Reporting Period is in the last 30 days

2,348,345

IMPRESSIONS

6,528

CLICKS

0.28%

CTR

Campaign	Object ive	Platform	Placement	Impression Device	Impression s	Reach	Clicks	CTR
10244601	Awareness	facebook	facebook	android_t	5	1	0	0.00%
10244601	Awareness	facebook	feed	other	1,927	1,682	8	0.42%
10244601	Awareness	instagram	instagram	android_t	53	12	0	0.00%
10244601	Awareness	facebook	feed	desktop	16,918	15,537	20	0.12%
10244601	Awareness	instagram	instagram	android_s	10,994	10,173	12	0.11%
10244601	Awareness	facebook	feed	android_t	3,019	2,514	10	0.33%
10244601	Awareness	instagram	feed	ipod	7	3	0	0.00%
10244601	Awareness	instagram	instagram	ipad	865	634	0	0.00%
10244601	Awareness	instagram	feed	android_t	218	83	0	0.00%
10244601	Awareness	facebook	feed	ipad	28,570	26,540	86	0.30%
10244601	Awareness	instagram	feed	android_s	39,045	38,243	16	0.04%
10244601	Awareness	instagram	instagram	iphone	168,472	164,342	220	0.13%
10244601	Awareness	facebook	feed	android_s	336,804	329,172	1,272	0.38%
10244601	Awareness	facebook	feed	iphone	691,035	651,724	2,859	0.41%
10503686	Awareness	instagram	feed	ipad	637	418	0	0.00%
10503686	Awareness	instagram	feed	other	24	0	0	0.00%
10503686	Awareness	facebook	feed	desktop	7,196	6,730	3	0.04%
10503686	Awareness	facebook	feed	other	996	905	3	0.30%
10503686	Awareness	facebook	feed	ipod	12	0	0	0.00%
10503686	Awareness	facebook	facebook	ipad	130	116	0	0.00%
10503686	Awareness	instagram	instagram	ipod	4	2	0	0.00%
10503686	Awareness	instagram	instagram	other	9	0	0	0.00%
10503686	Awareness	instagram	feed	android_t	51	0	0	0.00%
10503686	Awareness	instagram	instagram	ipad	650	604	1	0.15%
10503686	Awareness	instagram	instagram	android_s	7,036	6,854	9	0.13%
10503686	Awareness	facebook	facebook	android_s	1,117	1,017	2	0.18%
10503686	Awareness	facebook	feed	android_t	1,637	1,573	4	0.24%
10503686	Awareness	instagram	feed	android_s	11,137	11,056	11	0.10%
10503686	Awareness	facebook	feed	ipad	15,566	14,413	29	0.19%
10503686	Awareness	instagram	feed	iphone	71,359	70,714	68	0.10%
10503686	Awareness	instagram	instagram	iphone	117,235	116,453	135	0.12%
10503686	Awareness	facebook	feed	android_s	191,014	186,963	552	0.29%
10503686	Awareness	facebook	feed	iphone	412,321	385,517	1,039	0.25%
10503686	Awareness	facebook	facebook	other	1	0	0	0.00%
10503686	Awareness	instagram	feed	ipod	3	0	0	0.00%
10503686	Awareness	instagram	feed	desktop	9	0	0	0.00%
10503686	Awareness	instagram	instagram	desktop	1	0	0	0.00%
10503686	Awareness	facebook	facebook	android_t	1	1	0	0.00%
10503686	Awareness	instagram	instagram	android_t	41	0	0	0.00%
10244601	Awareness	instagram	feed	ipad	1,932	1,572	1	0.05%
10244601	Awareness	facebook	feed	ipod	26	0	0	0.00%
10244601	Awareness	instagram	instagram	other	20	4	0	0.00%
10244601	Awareness	instagram	feed	other	76	15	0	0.00%
10244601	Awareness	instagram	instagram	ipod	3	0	0	0.00%
10503686	Awareness	facebook	facebook	iphone	3,318	3,152	6	0.18%
10244601	Awareness	instagram	feed	iphone	200,765	199,116	152	0.08%
10244601	Awareness	facebook	facebook	iphone	4,137	3,848	6	0.15%

Campaign Social Performance

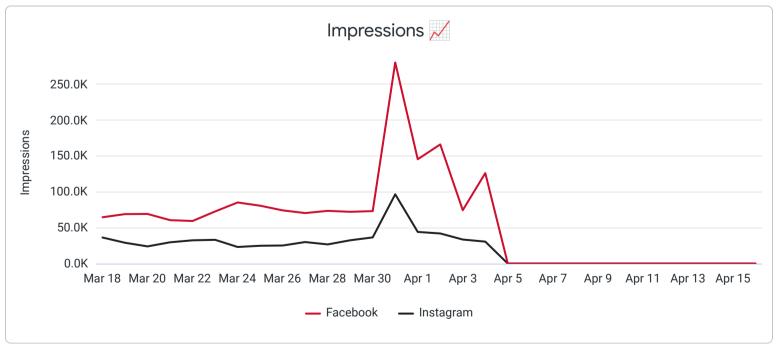
android_s...

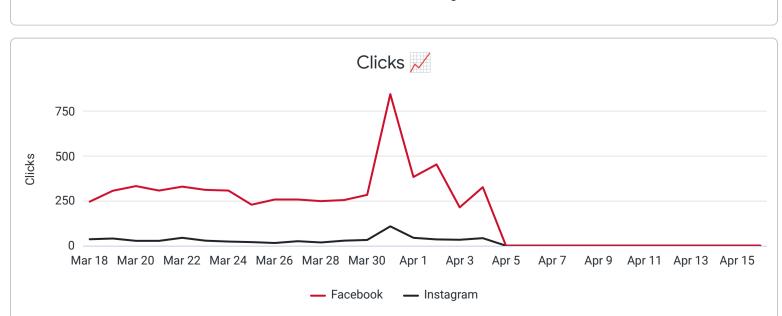
facebook_...

1,724

1,414

0.23%





10244601...

Awareness

facebook