

Analytics
FB DATA

Date Range

7/4/2020

7/29/2020

Day

All

Month

All

Year

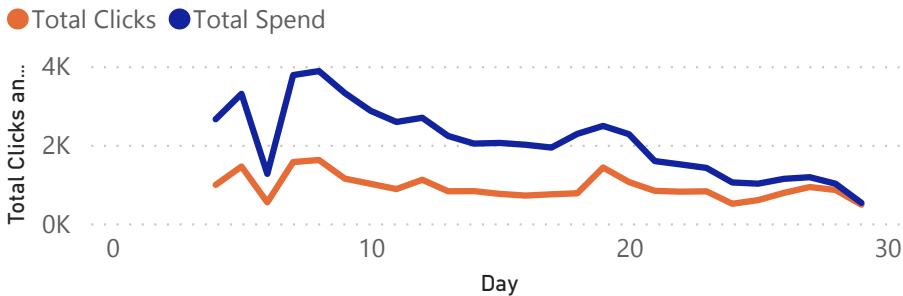
All

Campaign	Clicks	Click cost	Impression	Total Clicks	Total Spend	Total Impression	Prev Week Clicks	Prev Week Spend
PROS	931	\$1,731.30	86454	20468	\$38,355.57	2142287	15948	33,352.22
RT	251	\$1,189.48	20356	3441	\$15,591.86	300503	3026	13,293.00
Total	1182	\$2,920.78	106810	23909	\$53,947.43	2442790	18974	46,645.22

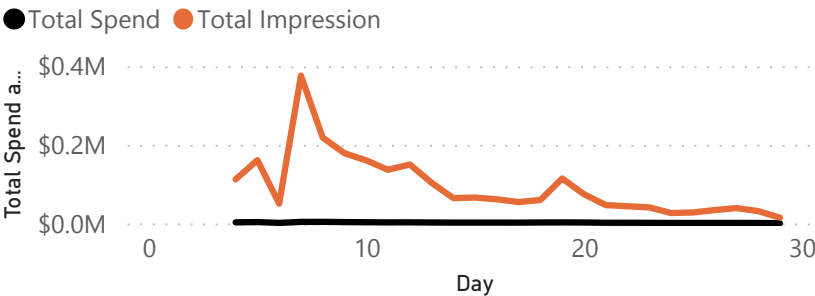
226.50
CPC

2,508.21
CPM

Total Clicks and Total Spend by Day

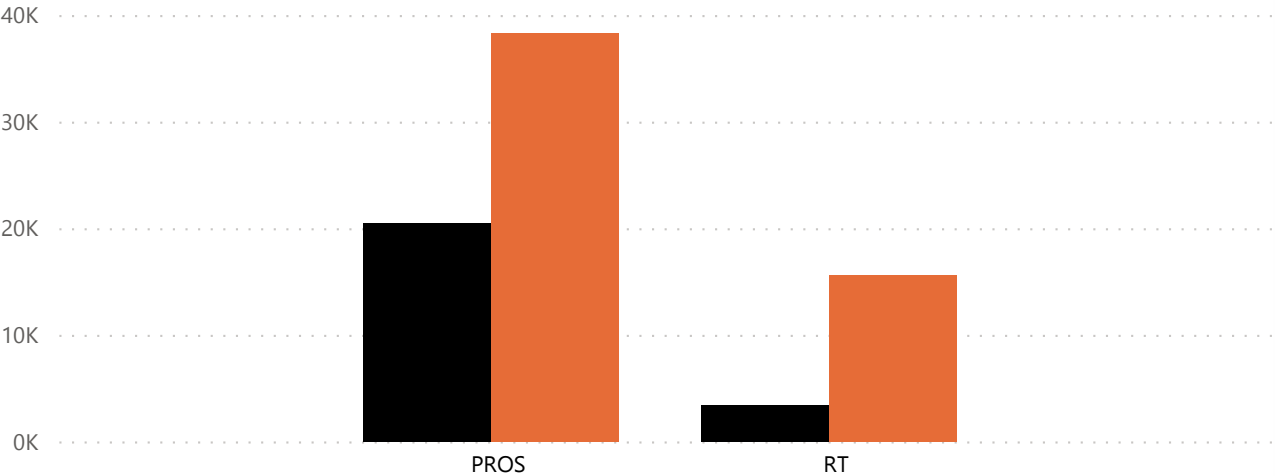


Total Spend and Total Impression by Day

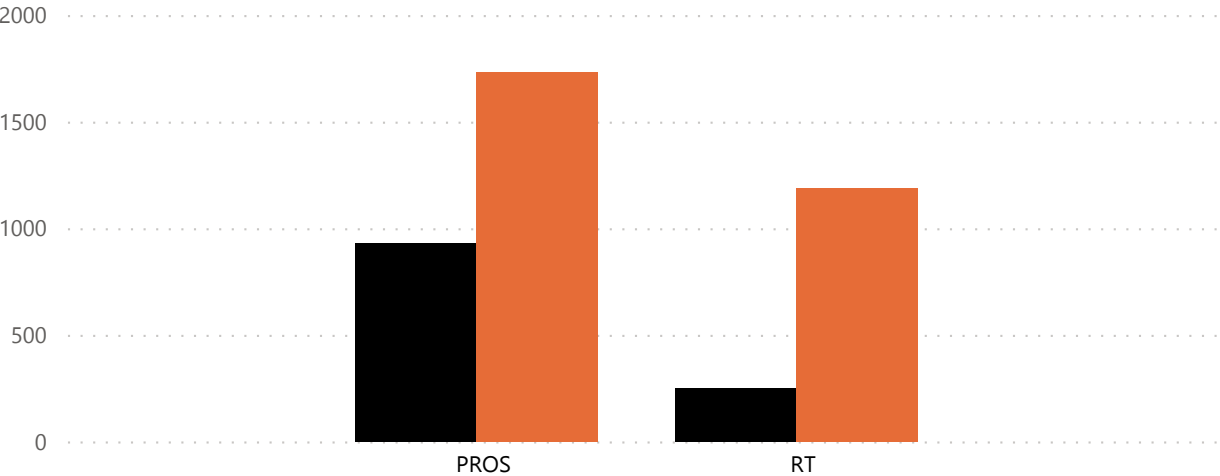


\$2,920.78
Average Spend

● Total Clicks ● Total Spend



● Average Clicks ● Average Spend



Analytics
Google DATA

Date Range

6/19/2020 7/29/2020

Day

All

Month

All

Day

All

\$5.72K
Average CPC

36596
AVG CLICK

1220.58
AVG CTR

1220.58
AVG CTR

Campaign Type	Average Cost	Average Conversion	Average Click	Total Cost	Total Click	Total Conversion	Previous Week Conversion	Previous week Click	Previous week Cost
BRAND	\$3,439.26	66	1365	\$488,877.40	6771	324	270	5595	\$407,769
PROS	\$2,076.26	13	9032	\$907,017.49	182868	238	186	117271	\$679,274
RT	\$202.14	3	26199	\$39,008.73	52269	6	6	52105	\$38,844
Total	\$5,717.66	81	36596	\$1,434,903.62	241908	567	462	174971	\$1,125,886

FB Cost Google Cost

\$1.0M

\$0.5M

\$0.0M

BRAND

PROS

RT

FB Clicks Google Clicks

200K

150K

100K

50K

0K

PROS

RT

BRAND