ▲ 280.00%
 Lowell Naloxone Facebook Opioid overdoses are on the rise due to illicit fentanyl being mixed in other drugs. Help save lives, carry naloxone.	73,172 ▲ 185.95%	770 ▲ 63.48%	1.05% ▼ -42.83%	345 ▲ 110.37%	0 ● 0.00%	\$0.00 ● 0.00%	373 ▲ 96.32%	1 ▼ -50.00%	14 ▲ 55.56%	13 ▼ -7.14%
 Salem Naloxone Facebook Opioid overdoses are on the rise due to illicit fentanyl being mixed in other drugs. Help save lives, carry naloxone.	62,269 ▲ 135.08%	1,251 ▲ 50.54%	2.01% ▼ -35.96%	423 ▲ 89.69%	0 ● 0.00%	\$0.00 ● 0.00%	474 ▲ 90.36%	8 ▲ 33.33%	16 ▲ 60.00%	24 ▲ 140.00%
 Salem Naloxone Facebook SPA Las sobredosis de opioides están aumentando debido a que el fentanilo ilícito se mezcla con otras drogas. La naloxona puede salvar vidas.	19,292 ▲ 599.49%	234 ▲ 271.43%	1.21% ▼ -46.90%	121 ▲ 764.29%	0 ● 0.00%	\$0.00 ● 0.00%	126 ▲ 563.16%	1 ▼ -50.00%	2 ● 0.00%	1 ● 0.00%
 Lowell Naloxone Facebook SPA Las sobredosis de opioides están aumentando debido a que el fentanilo ilícito se mezcla con otras drogas. La naloxona puede salvar vidas.	13,133 ▲ 277.17%	129 ▲ 148.08%	0.98% ▼ -34.22%	68 ▲ 300.00%	0 ● 0.00%	\$0.00 ● 0.00%	72 ▲ 278.95%	0 ● 0.00%	1 ▲ N/A	2 ● 0.00%
 Facebook SPABrockton Naloxone Las sobredosis de opioides están aumentando debido a que el fentanilo ilícito se mezcla con otras drogas. La naloxona puede salvar vidas.	8,888 ▲ 516.37%	96 ▲ 269.23%	1.08% ▼ -40.10%	60 ▲ 400.00%	0 ● 0.00%	\$0.00 ● 0.00%	60 ▲ 400.00%	0 ● 0.00%	0 ● 0.00%	0 ● 0.00%
Total	260,304 ▲ 191.23%	3,890 ▲ 70.99%	1.49% ▼ -41.29%	1,470 ▲ 124.09%	0 ● 0.00%	\$0.00 ● 0.00%	1,630 ▲ 118.79%	26 ▲ 52.94%	51 ▲ 50.00%	78 ▲ 110.81%

DEMOGRAPHIC DATA

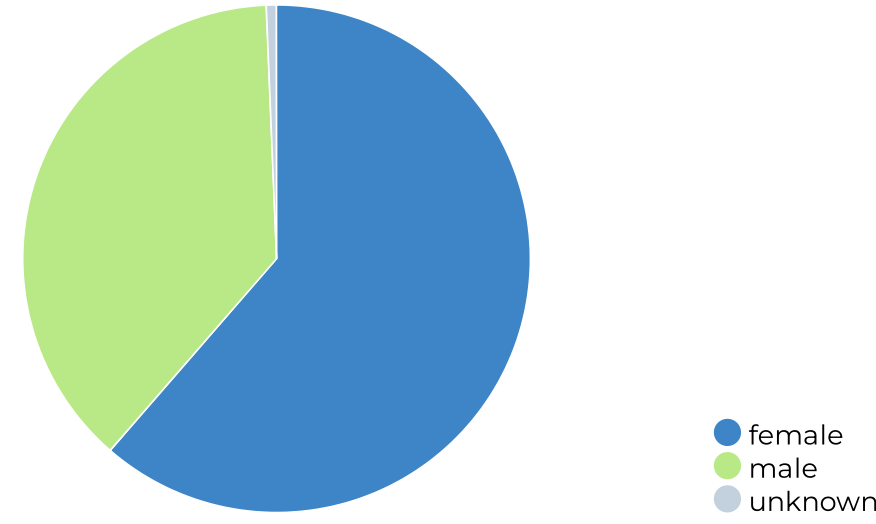
TOP STATES BY CLICKS



AGE GROUPS BY CLICKS

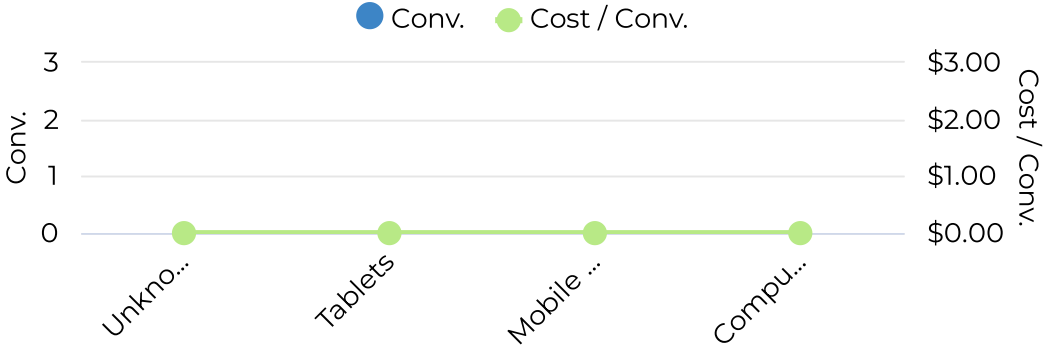


GENDER BY CLICKS



PERFORMANCE BY DEVICE TYPE

Device Type	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.
Computers	36,240 ▲ 803.29%	24 ▲ 380.00%	0.07% ▼ -46.87%	24 ▲ 2,300.00%	0 ● 0.00%	\$0.00 ● 0.00%
Mobile Devices	205,710 ▲ 156.89%	3,602 ▲ 66.22%	1.75% ▼ -35.30%	1,297 ▲ 113.32%	0 ● 0.00%	\$0.00 ● 0.00%
Tablets	16,515 ▲ 235.26%	234 ▲ 143.75%	1.42% ▼ -27.29%	134 ▲ 191.30%	0 ● 0.00%	\$0.00 ● 0.00%
Unknown	1,839 ▲ 401.09%	30 ▲ 328.57%	1.63% ▼ -14.48%	15 ▲ 1,400.00%	0 ● 0.00%	\$0.00 ● 0.00%



PERFORMANCE BY DAY

Day of Week	Impress	Clicks	CTR	Action: Link	Conv.	Cost / Conv.
Sunday	36,059 ▲ 27.73%	535 ▼ -18.20%	1.48% ▼ -35.95%	203 ▲ 6.28%	0 ● 0.00%	\$0.00 ● 0.00%
Monday	47,535 ▲ N/A	777 ▲ N/A	1.63% ▲ N/A	283 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Tuesday	47,012 ▲ N/A	772 ▲ N/A	1.64% ▲ N/A	276 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Wednesday	24,127 ▲ N/A	347 ▲ N/A	1.44% ▲ N/A	134 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Thursday	37,625 ▲ 180.57%	482 ▲ 35.01%	1.28% ▼ -51.88%	198 ▲ 80.00%	0 ● 0.00%	\$0.00 ● 0.00%
Friday	35,132 ▲ 53.43%	501 ▼ -17.33%	1.43% ▼ -46.11%	201 ▲ 12.92%	0 ● 0.00%	\$0.00 ● 0.00%
Saturday	32,814 ▲ 32.09%	476 ▼ -27.66%	1.45% ▼ -45.23%	175 ▼ -1.13%	0 ● 0.00%	\$0.00 ● 0.00%

