Diabetes Education Advertisement #2

**Facebook**

Overview

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Age | Link Clicks | Reach (# people shown to) | Comments | Shares | Cost ($) | Amount Spent |
| 65+ | 19 | 916 | - | - | $0.59 | $11.22 |
| 55-64 | 39 | 1309 | 1 | 1 | $0.67 | $26.22 |
| 45-54 | 8 | 876 | - | 2 | $0.52 | $4.14 |
| 35-44 | 12 | 824 | 1 | - | $0.39 | $4.65 |
| 25-34 | 4 | 732 | - | - | $0.63 | $2.51 |
| 18-24 | 2 | 295 | - | - | $0.63 | $1.26 |
| **Total** | 84 | 4,952 | 2 | 3 | $0.60 | $50.00 |
|  |  |  |  |  |  |  |

* Reach-795 and Link Clicks-5 from Instagram

Gender

|  |  |
| --- | --- |
| Gender | Reach |
| Female | 4,039 |
| Male | 692 |
| Unkown | 221 |

Device

|  |  |
| --- | --- |
| Device | Reach |
| Tablet | 260 |
| Ipod | 9 |
| Smartphone | 1389 |
| Ipad | 751 |
| Desktop | 1030 |
| Iphone | 1499 |
| other | 27 |

**Google**

Link Clicks: 65

Impressions: 3,389 (#of people ad was shown to)

Avg Cost Per Click (cpc): $0.93

Total Cost: $60.41

**Website Analytics**

Diabetes Education

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Month | Page views |  | Month | Page views |
| September  2016 | 106 |  | September 2015 | 80 |
| October  2016 | 142 |  | October 2015 | 44 |
| November  2016 | 139 |  | November 2015 | 47 |

**Summary Ad #1 and Ad #2**

|  |  |  |
| --- | --- | --- |
|  | Ad #1 | Ad #2 |
| Facebook |  |  |
| Reach | 7,202 | 4,952 |
| Link Clicks | 86 | 84 |
| Google |  |  |
| Impressions | 5,869 | 3,389 |
| Link Clicks | 77 | 65 |