



Campaign Overview

April 1 2018- June 30 2018



Highlights:

977 Clicks through to your website

82,539 users watched the video 100%

Over half of the users who have seen the video also engaged with it

Click-thru rate of 0.402% which is above the industry average of 0.4%

Campaign Statistics (Apr 1, 2018 - Jun 30, 2018)

242,849
IMPRESSIONS

154,247
ENGAGEMENTS

82,539
COMPLETIONS

977
CLICKS

0.402 %
CTR

That's 33% of every Impression!
(Translation: this is impressive)

Industry Average is 0.4%
(This is impressive too!)



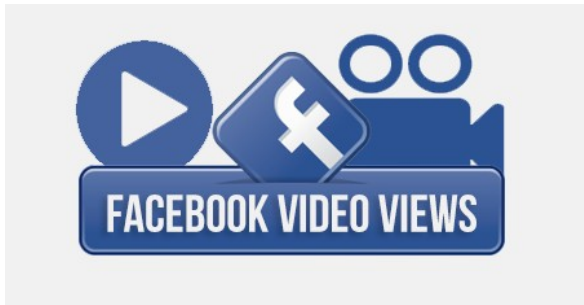
Creative	Impressions	Clicks	CTR	Watched 25%	Watched 50%	Watched 75%	Watched 100%
NCCAOP10IDSREV30_03.21	242849	977	0.402%	154,247	124,655	105,523	82,539



Impressions: 154,006
Reach: 42,053

What does this mean?

It means that our ad was put in 42,053 people's newsfeeds a total of 154,006 times.



Video Watches at 50%: 13,519
Video Watches at 100%: 8,579
Watches \geq 50%: 14% of Impressions
Watches \geq 50%: 53% of Reach

What does this mean?

This is good and means our ads are targeting the market well.



Facebook Industry Standard: .90%
Total CTR for NCCA: .98%
Raleigh Ad CTR: 1.10%
Winston-Salem Ad CTR: 1.13%

What does this mean?

Our ads are being responded to at an above industry average rate. This is a good sign that messaging and target audience are on point.

Full Digital Campaign Summary

Total Impressions: 396,855 | **Total clicks:** 2,466 | **Total 100% views:** 91,118
#StopTheStatsNC #ChiropracticFirst #ChooseChiropractic #GoTeamThisisAwesome!