

## AD CAMPAIGN RESULTS

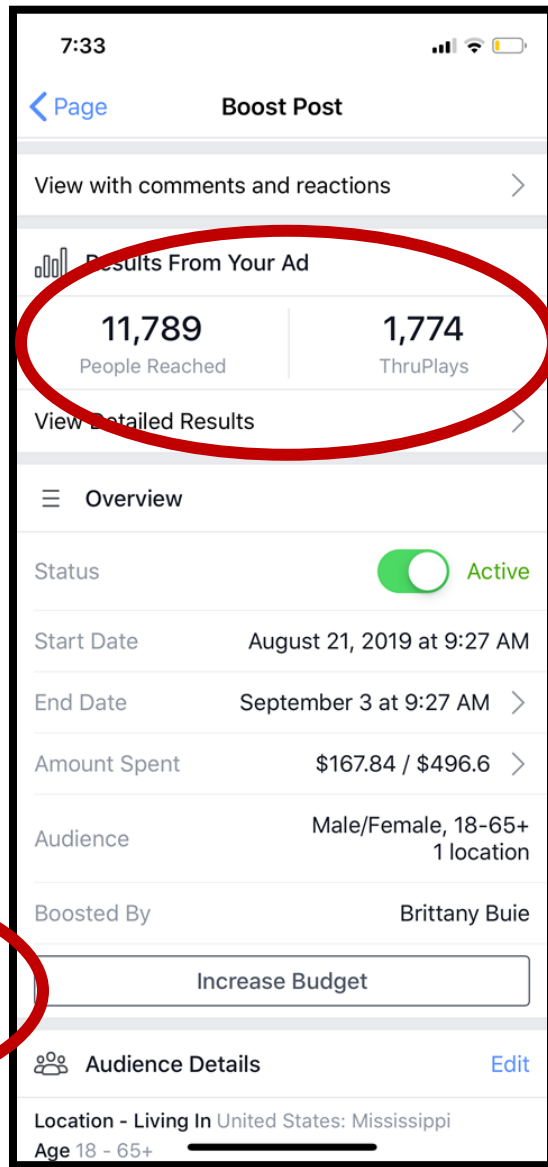
This promotion was broken into 2 campaigns - \$500 towards people who like the page and their friends and \$500 towards new customers.

### \$500 Towards People Who Like the Page and Their Friends

(Please note that full \$500 was spent, however ad and post were deleted twice due to requested edits. Therefore, you will see two different sets of results..):

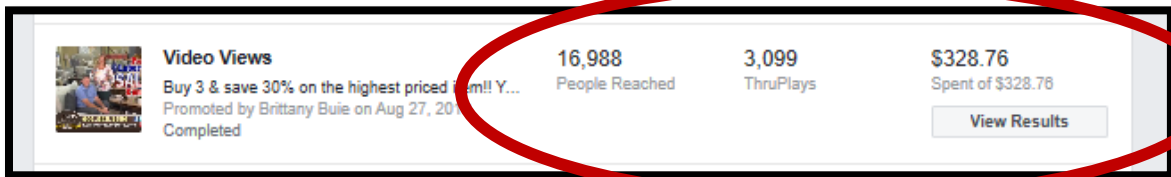
#### ROUND ONE

People Reached and How Many Times the Video was viewed the entire way through (ThruPlays).



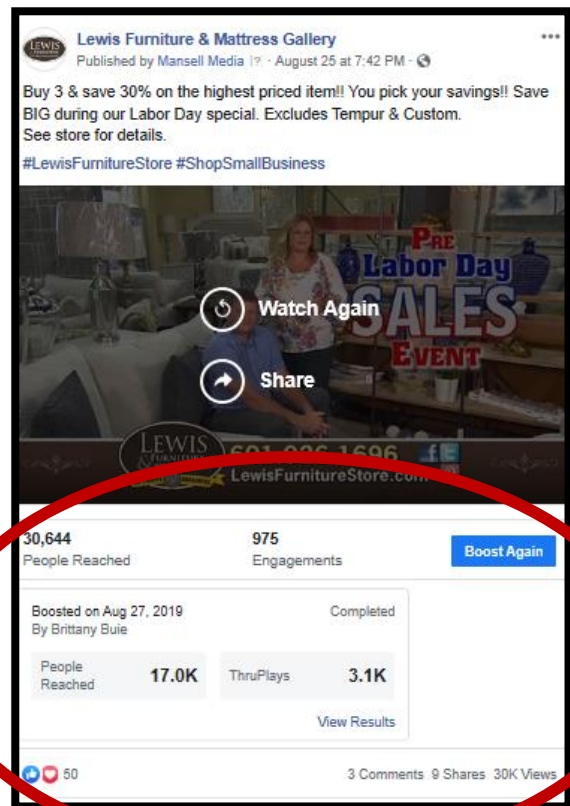
## ROUND TWO

People Reached and How Many Times the Video was viewed the entire way through.



Where the video ad was seen:

What ad looked like:



## TOTAL NUMBERS FROM 1<sup>ST</sup> CAMPAIGN

**People Reached: 28,777**

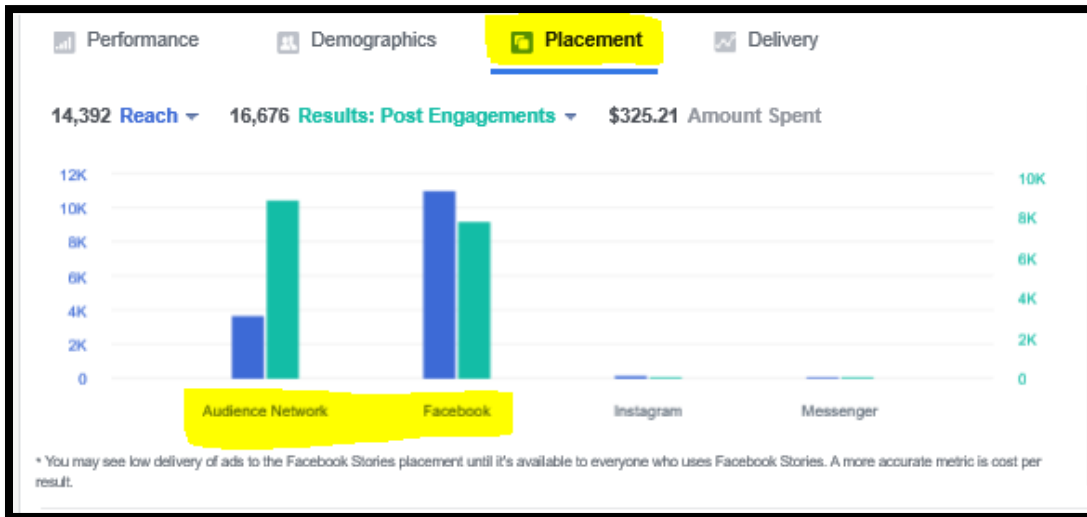
**ThruPlays: 4,873**

## \$500 Towards New Customers

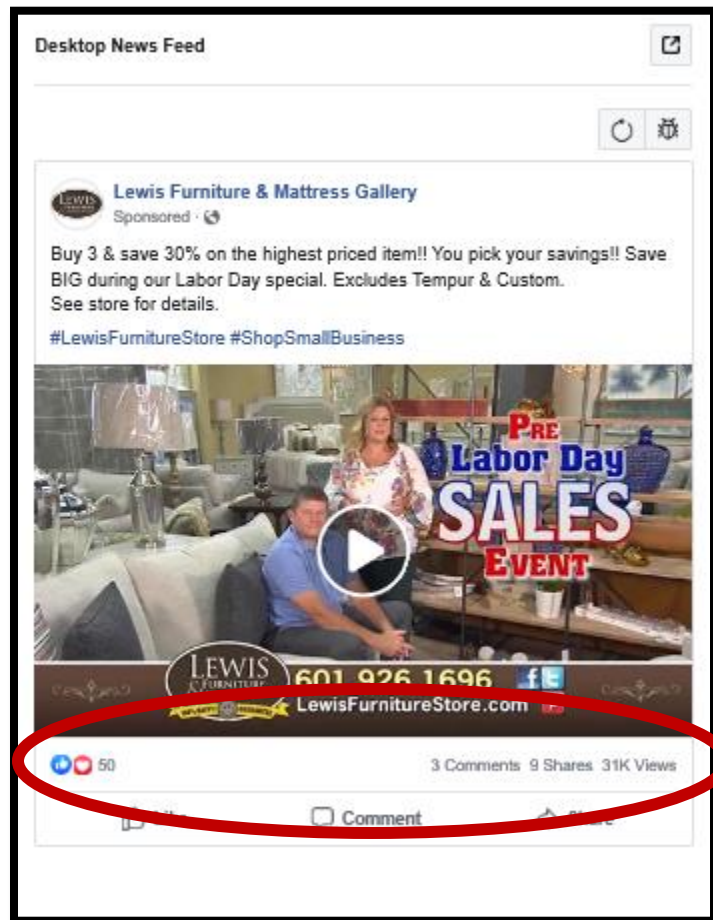
*(Please note that full \$500 was spent, however ad and post were deleted twice due to requested edits. Therefore, you will see three different sets of results..):*

Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
\$325.21 Lifetime	16,676 Post Engagements	14,392	30,005	\$0.02 Per Post Engagement	\$325.21
\$495.36 Lifetime	6,909 Post Engagements	5,088	9,887	\$0.02 Per Post Engagement	\$170.25
\$500.00 Lifetime	263 Post Engagements	358	453	\$0.02 Per Post Engagement	\$5.13
	<b>23,848</b> Post Engagements	<b>17,780</b> People	<b>40,345</b> Total	<b>\$0.02</b> Per Post Engagement	<b>\$500.59</b> Total Spent

Where the video ad was seen(results from first ad listed above):



What ad looked like:



TOTAL NUMBERS FROM 2nd CAMPAIGN

**People Reached: 17,780**  
**Post Engagement: 23,848**  
**Impressions: 40,345**