



**Facebook Ads + Instagram Ads
Monthly Review Report**

Extreme LED

Facebook Ads

1,880

CLICKS

70,315

IMPRESSIONS

83

PAGE LIKES

318

POST LIKES

1,154

WEBSITE CLICKS

\$ 416.90

SPEND

Instagram

216

CLICKS

15,794

IMPRESSIONS

0

PAGE LIKES

228

POST LIKES

132

WEBSITE CLICKS

\$ 67.04

SPEND

Extreme LED

Adset Performance




	Clicks	Impressions	Spend (\$)	Cost Per Website Click (\$)	Cost Per Complete Registration (FB Pixel)
Stackerz T4R: Male, 22 - 49 - Desktop & Mobile, toyota 4 runner	1,178	34,369	243.62	0.32	0
Re-Target Website Visitors	531	26,432	123.18	0.45	0
Male, 22 - 49 - Desktop & Mobile, toyota 4 runner	171	9,514	50.10	0.45	0
Total	1,880	70,315	416.90	0.36	0

Adset Performance(Instagram)

	Clicks	Impressions	Spend (\$)	Cost Per Website Click (\$)	Cost Per Complete Registration (FB Pixel)
Male, 22 - 49 - Desktop & Mobile, toyota 4 runner	116	7,656	33.62	0.46	0
Re-Target Website Visitors	100	8,138	33.43	0.57	0
Total	216	15,794	67.05	0.51	0

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Ad Performance(Top 10 by CTR)

	Clicks	Impressions	Spend (\$)	CTR (%)	CPC (All) (\$)	CPC (Link) (\$)
	1,178	34,369	243.62	3.43	0.21	0.32
Extreme LED Light Bars extremeledlightbars.com T4R Owners! Looking for Ditch Lights? Xmas Sale - Save up to 22% On our LED Ditch Light..						
	531	26,432	123.18	2.01	0.23	0.45
Extreme LED Light Bars extremeledlightbars.com Looking for quality that rivals Rigid, but at a reasonable price? Want a lifetime warranty...						
	171	9,514	50.10	1.80	0.29	0.45
Extreme LED Light Bars extremeledlightbars.com T4R Owners! Need some lights for your adventures? Xmas Sale - Save up to 22% Lifetime...						

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Ad Performance(Top 10 by CTR) - Instagram

Clicks Impressions Spend (\$) CTR (%) CPC (All) (\$) CPC (Link) (\$)



116 7,656 33.62 1.52 0.29 0.46



100 8,138 33.43 1.23 0.33 0.57

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Placement Performance

	Clicks	Impressions
iphone - facebook - feed	816	26,781
android_smartphone - facebook - feed	674	19,455
iphone - instagram - feed	141	10,054
desktop - facebook - feed	99	5,930
android_smartphone - instagram - feed	74	5,606
ipad - facebook - feed	53	1,167
android_tablet - facebook - feed	13	231
other - facebook - feed	4	131
ipod - facebook - feed	2	6
iphone - facebook - instant_article	1	32
iphone - audience_network - an_classic	1	2
desktop - facebook - right_hand_column	1	712
ipad - instagram - feed	1	83
Total	1,880	70,190