Facebook Data Analytics- 2021

Client Facebook Data Summary

CTR 2.7% [   ] 3.1%

CGM Client	Start Month	End Month	Amount Spend	Impressions	Reach	%Reach	Click (All)	Click (Link)
CGM_YOUR	6	7	$5,385	85,007	73,244	86.2%	2,549	1,805
CGM_PLATI	8	12	$18,326	287,669	252,406	87.7%	7,802	5,285
CGM_JESSU	2	6	$17,310	299,238	252,414	84.4%	9,185	6,864
CGM_EMPIR	7	11	$21,154	345,157	301,896	87.5%	9,998	6,879
CGM_APTIV	6	12	$46,154	774,043	669,669	86.5%	21,525	14,893
All	2	12	$108,329	1,791,114	1,549,629	86.5%	51,059	35,726

Client KPI Summary

Patients/1000 reach 3.2 [   ] 4.6

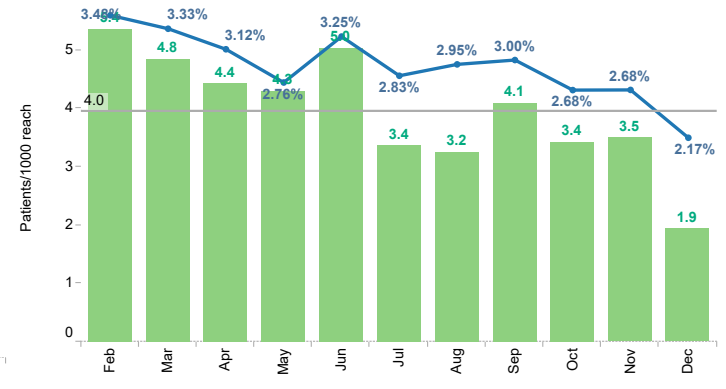| CGM Client	Amount Spend	CTR	CPM	Cost/1000 reach	Unique Patient	Female%	Male%	Cost/ Patient	Patients/ 1000 rea..
CGM_APT	$46,154	2.8%	$60	$69	2,193	60%	34%	$21	3.3
CGM_EMF	$21,154	2.9%	$61	$70	973	61%	34%	$22	3.2
CGM_JES	$17,310	3.1%	$58	$69	1,157	55%	41%	$15	4.6
CGM_PLA	$18,326	2.7%	$64	$73	917	58%	37%	$20	3.6
CGM_YOU	$5,385	3.0%	$63	$74	320	60%	34%	$17	4.4

Amount Spend Vs Reach/Impressions

Legend: Impressions, Reach, Amount spent (USD)
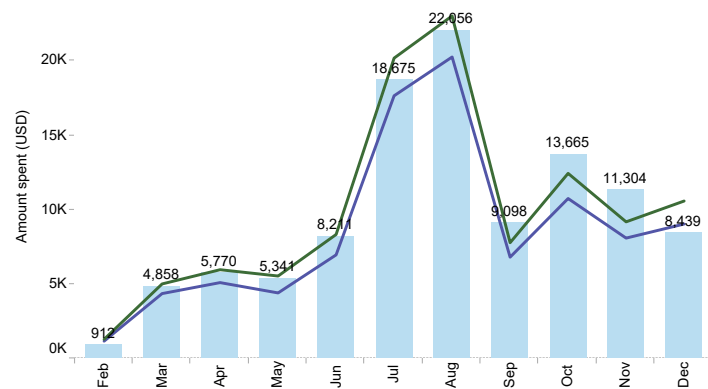
MOM CTR vs Patient Reach

Legend: CTR, Patients/1000 reach

Adverstising Platform

- facebook: 335 (57%)
- audience_network: 117 (20%)
- instagram: 91 (16%)
- unknown: 30 (5%)
- messenger: 13 (2%)
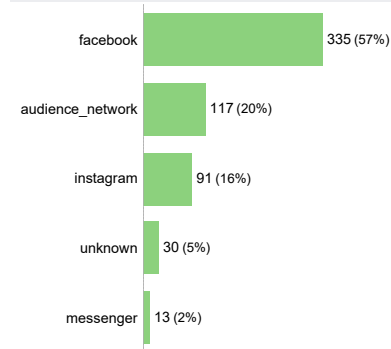
Platform

Platform	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
facebook	21 (21)	11 (11)	11 (11)	11 (11)	33 (11)	32 (11)	45 (15)	22 (11)	61 (20)	50 (17)	38 (19)
audience_n..		3 (3)	4 (4)	4 (4)	4 (4)	12 (4)	12 (4)	16 (5)	8 (4)	23 (8)	17 (6)	14 (7)
instagram	8 (8)	3 (3)	3 (3)	3 (3)	9 (3)	9 (3)	14 (5)	7 (4)	9 (3)	13 (7)	13 (7)
messenger				1 (1)		1 (1)	3 (1)	3 (1)	3 (1)	2 (1)	

Placement

- feed: 65 | 34 | 33
- marketplace: 33 | 29
- rewarded_video: 31 | 29
- an_classic: 30 | 27
- instream_video: 31 | 22
- video_feeds: 34
- instant_article: 31

Legend: mobile_web, unknown, desktop, mobile_app