

# **Relatório da campanha**

**Cliente:** Andras Jones **Campanha:** Dink you in the face

## Plataforma: }

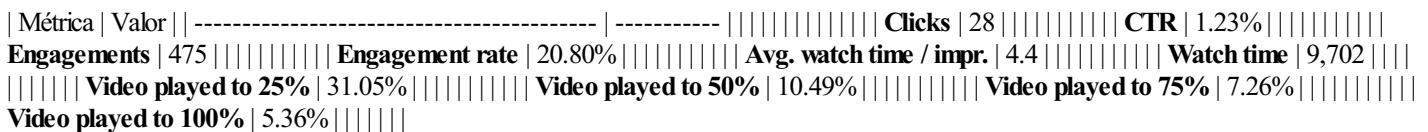
**Post / Vídeo:**

**I did, in fact, get dinked in the face**



**Post / Vídeo:**

## Pickleball World Championship



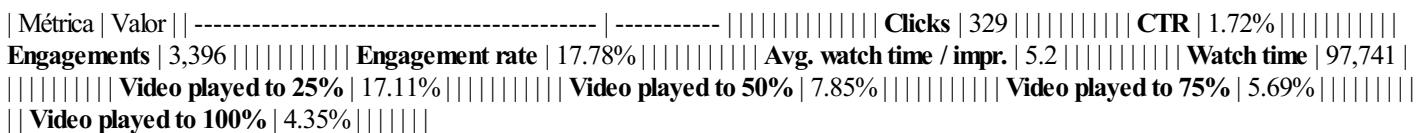
**Post / Vídeo:**

**"Dink You In The Face" Out Now! #pickleball #dink #newmusic**



**Post / Vídeo:**

## Total: All videos



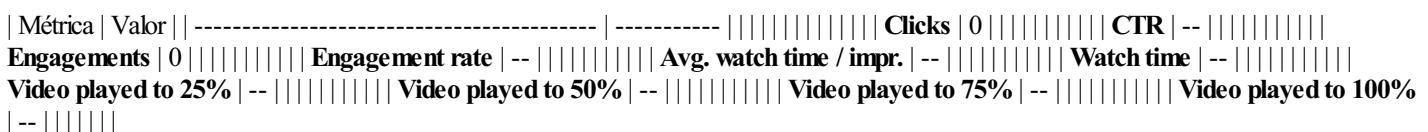
**Post / Vídeo:**

## Total: Available videos



**Post / Vídeo:**

## Total: Deleted videos



## Post / Vídeo:

### Total: Private videos

| Métrica | Valor | | ----- | ----- | | | | | | | | Clicks | 0 | | | | | | | | CTR | -- | | | | | | | |  
 Engagements | 0 | | | | | | | | Engagement rate | -- | | | | | | | | Avg. watch time / impr. | -- | | | | | | | | Watch time | -- | | | | | | | |  
 Video played to 25% | -- | | | | | | | | Video played to 50% | -- | | | | | | | | Video played to 75% | -- | | | | | | | | Video played to 100% | -- | | | | | | | |

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## Post / Vídeo:

### Total: Ad group

| Métrica | Valor | | ----- | ----- | | | | | | | | Clicks | 329 | | | | | | | | CTR | 1.72% | | | | | | | |  
 Engagements | 3,396 | | | | | | | | Engagement rate | 17.78% | | | | | | | | Avg. watch time / impr. | 5.2 | | | | | | | | Watch time | 97,741 | | | | | | | |  
 Video played to 25% | 17.11% | | | | | | | | Video played to 50% | 7.85% | | | | | | | | Video played to 75% | 5.69% | | | | | | | | Video played to 100% | 4.35% | | | | | | | |

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## Plataforma: {

## Post / Vídeo:

### Instagram post: DINK YOU IN THE FACE - Out Monday

| Métrica | Valor | | ----- | ----- | | | | | | | | Link clicks | 90.0 | | | | | | | | CPC (cost per link click) (USD) | 0.220889 | | | | | | | | CTR (link click-through rate) | 2.97816 | | | | | | | | Clicks (all) | 89 | | | | | | | | Views | 3155 | | | | | | | | 3-second video plays | 1870.0 | | | | | | | | Page engagement | 1964 | | | | | | | |

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## Post / Vídeo:

### Dink you In the Face FB

| Métrica | Valor | | ----- | ----- | | | | | | | | Link clicks | nan | | | | | | | | CPC (cost per link click) (USD) | nan | | | | | | | | CTR (link click-through rate) | nan | | | | | | | | Clicks (all) | 152 | | | | | | | | Views | 33572 | | | | | | | | 3-second video plays | 23190.0 | | | | | | | | Page engagement | 23247 | | | | | | | |

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## Post / Vídeo:

\*\*Instagram post: What's a dink?

## Pickleball...\*\*

| Métrica | Valor | | ----- | ----- | | | | | | | | Link clicks | 99.0 | | | | | | | | CPC (cost per link click) (USD) | 0.18697 | | | | | | | | CTR (link click-through rate) | 3.913043 | | | | | | | | Clicks (all) | 99 | | | | | | | | Views | 2607 | | | | | | | | 3-second video plays | 1049.0 | | | | | | | | Page engagement | 1170 | | | | | | | |

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## Post / Vídeo:

\*\*Instagram post: I'm gonna show you my dink.

I...\*\*

| Métrica | Valor | | ----- | ----- | | | | | | | | Link clicks | 419.0 | | | | | | | | CPC (cost per link click) (USD) | 0.143031 | | | | | | | | CTR (link click-through rate) | 6.100757 | | | | | | | | Clicks (all) | 419 | | | | | | | | Views | 6741 | | | | | | | | 3-second video plays | 3717.0 | | | | | | | | Page engagement | 4161 | | | | | | | |

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## Post / Vídeo:

### Dark Ad 5 FB

**Post / Vídeo:**

## Dark Ad 1 FB

|         |       |             |     |                                 |       |                               |          |              |    |       |       |                      |        |                 |      |
|---------|-------|-------------|-----|---------------------------------|-------|-------------------------------|----------|--------------|----|-------|-------|----------------------|--------|-----------------|------|
| Métrica | Valor | Link clicks | 1.0 | CPC (cost per link click) (USD) | 24.96 | CTR (link click-through rate) | 0.004302 | Clicks (all) | 11 | Views | 16674 | 3-second video plays | 3274.0 | Page engagement | 3279 |
|---------|-------|-------------|-----|---------------------------------|-------|-------------------------------|----------|--------------|----|-------|-------|----------------------|--------|-----------------|------|

**Post / Vídeo:**

Dark Ad 2 FB

|         |       |             |     |                                 |     |                               |     |              |    |       |       |                      |        |                 |      |
|---------|-------|-------------|-----|---------------------------------|-----|-------------------------------|-----|--------------|----|-------|-------|----------------------|--------|-----------------|------|
| Métrica | Valor | Link clicks | nan | CPC (cost per link click) (USD) | nan | CTR (link click-through rate) | nan | Clicks (all) | 16 | Views | 16420 | 3-second video plays | 2929.0 | Page engagement | 2935 |
|---------|-------|-------------|-----|---------------------------------|-----|-------------------------------|-----|--------------|----|-------|-------|----------------------|--------|-----------------|------|

## Post / Vídeo:

## Dark Ad 3 FB

**Post / Vídeo:**

Dark Ad 4 FB

**Post / Vídeo:**

Dark Ad 4 IG

|         |       |             |     |                                 |     |                               |     |              |    |       |       |                      |        |                 |      |
|---------|-------|-------------|-----|---------------------------------|-----|-------------------------------|-----|--------------|----|-------|-------|----------------------|--------|-----------------|------|
| Métrica | Valor | Link clicks | nan | CPC (cost per link click) (USD) | nan | CTR (link click-through rate) | nan | Clicks (all) | 11 | Views | 18714 | 3-second video plays | 1456.0 | Page engagement | 1458 |
|---------|-------|-------------|-----|---------------------------------|-----|-------------------------------|-----|--------------|----|-------|-------|----------------------|--------|-----------------|------|

## Post / Vídeo:

Dark Ad 2 IG

|         |       |       |             |     |       |                                 |     |       |                               |     |       |              |    |       |       |       |       |                      |        |       |                 |      |       |
|---------|-------|-------|-------------|-----|-------|---------------------------------|-----|-------|-------------------------------|-----|-------|--------------|----|-------|-------|-------|-------|----------------------|--------|-------|-----------------|------|-------|
| Métrica | Valor | ----- | Link clicks | nan | ----- | CPC (cost per link click) (USD) | nan | ----- | CTR (link click-through rate) | nan | ----- | Clicks (all) | 17 | ----- | Views | 18619 | ----- | 3-second video plays | 1413.0 | ----- | Page engagement | 1417 | ----- |
|---------|-------|-------|-------------|-----|-------|---------------------------------|-----|-------|-------------------------------|-----|-------|--------------|----|-------|-------|-------|-------|----------------------|--------|-------|-----------------|------|-------|

**Post / Vídeo:**

Dark Ad 3 IG

|         |       |       |             |     |       |                                 |     |       |                               |     |       |              |    |       |       |       |       |                      |        |       |                 |      |       |
|---------|-------|-------|-------------|-----|-------|---------------------------------|-----|-------|-------------------------------|-----|-------|--------------|----|-------|-------|-------|-------|----------------------|--------|-------|-----------------|------|-------|
| Métrica | Valor | ----- | Link clicks | nan | ----- | CPC (cost per link click) (USD) | nan | ----- | CTR (link click-through rate) | nan | ----- | Clicks (all) | 15 | ----- | Views | 20306 | ----- | 3-second video plays | 1892.0 | ----- | Page engagement | 1895 | ----- |
|---------|-------|-------|-------------|-----|-------|---------------------------------|-----|-------|-------------------------------|-----|-------|--------------|----|-------|-------|-------|-------|----------------------|--------|-------|-----------------|------|-------|

**Post / Vídeo:**

Dark Ad 5 IG

**Post / Vídeo:**

Dark Ad 1 IG

## Plataforma:}

**Post / Vídeo:**

| Métrica | Valor | ----- | ----- | CPC (destination) | 0.0 | Video views | 36 |  
| Video views at 100% | 0 | Clicks (all) | 0 | CTR (all) | 0.0 | client\_name | Andras Jones |  
| campaign\_name | Dink you in the face |

## Post / Vídeo:

Métrica | Valor || ----- | ----- ||||| CPC (destination) | 0.0 ||||| Video views | 499 ||||| Video views at 100% | 5 ||||| Clicks (all) | 1 ||||| CTR (all) | 0.002 ||||| client\_name | Andras Jones ||||| campaign\_name | Dink you in the face |||||

**Post / Vídeo:**

Métrica | Valor || ----- | ----- ||||| CPC (destination) | 0.0 ||||| Video views | 44 ||||| Video views at 100% | 0 ||||| Clicks (all) | 0 ||||| CTR (all) | 0.0 ||||| client\_name | Andras Jones ||||| campaign\_name | Dink you in the face |||||

## Post / Vídeo:

|                     |              |       |               |                      |       |           |             |       |
|---------------------|--------------|-------|---------------|----------------------|-------|-----------|-------------|-------|
| Métrica             | Valor        | ----- | -----         | CPC (destination)    | 0.0   | -----     | Video views | 18546 |
| Video views at 100% | 36           | ----- | Clicks (all)  | 44                   | ----- | CTR (all) | 0.0024      | ----- |
| client_name         | Andras Jones | ----- | campaign_name | Dink you in the face | ----- |           |             |       |

## Post / Vídeo:

| Métrica | Valor | ----- | ----- | CPC (destination) | 0.0 | ----- | Video views | 58 |  
| Video views at 100% | 1 | Clicks (all) | 0 | CTR (all) | 0.0 | client\_name | Andras Jones |  
| campaign\_name | Dink you in the face |

#### Post / Vídeo:

Métrica | Valor | ----- | ----- | CPC (destination) | 0.0 | ----- | Video views | 24 |-----| Video views at 100% | 0 |-----| Clicks (all) | 0 |-----| CTR (all) | 0.0 |-----| client\_name | Andras Jones |-----| campaign\_name | Dink you in the face |-----|

#### Post / Vídeo:

| Métrica | Valor | | ----- | | | | | CPC (destination) | 0.0 | | | | | Video views | 26 | | | |  
| Video views at 100% | 0 | | | | Clicks (all) | 1 | | | | CTR (all) | 0.0385 | | | | client name | Andras Jones | | | |

||||| **campaign\_name** | Dink you in the face |||||

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**Post / Vídeo:**

| Métrica | Valor || ----- | ----- ||||| **CPC (destination)** | 153.52 ||||| **Video views** | 52165 ||||| **Video views at 100%** | 2036 ||||| **Clicks (all)** | 249 ||||| **CTR (all)** | 0.0048 ||||| **client\_name** | Andras Jones ||||| **campaign\_name** | Dink you in the face |||||

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**Post / Vídeo:**

| Métrica | Valor || ----- | ----- ||||| **CPC (destination)** | 0.0 ||||| **Video views** | 122 ||||| **Video views at 100%** | 0 ||||| **Clicks (all)** | 1 ||||| **CTR (all)** | 0.0082 ||||| **client\_name** | Andras Jones ||||| **campaign\_name** | Dink you in the face |||||

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**Post / Vídeo:**

| Métrica | Valor || ----- | ----- ||||| **CPC (destination)** | 0.0 ||||| **Video views** | 80 ||||| **Video views at 100%** | 0 ||||| **Clicks (all)** | 1 ||||| **CTR (all)** | 0.0123 ||||| **client\_name** | Andras Jones ||||| **campaign\_name** | Dink you in the face |||||

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**Post / Vídeo:**

| Métrica | Valor || ----- | ----- ||||| **CPC (destination)** | 0.0 ||||| **Video views** | 25 ||||| **Video views at 100%** | 0 ||||| **Clicks (all)** | 0 ||||| **CTR (all)** | 0.0 ||||| **client\_name** | Andras Jones ||||| **campaign\_name** | Dink you in the face |||||

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**Post / Vídeo:**

| Métrica | Valor || ----- | ----- ||||| **CPC (destination)** | 0.0 ||||| **Video views** | 48 ||||| **Video views at 100%** | 0 ||||| **Clicks (all)** | 0 ||||| **CTR (all)** | 0.0 ||||| **client\_name** | Andras Jones ||||| **campaign\_name** | Dink you in the face |||||

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**Post / Vídeo:**

| Métrica | Valor || ----- | ----- ||||| **CPC (destination)** | 0.0 ||||| **Video views** | 396 ||||| **Video views at 100%** | 9 ||||| **Clicks (all)** | 0 ||||| **CTR (all)** | 0.0 ||||| **client\_name** | Andras Jones ||||| **campaign\_name** | Dink you in the face |||||

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**Post / Vídeo:**

| Métrica | Valor || ----- | ----- ||||| **CPC (destination)** | 0.0 ||||| **Video views** | 13080 ||||| **Video views at 100%** | 428 ||||| **Clicks (all)** | 47 ||||| **CTR (all)** | 0.0036 ||||| **client\_name** | Andras Jones ||||| **campaign\_name** | Dink you in the face |||||

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**Post / Vídeo:**

| Métrica | Valor || ----- | ----- ||||| **CPC (destination)** | 0.0 ||||| **Video views** | 28 ||||| **Video views at 100%** | 0 ||||| **Clicks (all)** | 0 ||||| **CTR (all)** | 0.0 ||||| **client\_name** | Andras Jones ||||| **campaign\_name** | Dink you in the face |||||

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**Post / Vídeo:**

| Métrica | Valor || ----- | ----- ||||| **CPC (destination)** | 0.0 ||||| **Video views** | 13420 ||||| **Video views at 100%** | 449 ||||| **Clicks (all)** | 56 ||||| **CTR (all)** | 0.0042 ||||| **client\_name** | Andras Jones ||||| **campaign\_name** | Dink you in the face |||||

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**Post / Video:**

| Métrica | Valor | ----- | ----- | CPC (destination) | 300.0 | ----- | Video views |  
98597 | ----- | Video views at 100% | 2964 | ----- | Clicks (all) | 400 | ----- | CTR (all) | 0.004 | ----- | client\_name |  
Andras Jones | ----- | campaign\_name | Dink you in the face | ----- |