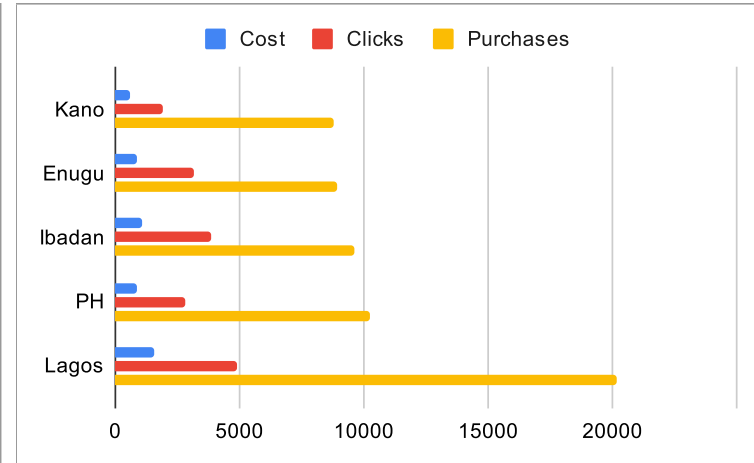
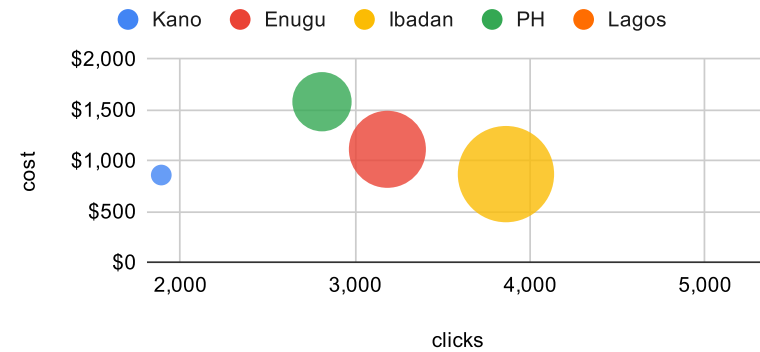


Facebook

Relationship between clicks, cost and impressions

Impressions are displayed in bubbles



Source	Ad set	Impresssions	Clicks	Cost	Purchases
Facebook	Kano	1,053,215	1,890	\$615	8,786
Facebook	Enugu	1,565,139	3,183	\$859	8,913
Facebook	Ibadan	1,974,917	3,861	\$1,112	9,637
Facebook	PH	1,293,012	2,809	\$868	10,272
Facebook	Lagos	2,254,413	4,876	\$1,580	20,142

Impressions by ad group

