

DIGITAL MARKETING REPORT

Sparta Taverna Facebook Advertising Report

April 3, 2020 - July 1, 2020



pix-l graphx

CLICKS
SPARTA TAVERNA

12,891

CPC
SPARTA TAVERNA

\$0.08

3-SECONDS VIDEO PLAYS
SPARTA TAVERNA

44,552

POST ENGAGEMENT
SPARTA TAVERNA

54,028

IMPRESSIONS
SPARTA TAVERNA

252,145

REACH
SPARTA TAVERNA

59,552

CPM (COST PER 1,000 IMPRESSIONS)
SPARTA TAVERNA

\$3.97

WEBSITE CHECKOUTS INITIATED
SPARTA TAVERNA

303

COST PER CHECKOUT INITIATED
SPARTA TAVERNA

\$3.31

WEBSITE LEADS
SPARTA TAVERNA

5,861

COST PER LEAD
SPARTA TAVERNA

\$0.17

Summary

YEAR-TO-DATE
YEAR-TO-DATE: SPARTA TAVERNA

Month	Clicks	Impr.	Reach	CTR	CPC	3-Seconds Video Plays	Website Checkouts Initiated	Website Leads
July 2020	0	0	0	0%	\$0.00	0	0	0
June 2020	206	5,521	4,968	3.73%	\$0.09	715	3	68
May 2020	5,075	106,782	37,736	4.75%	\$0.09	16,042	132	2,177
April 2020	8,231	150,584	46,296	5.47%	\$0.07	30,023	174	3,905
March 2020	8,639	112,317	36,576	7.69%	\$0.06	26,428	140	4,760
February 2020	7,198	62,750	25,008	11.47%	\$0.06	23,570	133	4,537
January 2020	9,053	68,441	24,256	13.23%	\$0.05	25,788	145	5,870
	38,402	506,395	85,184	7.58%	\$0.06	122,566	727	21,317

CAMPAIGN PERFORMANCE
SPARTA TAVERNA

Campaign	Clicks	Impr.	Reach	CTR	CPC	Amount spent	Website Checkouts Initiated	Website Leads
Ridgefield Park Traffic - Prospecting	3,187	68,273	31,200	4.67%	\$0.08	\$241.41	64	1,413
	12,891	252,145	59,552	5.11%	\$0.08	\$1,002.04	303	5,861

Campaign	Clicks	Impr.	Reach	CTR	CPC	Amount spent	Website Checkouts Initiated	Website Leads
Wood-Ridge Traffic - Prospecting	3,144	67,673	34,760	4.65%	\$0.08	\$241.30	53	1,456
CoVID-19 Update - Traffic Retargeting	2,366	35,245	9,476	6.71%	\$0.07	\$157.26	48	889
Wood-Ridge Traffic - Retargeting	2,161	40,195	10,582	5.38%	\$0.08	\$181.02	53	1,093
Ridgefield Park Traffic - Retargeting	2,033	40,759	9,160	4.99%	\$0.09	\$181.05	85	1,010
	12,891	252,145	59,552	5.11%	\$0.08	\$1,002.04	303	5,861

OVERALL PERFORMANCE
SPARTA TAVERNA



Clicks	12,891
Impr.	252,145
Reach	59,552
CTR	5.11%
CPC	\$0.08
CPM (Cost per 1,000 Impressions)	\$3.97
Website Checkouts Initiated	303
Website Leads	5,861

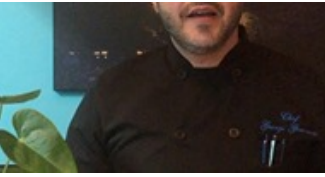


AD CREATIVE PERFORMANCE
SPARTA TAVERNA


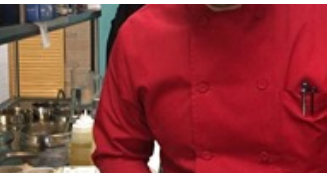
Ad preview	Clicks	Impr.	Reach	CTR	CPC	Amount spent	3-Seconds Video Plays	Website Checkouts Initiated	Website Leads
	915	23,025	13,912	3.97%	\$0.08	\$74.73	4,385	11	415

Here we are showing our supreme sal...
 Here we are showing our supreme salads with @chefgeorgios #spartataverna #greekrestaurant #woodridge #ridgefieldpark #grilledchicken #greek salad #grilledshrimp #chefgeorgios #greekchef #greekfood #chefgeorge #greekcuisine #mediterraneanfood #cookingismypassion

12,891	252,145	59,552	5.11%	\$0.08	\$1,002.04	44,552	303	5,861
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Ad preview	Clicks	Impr.	Reach	CTR	CPC	Amount spent	3-Seconds Video Plays	Website Checkouts Initiated	Website Leads
 <p>Hopefully this message will inspire so... Hopefully this message will inspire some people 🙏 keep the faith, be patient and we will win!! #spartataverna #greekrestaurant #greekfood #mediterraneanfood #chefgeorgios #inspire #message #keepthefaitth @chefgeorgios @officialslystallone #rocky</p>	729	12,964	5,490	5.62%	\$0.08	\$58.50	2,220	10	309
 <p>Here we are showing our supreme sal... Here we are showing our supreme salads with @chefgeorgios #spartataverna #greekrestaurant #woodridge #ridgefieldpark #grilledchicken #greekssalad #grilledshrimp #chefgeorgios #greekchef #greekfood #chefgeorge #greekcuisine #mediterraneanfood #cookingismypassion</p>	686	18,164	12,532	3.78%	\$0.09	\$60.63	3,528	5	335
 <p>Here we are showing our supreme sal... Here we are showing our supreme salads with @chefgeorgios #spartataverna #greekrestaurant #woodridge #ridgefieldpark #grilledchicken #greekssalad #grilledshrimp #chefgeorgios #greekchef #greekfood #chefgeorge #greekcuisine #mediterraneanfood #cookingismypassion</p>	590	12,924	6,002	4.57%	\$0.09	\$55.07	1,963	13	280
 <p>Here we are showing our supreme sal... Here we are showing our supreme salads with @chefgeorgios #spartataverna #greekrestaurant #woodridge #ridgefieldpark #grilledchicken #greekssalad #grilledshrimp #chefgeorgios #greekchef #greekfood #chefgeorge #greekcuisine #mediterraneanfood #cookingismypassion</p>	473	8,379	4,038	5.65%	\$0.08	\$39.58	1,523	7	291
	12,891	252,145	59,552	5.11%	\$0.08	\$1,002.04	44,552	303	5,861

Ad preview	Clicks	Impr.	Reach	CTR	CPC	Amount spent	3-Seconds Video Plays	Website Checkouts Initiated	Website Leads
 <p>Hopefully this message will inspire so... Hopefully this message will inspire some people 🙏 keep the faith, be patient and we will win!! #spartataverna #greekrestaurant #greekfood #mediterraneanfood #chefgeorgios #inspire #message #keepthefait #chefgeorgios @officialslystallone #rocky</p>	432	6,503	3,311	6.64%	\$0.07	\$29.55	1,296	7	218
 <p>We will remain open every day all day f... We will remain open every day all day for pick up and delivery, stay healthy, strong and keep the faith, God bless #spartataverna #greekrestaurant #ridgefieldpark #woodridge #chefgeorge #greekfood #chefgeorgios #greekchef #greekcuisine #mediterraneanfood #mediterraneandiet #cookingisourpassion #keepthefait</p>	414	6,035	3,289	6.86%	\$0.06	\$23.39	1,172	0	0
 <p>Here we are showing our supreme sal... Here we are showing our supreme salads with @chefgeorgios #spartataverna #greekrestaurant #woodridge #ridgefieldpark #grilledchicken #greek salad #grilledshrimp #chefgeorgios #greekchef #greekfood #chefgeorge #greekcuisine #mediterraneanfood #cookingismy passion</p>	395	9,254	7,370	4.27%	\$0.08	\$33.54	1,971	6	205
	12,891	252,145	59,552	5.11%	\$0.08	\$1,002.04	44,552	303	5,861

Ad preview	Clicks	Impr.	Reach	CTR	CPC	Amount spent	3-Seconds Video Plays	Website Checkouts Initiated	Website Leads
 <p>We wanted to thank you for your cont... We wanted to thank you for your continues support, for your messages, your reviews and your amazing comments! You guys rock!! We are still here, we are open, we are going strong and that is because of you, our customers!! #thankyou 🙏🙏 #customerappreciation #bestcustomers #weloveourcustomers ❤️ #staysafe #staystrong #chefgeorge #spartataverna #greekrestaurant #ridgefieldpark #woodridge #greekfood #chefgeorgios #greekchef #mediterraneanfood #greekcuisine #thankful #greatful @chefgeorgios</p>	370	4,203	2,022	8.8%	\$0.06	\$21.93	801	13	178
 <p>Here we are showing our supreme sal... Here we are showing our supreme salads with @chefgeorgios #spartataverna #greekrestaurant #woodridge #ridgefieldpark #grilledchicken #greek salad #grilledshrimp #chefgeorgios #greekchef #greekfood #chefgeorge #greekcuisine #mediterraneanfood #cookingismypassion</p>	347	7,558	4,031	4.59%	\$0.09	\$32.04	1,083	17	175
	12,891	252,145	59,552	5.11%	\$0.08	\$1,002.04	44,552	303	5,861