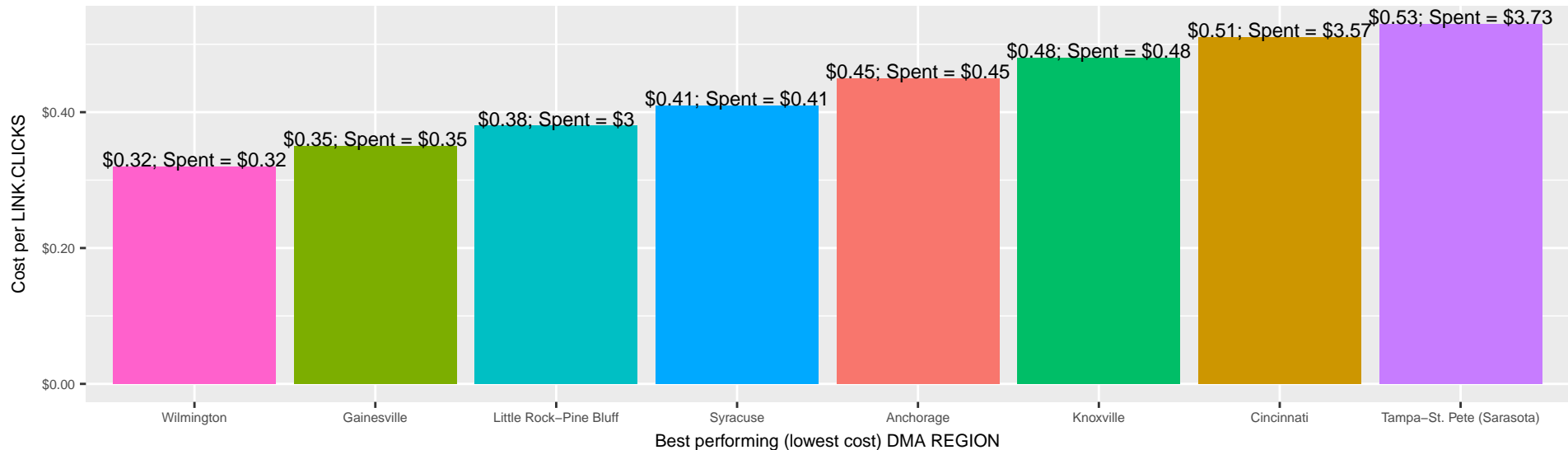


# Facebook Ads Analysis for LINK.CLICKS: Created on 2018-02-16



Data from example\_DMA.csv

**Median cost  
per 'LINK CLICKS' for  
(graphed best performers)**

0.43

**Median cost  
per 'LINK CLICKS' for  
(all)**

1.28

**Median amount spent  
among  
(graphed best performers)**

0

**Minimum \$ spent  
to appear?  
(spenlim parameter)**

0

**INFO:**

Median cost (all) only considers where there was at least one LINK.CLICKS