Q4 Report

Page 1

Reports > Q4 (Jan, Feb March 2021)
1 Ad Account, Multiple Attribution Settings, CAD

You have unsaved changes
Data refreshed less than 1 minute ago
Save

Had Delivery ✕ Search and filter

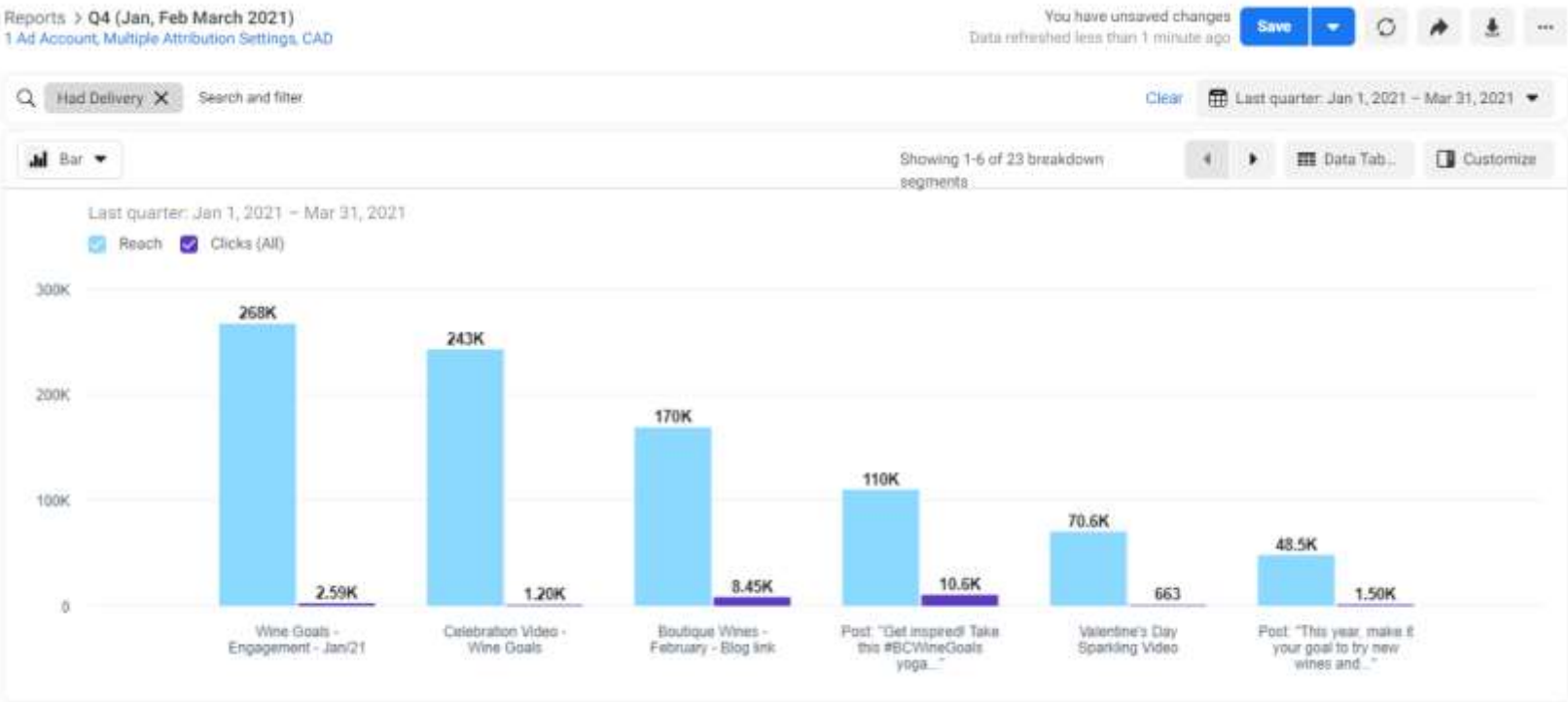
Clear Last quarter: Jan 1, 2021 – Mar 31, 2021

Pivot Tab... Group Breakdowns Customize

Campaign Name	Reach	Results	Clicks (All)	Post Engagem	Cost per Page Engagement	Cost per Result	Amount Spent
Wine Goals - Engagement - Jan/21	267,672	485,116 Post Engagements	2,587	485,116	$0.01	$0.01 Post Engagement	$4,650.00
Celebration Video - Wine Goals	243,375	88,913 ThruPlays	1,199	181,100	$0.01	$0.02 ThruPlay	$1,771.15
Post: "Get inspired! Take this #BCWineGoals y...	110,206	8,088 Link Clicks	10,617	62,069	$0.01	$0.11 Link Click	$900.00
Valentine's Day Sparkling Video	70,592	14,558 ThruPlays	663	39,641	$0.01	$0.03 ThruPlay	$450.00
Post: "This year, make it your goal to try new wi...	48,479	857 Link Clicks	1,499	16,408	$0.03	$0.53 Link Click	$450.00
Post: "Our BC wine industry is chock-full of a...	39,298	628 Link Clicks	1,511	12,106	$0.04	$0.72 Link Click	$450.00
Women In Wine Part 2	22,801	378 Landing Page Views	1,339	9,485	$0.05	$1.19 Landing Page Views	$450.00
Boutique Wines - February - Blog link	169,502	3,741 Landing Page Views	8,453	5,195	$0.55	$0.76 Landing Page View	$2,842.00
Post: "Have you tried the latest batch of Boutiq...	42,408	2,929 Post Engagements	4,706	2,929	$0.15	$0.15 Post Engagement	$450.00
Valentine's Day Engagement	19,192	2,240 Post Engagements	647	2,240	$0.20	$0.20 Post Engagement	$450.00
Total Results 23 / 23 rows display...	**966,201** People	–	**40,508** Total	– Total	– Per Action	–	**$16,893.01** Total Spent

Cont…

Page 2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Data refreshed less than 1 minute ago
Save
Had Delivery
Search and filter
Clear
Last quarter: Jan 1, 2021 – Mar 31, 2021
Bar
Showing 1-6 of 23 breakdown segments
Data Tab...
Customize
Last quarter: Jan 1, 2021 – Mar 31, 2021
Reach
Clicks (All)
300K
200K
100K
0
268K
2.59K
243K
1.20K
170K
8.45K
110K
10.6K
70.6K
663
48.5K
1.50K
Wine Goals - Engagement - Jan/21
Celebration Video - Wine Goals
Boutique Wines - February - Blog link
Post: "Get inspired! Take this #BCWineGoals yoga..."
Valentine's Day Sparkling Video
Post: "This year, make it your goal to try new wines and..."