			control plan							
first weak			AD Recall left		Reach		Impression		Followers	
			Estimated	Actual	Estimated	Act	Estimated	Actual	Estimated	Actual
publishing date	published post	publisher								
1/3/2023			91000		280000		170000		25	
7/3/2023										
second weak		AD Recall left		Reach		Impression		Followers		
		Estimated	Actual	Estimated	Act	Estimated	Actual	Estimated	Actual	
oublishing date	published post	publisher								
8/3/2023			4500	0	130000		60000)	3:	5
14/3/2023										
			AD Recall left		Reach		Impression		Followers	
third weak		Estimated	Actual	Estimated	Act	Estimated	Actual	Estimated	Actual	
ublishing date	published post	publisher								
14/3/2023			1600	0	16000		96000)	50	0
21/3/2023										
fourth weak			AD Recall left		Reach		Impression		Followers	
			Estimated Actual				ti Estimated Actual		Estimated Actual	
ublishing date	published post	publisher								
22/3/2023	, , , , , , , , , , , , , , , , , , , ,		180000		18000		178000		33	
30/3/2023										