

Case Study

Targeted Facebook Inventory

Run Date: 30 Days Total Impressions: 266,289



Reach

40,320

Impressions

266,289

Website Leads

142

Cost Per Website
Lead

\$13.76

Offline Events -
Sold

31

Page Engagement

10,385

Clicks (ALL)

10,896

Social Hub Leads
(on Facebook)

45

Website Content
Views

30,094

Cost Per Website
View

\$0.06

Landing Page
Views

7,889

Cost Per Landing
Page View

\$0.25