

FACEBOOK ADS

\$327.17

COST

25,928

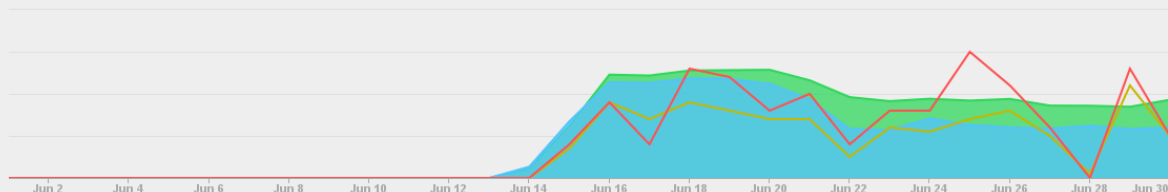
IMPRESSIONS

202

CLICKS

130

ACTIONS



FACEBOOK ADS

CAMPAIGN	IMPRESSIONS	CLICKS	CTR	CPC	COST	ACTS.	ACT. RATE	COST PER ACTION
Conversions - General	10,305	107	1.04%	\$1.52	\$162.69	69	0.67%	\$2.38
Conversions - OB	8,253	65	0.79%	\$1.81	\$117.83	53	0.64%	\$2.22
[06/14/2018] Promoting Local Business Women's Wellness Center	7,370	30	0.41%	\$1.56	\$46.65	8	0.11%	\$5.83

FACEBOOK ADS

\$2.52

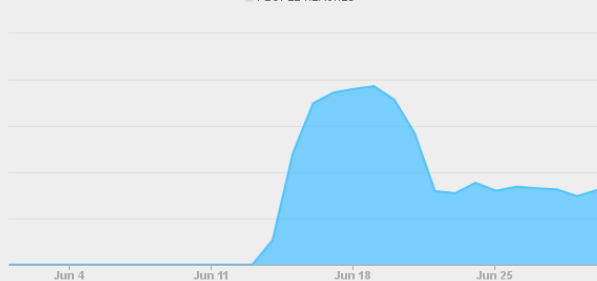
COST PER ACTION



FACEBOOK ADS

19,400

PEOPLE REACHED



FACEBOOK ADS

ACTION TYPE

ACTIONS

1. Page Engagement	130	
2. Post Engagement	110	
3. Link Click	87	
4. Landing Page View	50	
5. Like	20	
6. Post Reaction	19	
7. Post	3	
8. Comment	1	