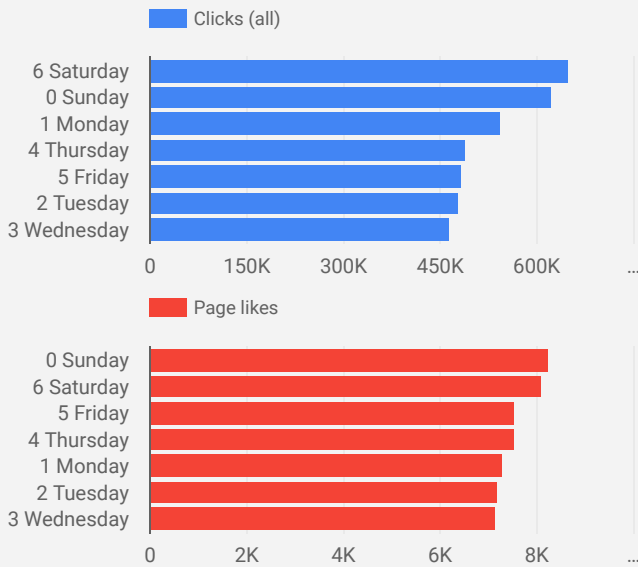


Data From Facebook Business Manager

Impressions 71,243,639	Clicks (all) 3,733,783	Amount spent \$815,599.74	CPC (all) \$0.22	Leads (form) 1,813	Website leads 329,282
Page likes 53,032	Post shares 205,751	Post comments 27,804	Link clicks 1,378,203	Event responses 37	Website conversions 893,871

Days of the Week With Most Actions

All Clicks, FB Leads



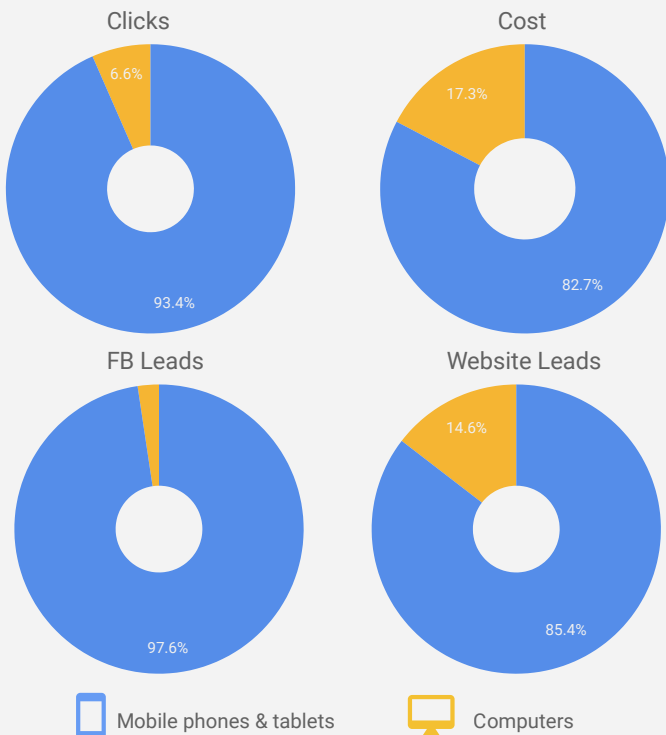
Campaign Objective Breakdown

Clicks and Page Likes

Campaign objective	Clicks (all)	Page likes
CONVERSIONS	3,340,876	37,004
LINK_CLICKS	299,308	4,988
LEAD_GENERATION	38,390	1,386
VIDEO_VIEWS	21,305	11
POST_ENGAGEMENT	18,017	29
PAGE_LIKES	10,906	9,549
MESSAGES	4,373	47
REACH	339	5
EVENT_RESPONSES	272	13
BRAND_AWARENESS	6	null

Device Breakdown

by Clicks, Cost, FB Leads, Website Leads



Actions By Age And Gender

All clicks by Age and Gender

