



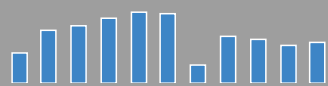
FACEBOOK AD SUMMARY

FACEBOOK AD PERFORMANCE

231,332

Impressions

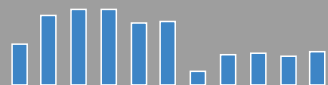
▲ N/A



4,545

Clicks

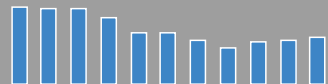
▲ N/A



1.96%

CTR

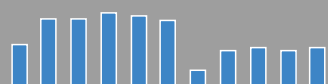
▲ N/A



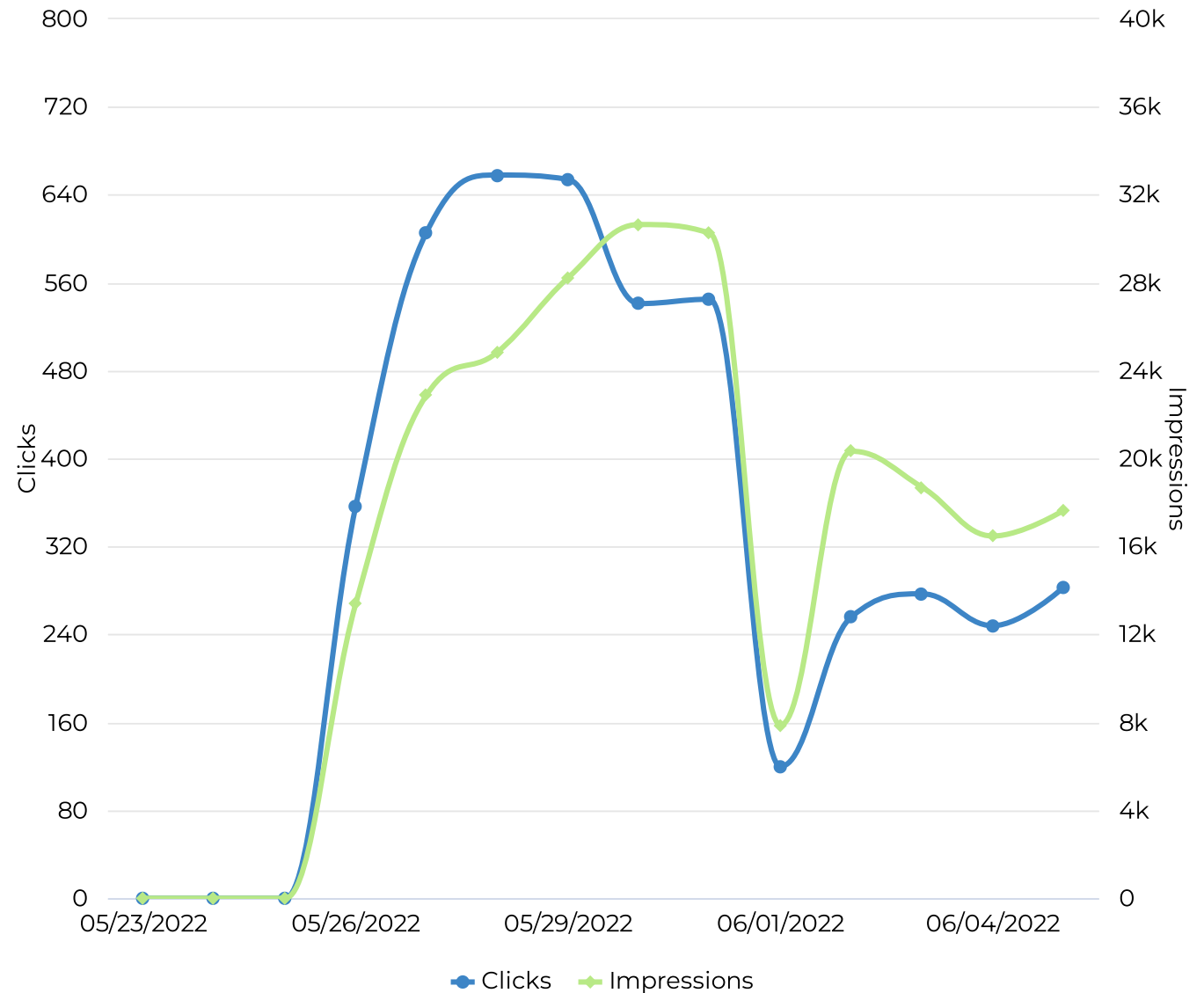
1,439

Action: Link Clicks

▲ N/A



CLICKS VS. IMPRESSIONS

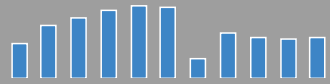


NOTE: Conversion data may be incomplete due to iOS 14 update. Facebook Business Manager will no longer be able to report conversions on iOS devices from users who do not opt in for data sharing.

88,912

Reach

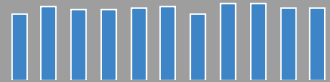
▲ N/A



2.60

Frequency

▲ N/A



0

Conversions

● 0.00%

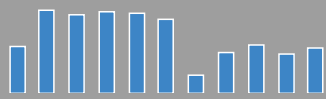
PIXEL CONVERSIONS

DAILY FACEBOOK CONVERSIONS

1,629

Post Engagements

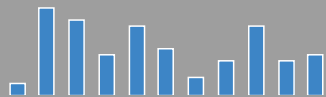
▲ N/A



91

Post Reactions

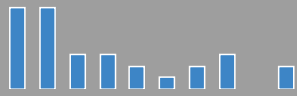
▲ N/A



30

Post Comments

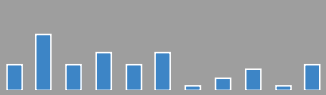
▲ N/A



65

Post Shares

▲ N/A



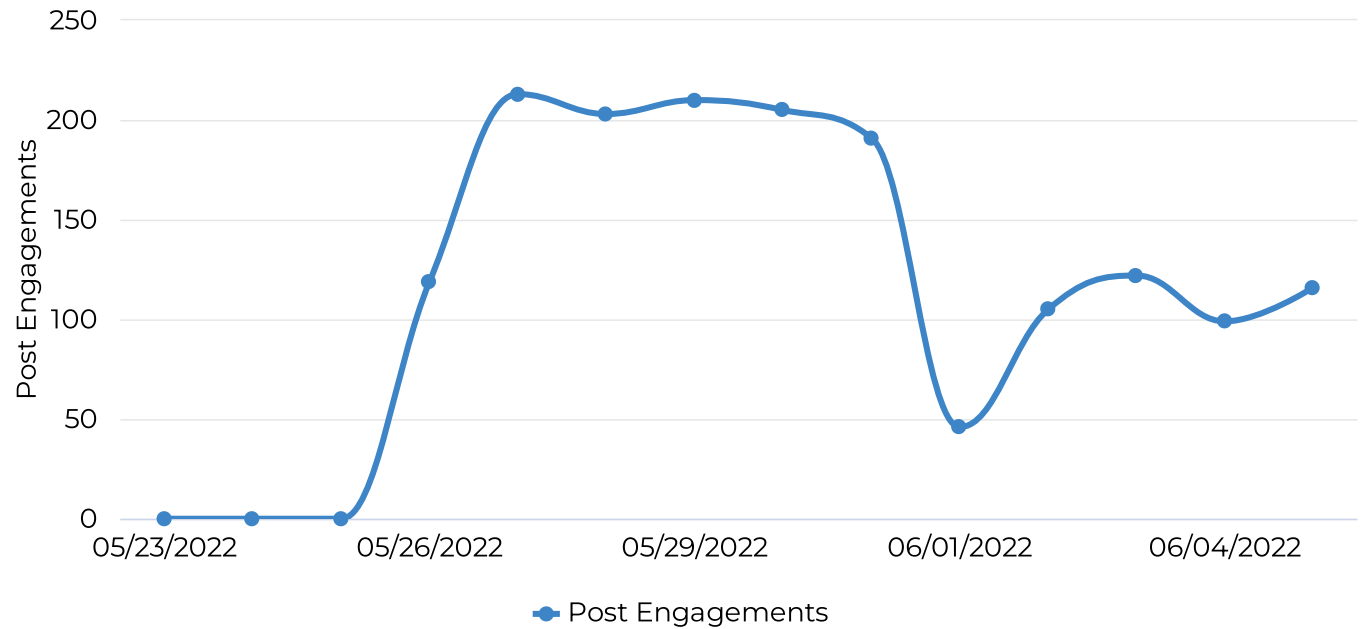
4

Post Saves

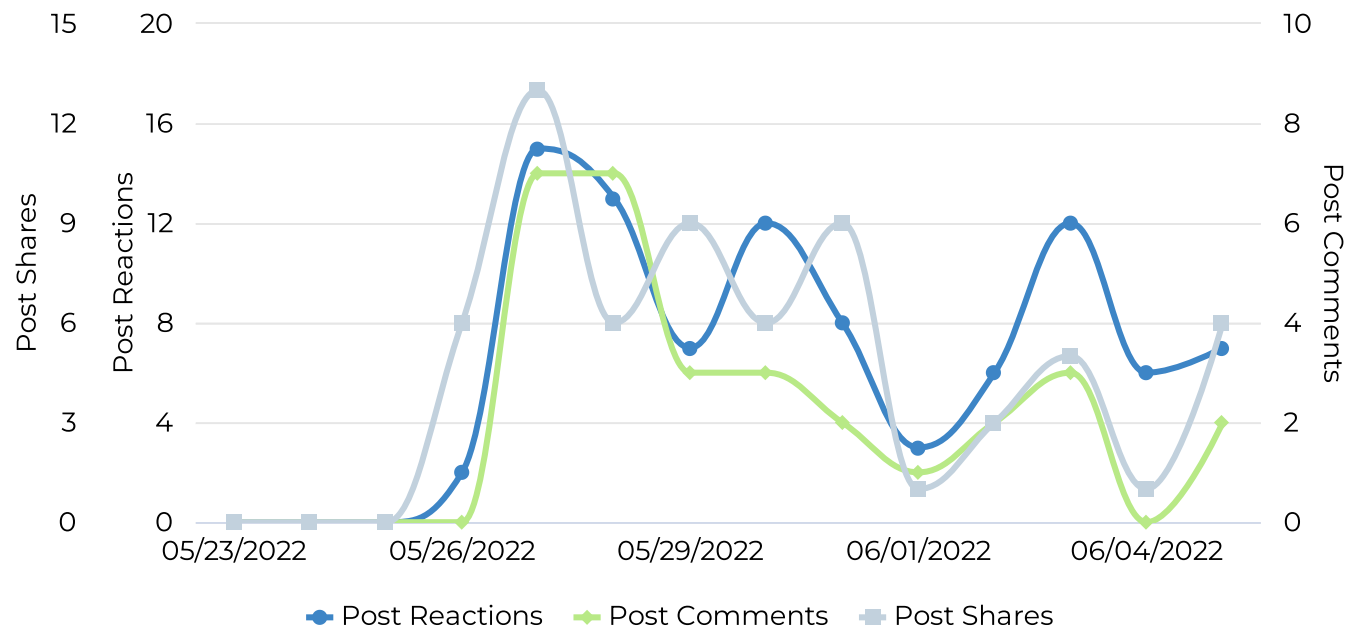
▲ N/A



DAILY POST ENGAGEMENTS



DAILY REACTIONS, COMMENTS, & SHARES



CAMPAIGN PERFORMANCE

CLICKS

IMPRESSIONS

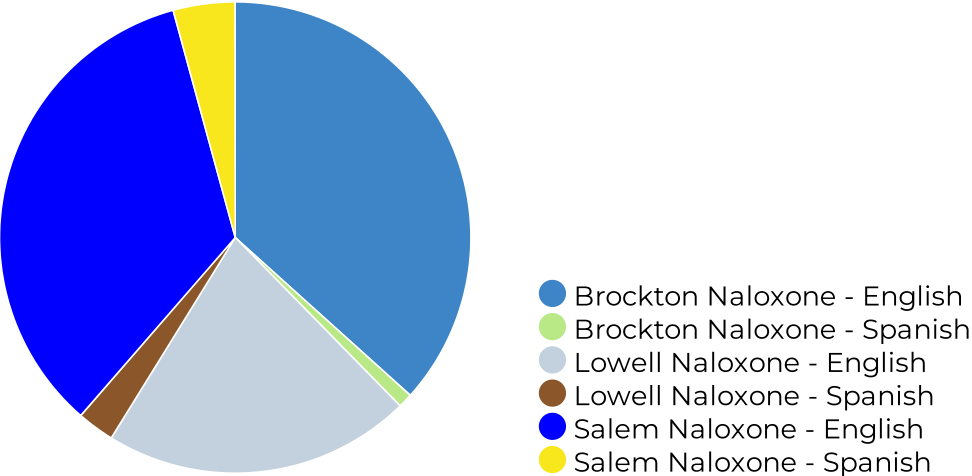
- VDS | Konjolka - ORAU | BMC Wave 5 Naloxone - Brockton | Traffic
- VDS | Konjolka - ORAU | BMC Wave 5 Naloxone - Lowell | Traffic
- VDS | Konjolka - ORAU | BMC Wave 5 Naloxone - Salem | Traffic

- 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

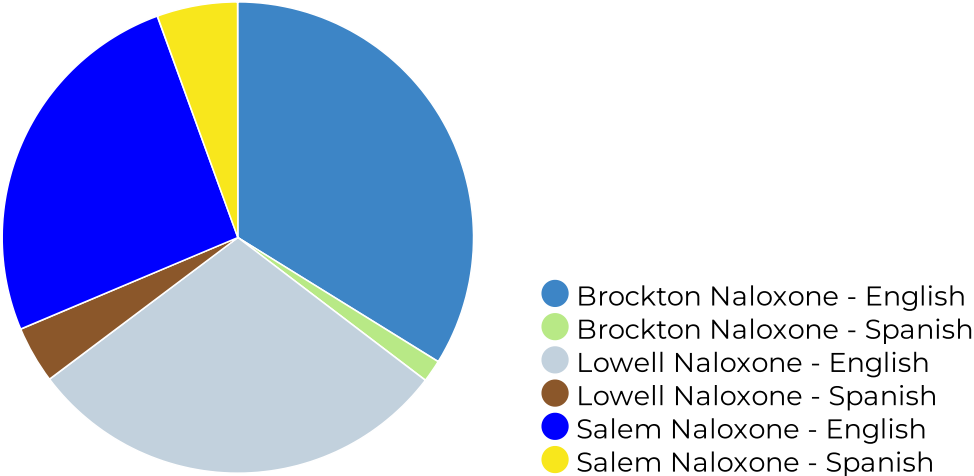
Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.
VDS Konjolka - ORAU BM...	81,796 ▲ N/A	1,712 ▲ N/A	2.09% ▲ N/A	507 ▲ N/A	32,120 ▲ N/A	2.55 ▲ N/A
VDS Konjolka - ORAU BM...	77,020 ▲ N/A	1,078 ▲ N/A	1.40% ▲ N/A	387 ▲ N/A	25,720 ▲ N/A	2.99 ▲ N/A
VDS Konjolka - ORAU BM...	72,516 ▲ N/A	1,755 ▲ N/A	2.42% ▲ N/A	545 ▲ N/A	31,072 ▲ N/A	2.33 ▲ N/A
Total	231,332 ▲ N/A	4,545 ▲ N/A	1.96% ▲ N/A	1,439 ▲ N/A	88,912 ▲ N/A	2.60 ▲ N/A

AD SET PERFORMANCE

CLICKS



IMPRESSIONS



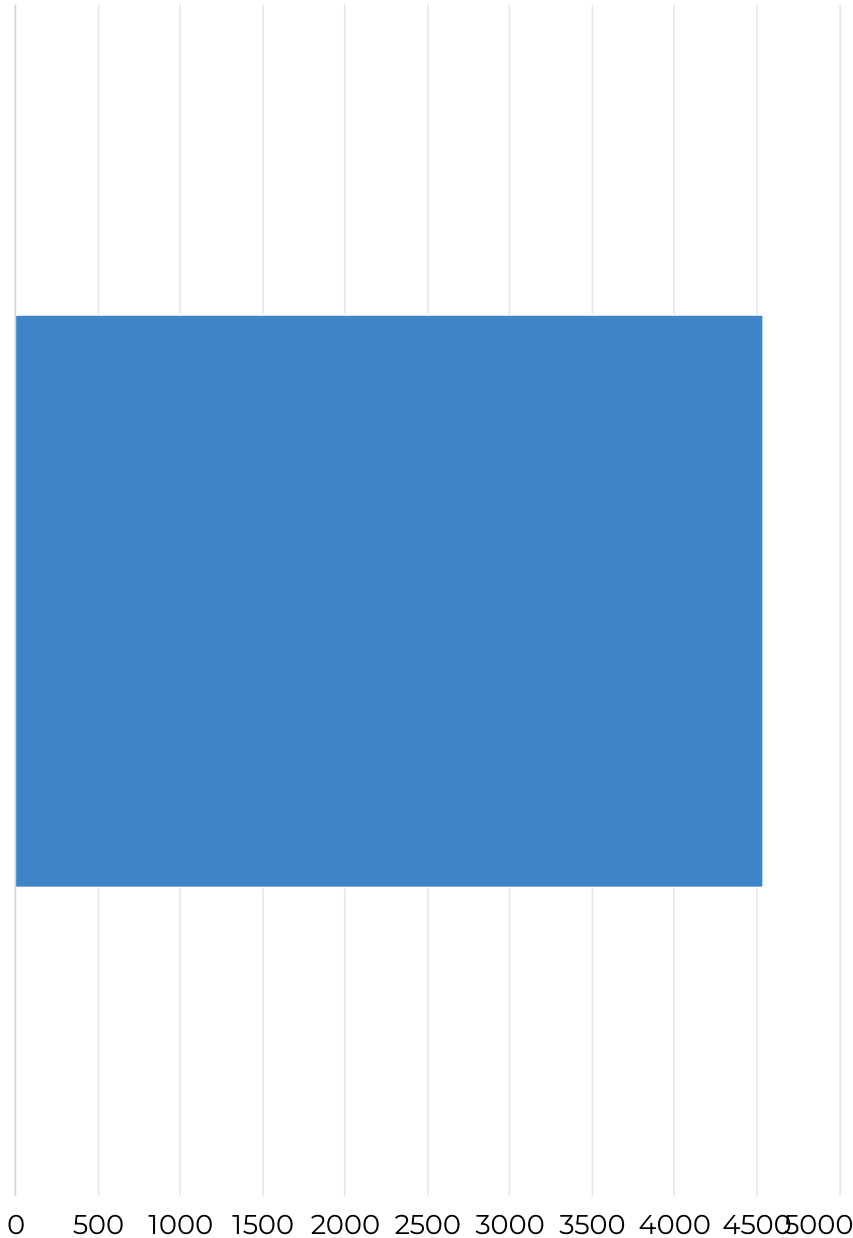
Adset Name	Campaign Name	Impr.	Clicks	CTR	Link Clicks	Reach	Freq.
Brockton ...	VDS Konjolka - ORAU B...	78,280 ▲ N/A	1,667 ▲ N/A	2.13% ▲ N/A	492 ▲ N/A	30,912 ▲ N/A	2.53 ▲ N/A
Brockton ...	VDS Konjolka - ORAU B...	3,515 ▲ N/A	45 ▲ N/A	1.28% ▲ N/A	15 ▲ N/A	1,588 ▲ N/A	2.21 ▲ N/A
Lowell Nal...	VDS Konjolka - ORAU B...	67,966 ▲ N/A	961 ▲ N/A	1.41% ▲ N/A	345 ▲ N/A	23,408 ▲ N/A	2.90 ▲ N/A
Lowell Nal...	VDS Konjolka - ORAU B...	9,049 ▲ N/A	116 ▲ N/A	1.28% ▲ N/A	42 ▲ N/A	3,204 ▲ N/A	2.82 ▲ N/A
Salem Nal...	VDS Konjolka - ORAU B...	59,687 ▲ N/A	1,562 ▲ N/A	2.62% ▲ N/A	464 ▲ N/A	26,256 ▲ N/A	2.27 ▲ N/A
Salem Nal...	VDS Konjolka - ORAU B...	12,826 ▲ N/A	193 ▲ N/A	1.50% ▲ N/A	81 ▲ N/A	5,742 ▲ N/A	2.23 ▲ N/A

TOP FACEBOOK ADS BY CONVERSIONS

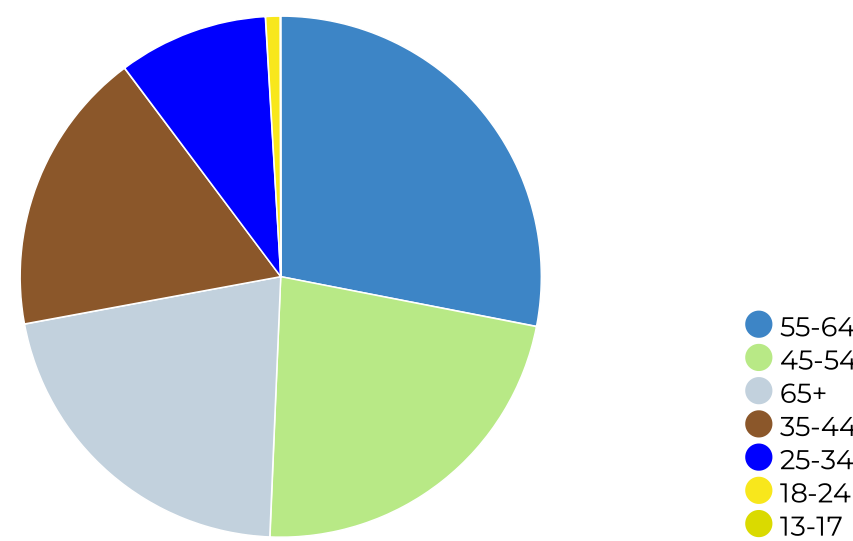
Ad	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.	Engag.	Comm.	Shares	Reactions
 Facebook Brockton Naloxone Opioid overdoses are on the rise due to illicit fentanyl being mixed in other drugs. Help save lives, carry naloxone.	78,278 ▲ N/A	1,667 ▲ N/A	2.13% ▲ N/A	492 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	568 ▲ N/A	16 ▲ N/A	22 ▲ N/A	38 ▲ N/A
 Lowell Naloxone Facebook Opioid overdoses are on the rise due to illicit fentanyl being mixed in other drugs. Help save lives, carry naloxone.	67,965 ▲ N/A	961 ▲ N/A	1.41% ▲ N/A	345 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	394 ▲ N/A	3 ▲ N/A	21 ▲ N/A	24 ▲ N/A
 Salem Naloxone Facebook Opioid overdoses are on the rise due to illicit fentanyl being mixed in other drugs. Help save lives, carry naloxone.	59,687 ▲ N/A	1,562 ▲ N/A	2.62% ▲ N/A	464 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	518 ▲ N/A	8 ▲ N/A	19 ▲ N/A	25 ▲ N/A
 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.	12,826 ▲ N/A	193 ▲ N/A	1.50% ▲ N/A	81 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	89 ▲ N/A	3 ▲ N/A	2 ▲ N/A	2 ▲ N/A
 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.	9,049 ▲ N/A	116 ▲ N/A	1.28% ▲ N/A	42 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	45 ▲ N/A	0 ● 0.00%	1 ▲ N/A	2 ▲ N/A
 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.	3,515 ▲ N/A	45 ▲ N/A	1.28% ▲ N/A	15 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	15 ▲ N/A	0 ● 0.00%	0 ● 0.00%	0 ● 0.00%
total	231,320 ▲ N/A	4,544 ▲ N/A	1.96% ▲ N/A	1,439 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%	1,629 ▲ N/A	30 ▲ N/A	65 ▲ N/A	91 ▲ N/A

DEMOGRAPHIC DATA

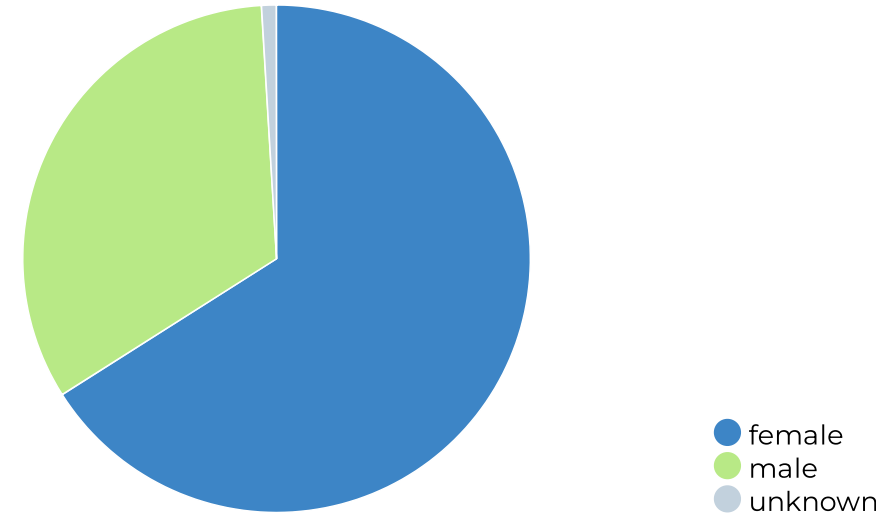
TOP STATES BY CLICKS



AGE GROUPS BY CLICKS

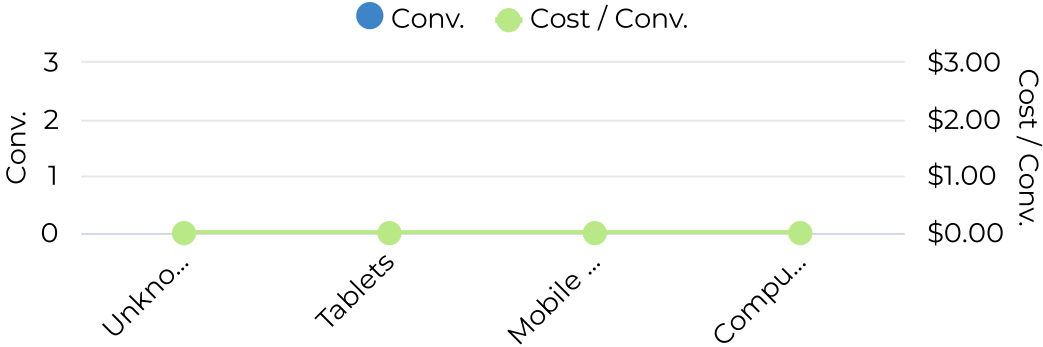


GENDER BY CLICKS



PERFORMANCE BY DEVICE TYPE

Device Type	Impr.	Clicks	CTR	Link Clicks	Conv.	Cost / Conv.
Computers	23,882 ▲ N/A	20 ▲ N/A	0.08% ▲ N/A	16 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Mobile Devices	192,121 ▲ N/A	4,268 ▲ N/A	2.22% ▲ N/A	1,294 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Tablets	14,056 ▲ N/A	237 ▲ N/A	1.69% ▲ N/A	122 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Unknown	1,273 ▲ N/A	20 ▲ N/A	1.57% ▲ N/A	7 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%



PERFORMANCE BY DAY

Day of Week	Impress	Clicks	CTR	Action: Link	Conv.	Cost / Conv.
Sunday	45,877 ▲ N/A	937 ▲ N/A	2.04% ▲ N/A	292 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Monday	30,648 ▲ N/A	541 ▲ N/A	1.77% ▲ N/A	184 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Tuesday	30,259 ▲ N/A	545 ▲ N/A	1.80% ▲ N/A	171 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Wednesday	7,884 ▲ N/A	120 ▲ N/A	1.52% ▲ N/A	41 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Thursday	33,747 ▲ N/A	613 ▲ N/A	1.82% ▲ N/A	202 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Friday	41,597 ▲ N/A	883 ▲ N/A	2.12% ▲ N/A	280 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%
Saturday	41,320 ▲ N/A	906 ▲ N/A	2.19% ▲ N/A	269 ▲ N/A	0 ● 0.00%	\$0.00 ● 0.00%

