

DIGITAL MARKETING REPORT

Facebook Advertising Report

March, 2020 - June, 2020

compared to October 31, 2019 - February 29, 2020

Anthony Bartole



pix-l graphx



 **CLICKS**
TROPICAL JUICE BAR

28,013

↑ 28196.0%

 **CPC**
TROPICAL JUICE BAR

\$0.10

↓ -83.8%

 **3-SECONDS VIDEO PLAYS**
TROPICAL JUICE BAR

96,578

↑ ∞%

 **POST ENGAGEMENT**
TROPICAL JUICE BAR

117,471

↑ 51422.4%

 **IMPRESSIONS**
TROPICAL JUICE BAR

876,981

↑ 3249.6%

 **REACH**
TROPICAL JUICE BAR

205,536

↑ 1734.7%

 **CPM (COST PER 1,000 IMPRESSIONS)**
TROPICAL JUICE BAR

\$3.18

↑ 37.2%

 **WEBSITE CHECKOUTS INITIATED**
TROPICAL JUICE BAR

307

↑ ∞%

 **COST PER CHECKOUT INITIATED**
TROPICAL JUICE BAR

\$9.08

↑ ∞%

 **WEBSITE LEADS**
TROPICAL JUICE BAR

14,047

↑ ∞%

 **COST PER LEAD**
TROPICAL JUICE BAR

\$0.20

↑ ∞%

 **ADDS TO CART**
TROPICAL JUICE BAR

1,026

↑ ∞%

 **COST PER ADD TO CART**
TROPICAL JUICE BAR

\$2.72

↑ ∞%

Summary

 **YEAR-TO-DATE**
YEAR-TO-DATE: TROPICAL JUICE BAR

Month	Clicks	Impr.	Reach	CTR	CPC	3-Seconds Video Plays	Website Checkouts Initiated	Website Leads
June 2020	1,089	49,978	36,424	2.18%	\$0.10	3,238	6	488
May 2020	8,756	263,214	91,712	3.33%	\$0.12	20,774	62	4,186
April 2020	11,273	357,034	125,344	3.16%	\$0.09	52,275	46	5,758
March 2020	6,895	206,755	92,449	3.33%	\$0.10	20,291	193	3,615
February 2020	0	0	0	0%	\$0.00	0	0	0
January 2020	0	0	0	0%	\$0.00	0	0	0
	28,013	876,981	205,536	3.19%	\$0.10	96,578	307	14,047

 **CAMPAIGN PERFORMANCE**
TROPICAL JUICE BAR



Campaign	Clicks	Impr.	Reach	CTR	CPC	Amount spent	Website Checkouts Initiated	Website Leads
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Campaign	Clicks	Impr.	Reach	CTR	CPC	Amount spent	Website Checkouts Initiated	Website Leads
Traffic - Prospecting	20,655	689,143	201,825	3%	\$0.10	\$2,118.57	213	10,499
Traffic - Retargeting	7,358	187,838	28,560	3.92%	\$0.09	\$668.16	94	3,548
	28,013	876,981	205,536	3.19%	\$0.10	\$2,786.73	307	14,047






 OVERALL PERFORMANCE
 TROPICAL JUICE BAR




Clicks	28,013
Impr.	876,981
Reach	205,536
CTR	3.19%
CPC	\$0.10
CPM (Cost per 1,000 Impressions)	\$3.18
Website Checkouts Initiated	307
Website Leads	14,047

 AD CREATIVE PERFORMANCE
 TROPICAL JUICE BAR

Ad preview	Clicks	Impr.	Reach	CTR	CPC	Amount spent	3-Seconds Video Plays	Website Checkouts Initiated	Website Leads
 Guaranteed Safe & Freshly Prepared. ... Make Your Own Juice! 🍊 While we are open & serving the community safely, here's how you can make our super juice right at home! 🏠	3,050	93,401	48,624	3.27%	\$0.09	\$278.50	21,895	6	1,581
 tropical juice bar tropicaljuicebar.com Fresh, healthy juice 🍊 & delicious, locally sourced food with fresh ingredients. 🥗 Order for Pickup or Grubhub Delivery Now!	2,550	98,974	48,832	2.58%	\$0.12	\$301.66	0	46	1,367

28,013	876,981	205,536	3.19%	\$0.10	\$2,786.73	96,578	307	14,047
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Ad preview	Clicks	Impr.	Reach	CTR	CPC	Amount spent	3-Seconds Video Plays	Website Checkouts Initiated	Website Leads
 <p>Guaranteed Safe & Freshly Prepared. ... Make Your Own Juice! 🍊 While we are open & serving the community safely, here's how you can make our super juice right at home! 🏠</p>	2,068	63,966	35,728	3.23%	\$0.10	\$211.59	15,043	4	954
 <p>tropical juice bar tropicaljuicebar.com Fresh, healthy juice 🍊 & delicious, locally sourced food with fresh ingredients. 🥗 Order for Pickup or Grubhub Delivery Now!</p>	1,940	74,601	40,441	2.6%	\$0.12	\$231.58	0	54	1,004
 <p>tropical juice bar tropicaljuicebar.com Fresh, healthy juice 🍊 & delicious, locally sourced food with fresh ingredients. 🥗 Order for Pickup or Grubhub Delivery Now!</p>	1,865	51,709	14,768	3.61%	\$0.11	\$198.07	0	27	872
 <p>Guaranteed Safe & Freshly Prepared. ... Make Your Own Juice! 🍊 While we are open & serving the community safely, here's how you can make our super juice right at home! 🏠</p>	1,837	54,768	28,544	3.35%	\$0.09	\$164.11	13,517	5	932
 <p>Guaranteed Safe & Freshly Prepared. ... Make Your Own Juice! 🍊 While we are open & serving the community safely, here's how you can make our super juice right at home! 🏠</p>	1,510	33,803	10,042	4.47%	\$0.09	\$139.92	7,935	3	665
	28,013	876,981	205,536	3.19%	\$0.10	\$2,786.73	96,578	307	14,047

Ad preview	Clicks	Impr.	Reach	CTR	CPC	Amount spent	3-Seconds Video Plays	Website Checkouts Initiated	Website Leads
 <p>Guaranteed Safe & Freshly Prepared. ... Make Your Own Juice! 🍊 While we are open & serving the community safely, here's how you can make our super juice right at home! 🏠</p>	1,243	36,546	20,368	3.4%	\$0.09	\$115.36	9,386	1	644
 <p>tropical juice bar tropicaljuicebar.com Fresh, healthy juice 🍊 & delicious, locally sourced food with fresh ingredients. 🥗 Order for Pickup or Grubhub Delivery Now!</p>	1,086	37,463	23,744	2.9%	\$0.10	\$108.54	0	20	532
 <p>tropical juice bar tropicaljuicebar.com Fresh, healthy juice 🍊 & delicious, locally sourced food with fresh ingredients. 🥗 Order for Pickup or Grubhub Delivery Now!</p>	1,051	30,777	17,604	3.41%	\$0.09	\$93.19	0	20	526
	28,013	876,981	205,536	3.19%	\$0.10	\$2,786.73	96,578	307	14,047