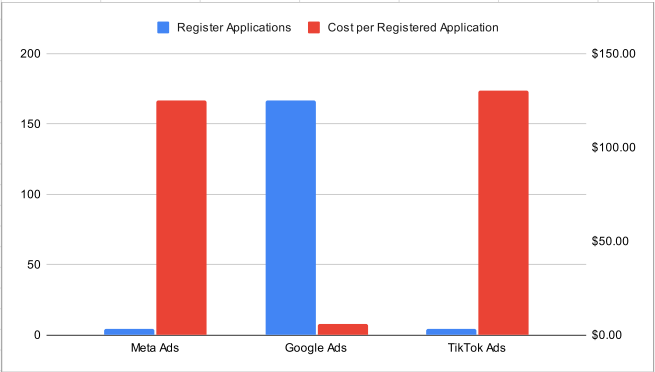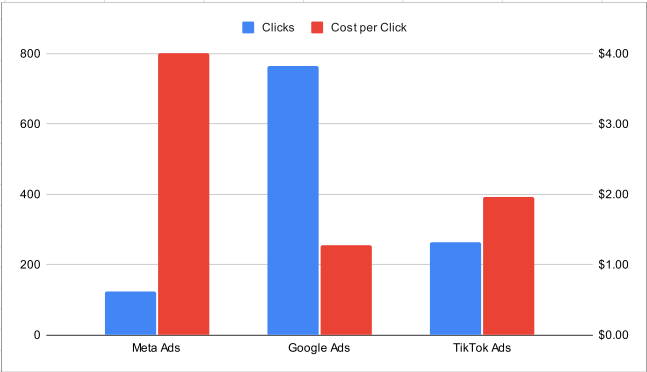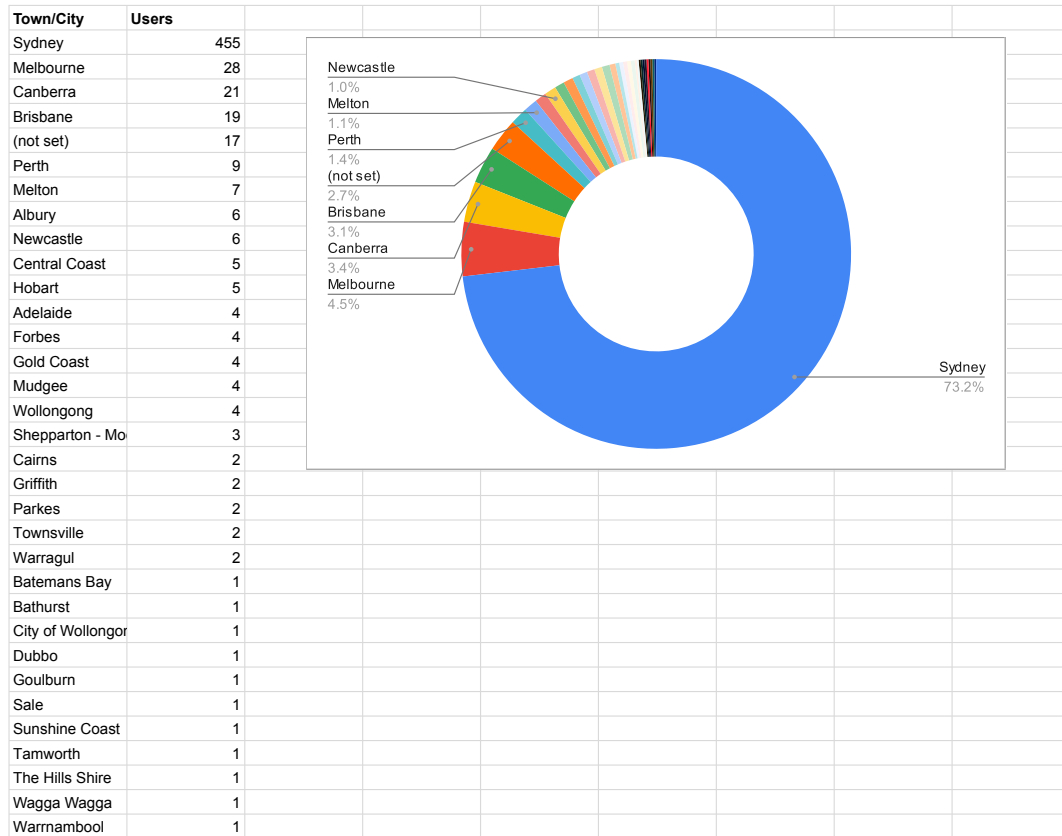**Summary**

The campaign's performance was great with 175 applications, costing $11.43 on average.

We've generated considerable traffic with 1154 clicks at the average cost of $1.73.

This indicates remarkable visibility and engagement for the employer.

Best platforms

Our best performing platform was Google Ads with the cost per application being only $5.86.

The employer should try investing more into dedicated YouTube & Search campaigns.

They should also consider that the best platform for raising brand awareness was actually TikTok Ads.

Google ads

Applications were inexpensive with the average cost of $5.86.

Clicks were priced well with the average cost of $1.28.

The bounce rate was very low so the targeting worked particularly well.

Meta ads

Applications were expensive with the average cost of $125.

Clicks were expensive with the average cost of $4.

The bounce rate was very high indicating an issue with targeting the right audience.

TikTok ads

Applications were expensive with the average cost of $130.36.

Clicks were priced well with the average cost of $1.97.

The bounce rate was very high indicating an issue with targeting the right audience.

Platform	Cost	Impressions	Cost per 1,000 I	Clicks	Cost per Click	Register Applica	Cost per Regist	Bounce Rate
Meta Ads	$500.00	37,860	$13.21	125	$4.00	4	$125.00	89%
Google Ads	$978.60	17,569	$55.70	764	$1.28	167	$5.86	35%
TikTok Ads	$521.43	94,914	$5.49	265	$1.97	4	$130.36	85%
Total	**$2,000.03**	**150,343**	**$13.30**	**1154**	**$1.73**	**175**	**$11.43**	**70%**

Platform	Impressions Women	Impressions Men	Impressions Unknown	Clicks Women	Clicks Men	Clicks Unknown
Meta Ads	7,069	30,617	174	27	98	0
Google Ads	0	0	17,569	0	0	764
TikTok Ads	26,684	68,095	135	82	182	1
Total	**33,753**	**98,712**	**17,878**	**109**	**280**	**765**

Cliks

Impressions

Town/City	Users
Sydney	455
Melbourne	28
Canberra	21
Brisbane	19
(not set)	17
Perth	9
Melton	7
Albury	6
Newcastle	6
Central Coast	5
Hobart	5
Adelaide	4
Forbes	4
Gold Coast	4
Mudgee	4
Wollongong	4
Shepparton - Mo	3
Cairns	2
Griffith	2
Parkes	2
Townsville	2
Warragul	2
Batemans Bay	1
Bathurst	1
City of Wollongor	1
Dubbo	1
Goulburn	1
Sale	1
Sunshine Coast	1
Tamworth	1
The Hills Shire	1
Wagga Wagga	1
Warrnambool	1

Newcastle
1.0%
Melton
1.1%
Perth
1.4%
(not set)
2.7%
Brisbane
3.1%
Canberra
3.4%
Melbourne
4.5%
Sydney
73.2%

[1] UTM-tracked Register Application conversions that happened on the employer's job listings

[2] UTM-tracked Register Application conversions that happened on the employer's job listings