

EVENT AD CAMPAIGN RESULTS

PAGE LIKES

May 1st – 20,476

June 6th – 22,243

Page likes gained – 1,767



PAGE LIKE AD CAMPAIGN

EXAMPLE OF AD PICTURED BELOW – THIS AD IS A VIDEO SLIDESHOW OF DIFFERENT AREAS OF YOUR MUSEUM.

The image shows two versions of a Facebook news feed. The left version is a mobile feed, and the right version is a desktop feed. Both show a sponsored video advertisement for the Mississippi Museum of Natural Science. The ad features a video thumbnail of a dinosaur exhibit with a play button. The text of the ad reads: "Exploration and discovery awaits. Visit the Mississippi Museum of Natural Science today!". The desktop version shows additional details like "22,347 people like this" and "5.1K Views".

Mobile News Feed (Left):

- Header: Mobile News Feed
- Ad Header: Mississippi Museum of Natural Science
- Ad Text: Exploration and discovery awaits. Visit the Mississippi Museum of Natural Science today!
- Ad Image: Video thumbnail of a dinosaur exhibit.
- Ad Footer: Museum Mississippi Museum of Natural Science
- Engagement: 260 Likes, 24 Comments, 107 Shares

Desktop News Feed (Right):

- Header: Desktop News Feed
- Ad Header: Mississippi Museum of Natural Science
- Ad Text: Exploration and discovery awaits. Visit the Mississippi Museum of Natural Science today!
- Ad Image: Video thumbnail of a dinosaur exhibit.
- Ad Footer: Museum Mississippi Museum of Natural Science
- Engagement: 260 Likes, 11 Comments, 107 Shares, 5.1K Views

LIKES GAINED FROM LIKE AD ALONE –774 LIKES



DEMOGRAPHICS ON WHO HAS INTERACTED WITH THE LIKE AD.

PEOPLE REACHED AS OF 6/6/19



OVERVIEW OF AD CAMPAIGNS MANSELL MEDIA HAVE LAUNCHED. PLEASE SEE RESULTS, REACH & IMPRESSIONS. *NOTE – THE FIRST THREE CAMPAIGNS HAVE RECENTLY BEEN LAUNCH SO DATA HAS NOT BEEN DISPLAYED AT THIS TIME.

Campaign Name	Delivery	Budget	Results	Reach	Impressions
Science Museum Fun Fridays: Dino Day!	In Review	\$150.00 Lifetime	— Post Engagement	—	—
Science Museum - Dinosaurs and their Modern Counterparts	Active	Using ad set bu...	— Post Engagement	—	—
Science Museum - Dinosaurs Around the World	Active	\$150.00 Lifetime	— Post Engagement	—	—
Science Museum - Curiosity Day: "Garbage Pizza"	Active Some Text in Image	Using ad set bu...	4,421 Post Engagements	4,642	5,214
Natural Science Museum Page Likes	Active	Using ad set bu...	774 Page Likes	13,464	23,721
Natural Science Museum - Rawr into Science	Recently Completed	Using ad set bu...	46,448 Reach	46,448	84,755
Science Museum - Snake Day	Recently Completed	Using ad set bu...	379 Event Responses	12,336	32,832
MS NATURAL SCIENCE - Kids to Parks Move Your Way Day	Completed	Using ad set bu...	313 Event Responses	11,648	26,891
Event: Story Time	Recently Completed	Using ad set bu...	84 Event Responses	7,472	17,901

RAWR INTO SCIENCE – REACH CAMPAIGN. SLIDESHOW FEATURING DINASOUR PICTURES WITH CHILDREN INTERATING AT THE MUSEUM. Highlighted areas show where they are running throughout Facebook and Instagram.

Desktop News Feed

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Instant Articles

3 of 17


Mississippi Museum of Natural Science

Sponsored

Join us June 7th for our Fun Fridays: Rawrrrr into Science Event! There will be fun dinosaur activities including: dinosaur identification and matching games, making fossil molds, exercising with dinosaurs, and a volcanic eruption demonstration!

This event is included with museum admission: \$6 for adults, \$4 for children, under age 3 are free. Museum Members are FREE.

Looking for something fun to do with your kids this summer? Join us for Fun Fridays every Friday from 10 a.... See More



Fun Fridays: Rawrrrr Into Science

Join us June 7th for our Fun Fridays: Rawrrrr int...

[Learn More](#)

Mobile News Feed

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Facebook Suggested Video (Mobile)

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Mississippi Museum of Natural Science

Sponsored

Join us June 7th for our Fun Fridays: Rawrrrr into Science Event! There will be fun dinosaur activities including: dinosaur identification and matching games, making fossil molds, exercising with dinosaurs, and... More



Fun Fridays: Rawrrrr Into Science

Learn More on our Event Page!

[LEARN MORE](#)

7

2 Shares


Mississippi Museum of Natural Science

Sponsored

Join us June 7th for our Fun Fridays: Rawrrrr into Science Event! There will be fun dinosaur activities including: dinosaur identification and matching games, making fossil molds, exercising with dinosaurs, and a volcanic eruption demonstration!

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Looking for something fun to do with your kids this summer? Join us for Fun Fridays every Friday from 10 a.... See More



Fun Fridays: Rawrrrr Into Science

Learn More on our Event Page!

[LEARN MORE](#)

Join us June 7th for our Fun Fridays: Rawrrrr into Science... More

7

2 Shares

Like

Comment

Share

Facebook Suggested Video (Facebook Watch Feed - Mobile)

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Mobile Marketplace


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Edit

Mississippi Museum of Natural Science ...

Sponsored

Join us June 7th for our @... See More



Fun Fridays: Rawrrr Into Science

Learn More on our Event Page!

Learn More

7

2 Shares

Like

Comment


Share

Edit

Mississippi Museum of N...

Sponsored

Join us June 7th for our Fun Fridays: Rawrrr into Science Event! There will be fun dinosaur act... See More



Fun Fridays: Rawrrr Into Science

Learn More on our Event Page!

Learn More

Facebook Stories

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Instagram Stories

11 of 17

Edit

Mississippi Museum of Natural Science...

Sponsored




Join us June 7th for our Fun Fridays:
Rawrrr into Science Event! There... [More](#)

LEARN MORE

Edit

msscienceuseum

Sponsored



Join us June 7th for our Fun Fridays\:
Rawrrr into Science Event! There will be
fun dinosaur activities including:
dinosaur identification and matching
games, making fossil molds, exercising
with dinosaurs, and a volcanic ... [more](#)

Learn More

RAWR INTO SCIENCE POST ENGAGEMENT PROMOTION RESULTS AS OF 6/6/19



RAWR INTO SCIENCE DEMOGRAPHICS, REACH AND IMPRESSIONS



SNAKE DAY CAMPAIGN – EVENT RESPONSE CAMPAIGN. BELOW YOU WILL SEE WHERE THE ADS WERE SHOWN.

Mobile News Feed | **Desktop News Feed**

Mississippi Museum of Natural Science
Sponsored · 🌐

See, touch, and learn about live snakes with our experts! Celebrate snakes and raise awareness about conservation during our annual Snake Day event!

SLITHER on over to SNAKE DAY
WEDNESDAY | 10 A.M. TO 2 P.M.
JUNE 5, 2019
MISSISSIPPI MUSEUM OF NATURAL SCIENCE

WED, JUN 5
Snake Day
Mississippi Museum of Natural Science · Jackson
1,155 people interested · 104 people going

Beth Elliott and 156 others (circled in red)

67 Comments

Like Comment

Mississippi Museum of Natural Science
Sponsored · 🌐

See, touch, and learn about live snakes with our experts! Celebrate snakes and raise awareness about conservation during our annual Snake Day event!

SLITHER on over to SNAKE DAY
WEDNESDAY | 10 A.M. TO 2 P.M.
JUNE 5, 2019
MISSISSIPPI MUSEUM OF NATURAL SCIENCE

WED, JUN 5
Snake Day
Mississippi Museum of Natural Science · Jackson
1,155 people interested · 104 people going

Patryce Terrell, Damaris Vox Grave and 155 others (circled in red)

41 Comments

Like Comment

Mississippi Museum of N... Sponsored ...

See, touch, and learn about live snakes with our experts! Celebrate snakes and raise awareness about conservation during our annual Snake Day event!



SLITHER *an over to* **SNAKE DAY**
WEDNESDAY 10 A.M.
JUNE 5, 2019 TO 2 P.M.
MISSISSIPPI MUSEUM OF NATURAL SCIENCE

AMBER AND 4 FRIENDS WERE INTERESTED

Snake Day
Jun 5 10 AM · Mississippi Museum of Natural Science

[View Event >](#)

SNAKE DAY DEMOGRAPHICS, REACH AND IMPRESSIONS




KIDS MOVE YOUR WAY DAY AD CAMPAIGN – EVENT RESPONSE CAMPAIGN

Mobile News Feed


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Desktop News Feed

2 of 3


Mississippi Museum of Natural Science
 Sponsored · 🌐

Join us for a free day of fun events, including archery, giant bubble blowing, disc golf, hula hoops, jump rope, activities on the playground and more. The first 150 people also get a free pass to the MS Museum of Natural Sciences. Bring a healthy lunch and come move - your way!



NATIONAL PARK TRUST
 KidstoParks.org

SAT, MAY 18
Kids to Parks Move Your Way Day
 512 people interested · 70 g...


INTERESTED

🍷👍 Amber Ray and 98 others · 18 Comments

👍 Like 💬 Comment


Mississippi Museum of Natural Science
 Sponsored · 🌐

Join us for a free day of fun events, including archery, giant bubble blowing, disc golf, hula hoops, jump rope, activities on the playground and more. The first 150 people also get a free pass to the MS Museum of Natural Sciences. Bring a healthy lunch and come move - your way!


NATIONAL PARK TRUST
 KidstoParks.org

SAT, MAY 18
Kids to Parks Move Your Way Day
 LeFleur's Bluff State Park · Jackson
 512 people interested · 70 people going

★ Interested

🍷👍 Amber Ray, Erin McGlaun Polzin and 97 others · 11 Comments

KIDS MOVE YOUR WAY DAY DEMOGRAPHICS, REACH AND IMPRESSIONS

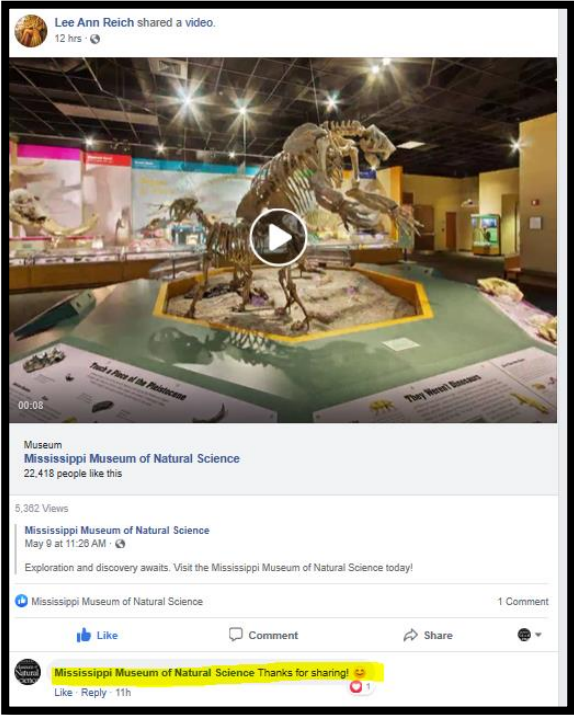


EXAMPLES OF ORGANIC REACH AND REPUTATION MANAGEMENT

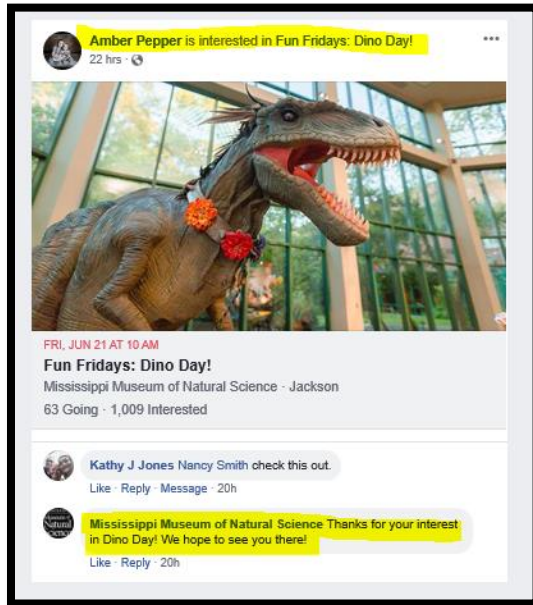
INVITING PEOPLE TO “LIKE” YOUR PAGE IF THEY HAVEN’T DONE SO ALREADY. THIS ARE INDIVIDUALS LIKE THAT HAVE ENGAGED WITH YOUR PAGE AND IS SEPARATE FROM THE LIKE AD CAMPAIGN.



COMMENTING ON POSTS INDIVIDUALS HAVE SHARED



THANKING THOSE WHO HAVE STATED THAT THEY ARE ATTENDING AN EVENT, INTERESTED IN AN EVENT, AND ATTENDED AN EVENT.



ASSISTING IN RESPONDING TO RECOMMENDATION AND REVIEWS.

