

Video Ad Performance



Static Ad Performance



Campaign Breakdown

Campaign	Impressions	Clicks	CTR	ClientCPC	Video 3-Second Views	Spend
Propellant - TCP	6,554,485	43,991	0.67%	\$5.92	343,638	\$260,470.90

How are my individual ad sets performing?

Ad Set	Impressions	Clicks	CTR	CPC	CPM	Spend	Post Shares	Post Reactions	Total Ad Reach
Total	6,554,485	43,991	0.67%	\$5.92	\$39.74	\$260,470.90	1,103	6,769	3,938,567
Propellant - TCP - Florida ECS	463,785	2,758	0.59%	\$5.49	\$32.64	\$15,139.37	49	410	280,998
Propellant - TCP - Florida TS - Registered Exclusion	827,750	5,042	0.61%	\$5.70	\$34.74	\$28,756.69	77	611	518,629
Propellant - TCP - Florida TS - Unregistered	839,540	6,194	0.74%	\$6.42	\$47.37	\$39,770.98	169	950	533,843
Propellant - TCP - Georgia - TS - Registered Exclusion	857,865	5,258	0.61%	\$5.71	\$35.00	\$30,026.51	113	721	503,703
Propellant - TCP - Georgia - TS Unregistered	872,622	6,275	0.72%	\$6.39	\$45.93	\$40,081.60	162	1,076	514,526
Propellant - TCP - Ohio - TS - Registered Exclusion	463,653	2,894	0.62%	\$5.86	\$36.56	\$16,953.40	75	478	262,513
Propellant - TCP - Ohio - TS - Unregistered	487,858	3,616	0.74%	\$6.35	\$47.07	\$22,961.15	138	697	283,575
Propellant - TCP - Texas - TS - Registered Exclusion	860,860	5,212	0.61%	\$5.52	\$33.39	\$28,745.37	104	724	519,571
Propellant - TCP - Texas - TS Unregistered	880,552	6,742	0.77%	\$5.64	\$43.20	\$38,035.83	216	1,102	521,209

Ad Performance

Desktop Preview	Objective	Ad	Impressions	Clicks	CTR	Video 3-Second Views	Video Views to 100%	Post Reactions	Post Shares
	LinkClicks	Ad 1 - Florida	805,030	4,396	0.55%	0	0	372	66
	LinkClicks	Ad 1 - Texas	707,026	4,190	0.59%	0	0	399	103
	LinkClicks	Ad 2 - Florida	686,191	3,830	0.56%	0	0	291	84

Video View Breakdown



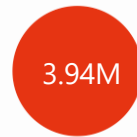
Video 3-Second Views



Avg. Daily Frequency



Video Avg. Duration Watched



Total Ad Reach

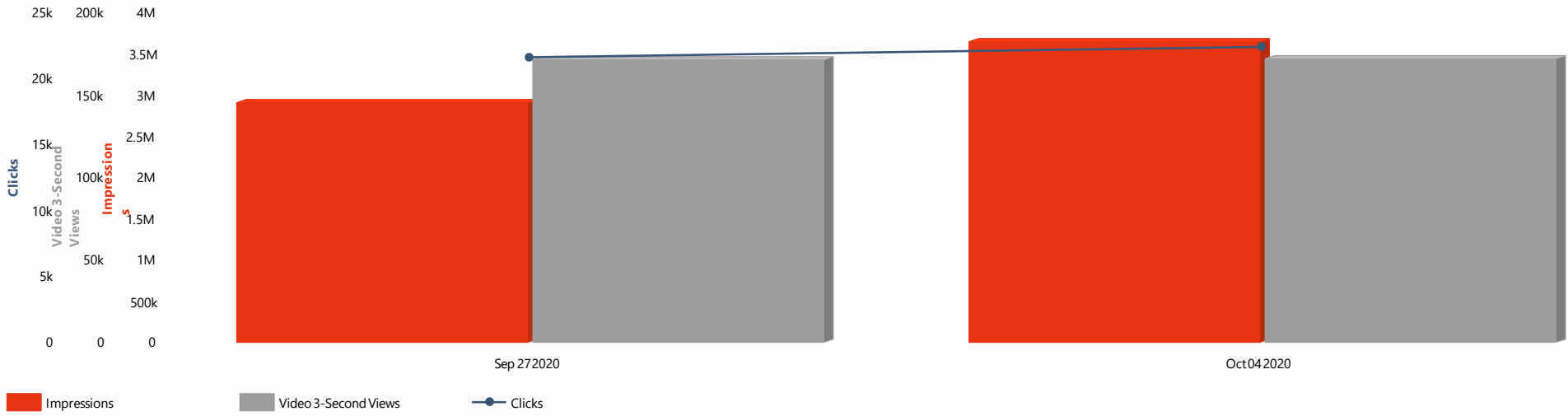


Video Views to 50%

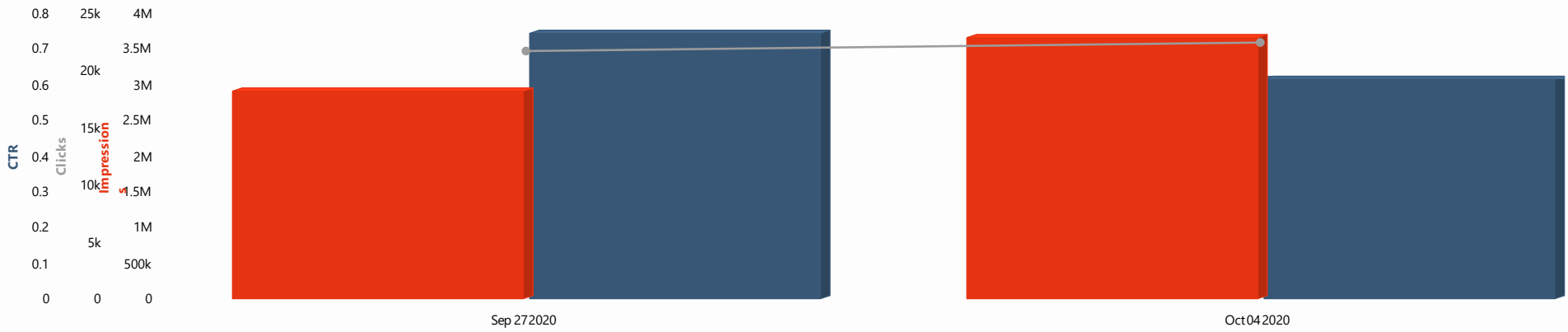


Video Views to 100%

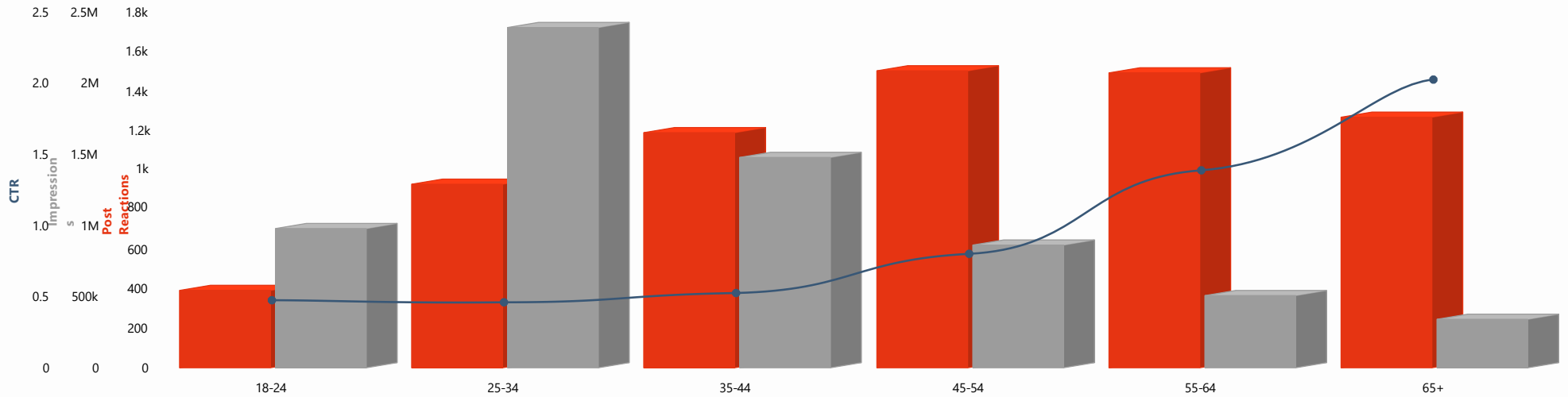
Video Ad Performance Trending



Static Ad Performance Trending



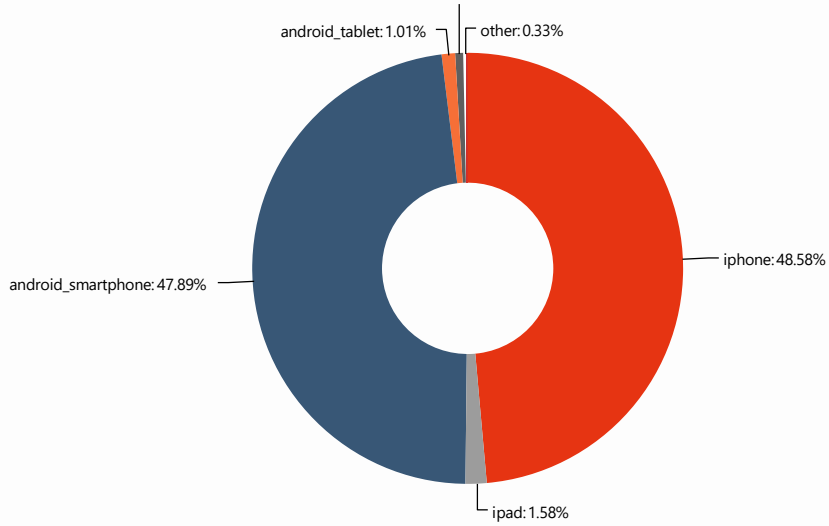
Which Age Groups Engaged With Your Ad?



Which platforms were my ads delivered on?

Platform	Impressions	Clicks	CTR	CPC	Post Engagement
facebook	4,715,926	35,454	0.75%	\$4.98	286,184
instagram	1,838,559	8,537	0.46%	\$9.84	85,884

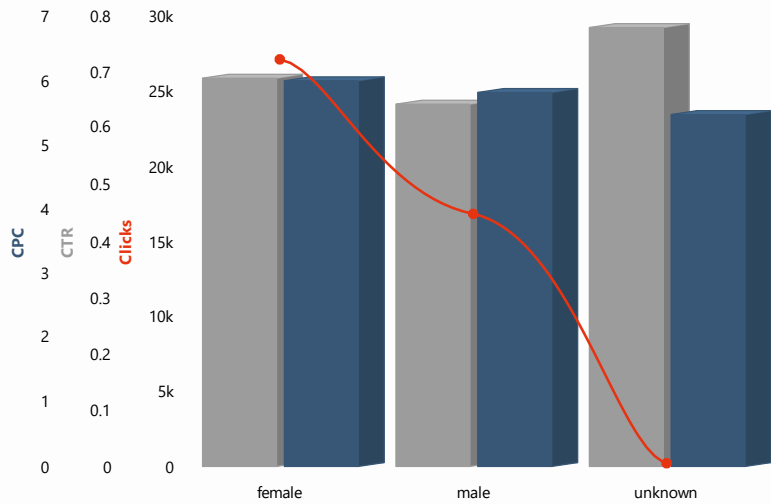
Device Breakdown



Where were my ads delivered?

Region	Impressions	Clicks	CTR
Florida	2,131,075	13,994	0.66%
Texas	1,741,412	11,954	0.69%
Georgia	1,730,486	11,533	0.67%
Ohio	951,511	6,510	0.68%
Illinois	1	0	0.00%

What does my gender breakdown look like?



Which Age Groups Engaged With Your Ad?

