

Ads report - All Campaigns

August 13, 2020 - September 11, 2020

Eme Bassey-Ezeliora

Eme Bassey

 **CLICKS**
CITYCHAPEL LONDON

1,390

 **CPC**
CITYCHAPEL LONDON

\$0.40

 **ACTIONS**
CITYCHAPEL LONDON

31,322

Summary

 **YEAR-TO-DATE**
PAST 30 DAYS: CITYCHAPEL LONDON

Month	Clicks	Impr.	Reach	Frequency	CTR	CPC	Amount spent	Actions
September 2020	518	47,313	15,764	3	1.09%	\$0.40	\$208.99	14,283
August 2020	162	25,540	6,994	3.65	0.63%	\$0.95	\$153.39	17,039
	680	72,853	20,488	3.56	0.93%	\$0.53	\$362.38	31,322

 **CAMPAIGN PERFORMANCE**
CITYCHAPEL LONDON

Campaign	Clicks	Impr.	Reach	Frequency	CTR	CPC	Amount spent	Actions
Teenage boys flyer	678	20,696	13,532	1.53	3.28%	\$0.11	\$73.40	390
Confidence Workshop - Copy	337	32,086	11,552	2.78	1.05%	\$0.26	\$85.97	255
Confidence Workshop - Telephone/Text	256	9,593	6,000	1.6	2.67%	\$0.18	\$46.17	104
Confidence Workshop	87	31,174	3,328	9.37	0.28%	\$2.65	\$230.24	30,963
TEENAGE BOYS	18	21,500	4,435	4.85	0.08%	\$3.96	\$71.35	21,568
August Video Ad for Teenage Girls Project.	14	12,456	3,792	3.28	0.11%	\$3.17	\$44.39	12,421

 **OVERALL PERFORMANCE**
CITYCHAPEL LONDON

Clicks	1,390
Impr.	127,505
Reach	41,640
Frequency	3.06
CTR	1.09%
CPC	\$0.40
Amount spent	\$551.52
Actions	65,701

 **CAMPAIGN PERFORMANCE**
PAST 26 DAYS: CITYCHAPEL LONDON

Campaign	Clicks	Impr.	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
	1,377	115,283	38,152	3.02	1.19%	\$0.37	\$508.54	53,509

Campaign	Clicks	Impr.	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
Teenage boys flyer	678	20,696	13,532	1.53	3.28%	\$0.11	\$73.40	390
Confidence Workshop - Copy	337	32,086	11,552	2.78	1.05%	\$0.26	\$85.97	255
Confidence Workshop - Telephone/Text	256	9,593	6,000	1.6	2.67%	\$0.18	\$46.17	104
Confidence Workshop	87	31,174	3,328	9.37	0.28%	\$2.65	\$230.24	30,963
TEENAGE BOYS	18	21,500	4,435	4.85	0.08%	\$3.96	\$71.35	21,568
August Video Ad for Teenage Girls Project.	1	234	189	1.24	0.43%	\$1.41	\$1.41	229
	1,377	115,283	38,152	3.02	1.19%	\$0.37	\$508.54	53,509

AD CREATIVE PERFORMANCE
PAST 26 DAYS: CITYCHAPEL LONDON

Ad preview	Clicks	Impr.	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
------------	--------	-------	-------	-----------	-----	-----	--------------	-----------------



678	20,696	13,532	1.53	3.28%	\$0.11	\$73.40	390
-----	--------	--------	------	-------	--------	---------	-----




Join the next session on Saturday at 3pm
us02web.zoom.us
 The Super Academy of City Chapel presents:
 TEENAGE BOYS PROJECT: Things I wish my
 father had told me...

A personal growth and capacity building
 program to empower young men of BAME
 origin .

- Topics include:
- Communication
 - Money and Business
 - Relationships
 - Self awareness
 - Addiction
 - Cultural Differences
 - Investing in your future

JOIN THE CONVERSATION
 Every Saturday at 3pm
 29th August to 26th September
 Register Now on ZOOM ID: 894 4956 4124

1,377	115,283	38,152	3.02	1.19%	\$0.37	\$508.54	53,509
-------	---------	--------	------	-------	--------	----------	--------

Ad preview	Clicks	Impr.	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
 <p>Free for Barking and Dagenham residents. us02web.zoom.us Back to Work Program for Barking and Dagenham residents. Sign up today and get the preparation and confidence you need to prepare for the marketplace.</p> <p>All residents welcome. Free Groceries package for all attendees.</p> <p>Please share with friends that need this. Sign up here: https://us02web.zoom.us/meeting/register/tZ0rceqrqTMuGNza-kqmiYNDgUOMm6XWlaYG</p>	337	32,086	11,552	2.78	1.05%	\$0.26	\$85.97	255
 <p>Text for Information: 07429379777 facebook.com Join the Back to Work Program Free to Barking and Dagenham residents only!</p> <p>start a business, interview preparation, confidence building and more.</p> <p>Free groceries pack to all attendees. Single parents welcomed.</p> <p>- A collaboration between @kingsleyhall.dagenham @citychapel and London Community Foundation</p> <p>Text for Information: 07429379777</p>	256	9,593	6,000	1.6	2.67%	\$0.18	\$46.17	104
 <p>Free Workshop for Barking and Dagenha... Back to Work Program for Barking and Dagenham residents. Sign up today and get the preparation and confidence you need to prepare for the marketplace.</p> <p>All residents welcome. Free Groceries package for all attendees.</p> <p>Please share with friends that need this. Sign up here: https://us02web.zoom.us/meeting/register/tZ0rceqrqTMuGNza-kqmiYNDgUOMm6XWlaYG</p>	87	31,174	3,328	9.37	0.28%	\$2.65	\$230.24	30,963
	1,377	115,283	38,152	3.02	1.19%	\$0.37	\$508.54	53,509

Ad preview	Clicks	Impr.	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
 <p>Join the Conversation on ZOOM this Satur... THINGS I WISH MY FATHER HAD TOLD ME...</p> <p>THE TEENAGE BOYS PROJECT IS A personal growth and capacity building program to empower young men of BAME origin.</p> <p>Who is it for? Boys 11-19 and their parents or guardians</p> <p>Topics include: Communication Money and Business Relationships Self awareness Addiction Cultural Differences Investing in your future</p> <p>JOIN THE CONVERSATION Every Saturday at 3pm 29th August to 26th September Register Now on ZOOM ID: 894 4956 4124</p>	18	21,500	4,435	4.85	0.08%	\$3.96	\$71.35	21,568
 <p>New exciting topics coming up this Saturd... The Testimonials have started coming in about The Teenage Girls Project - a Program for Parents and their daughters 11-19 years old.</p> <p>It is NOT TOO LATE to build a stronger relationship with your daughter (or parent)</p> <p>We have 3 new exciting topics coming u starting this Saturday. Seperate sessions for parents and for the girls.</p> <p>For details, Register here: https://us02web.zoom.us/webinar/register/WN_2P_Sr6PdSpWEx4Lszcmo3Q</p>	1	234	189	1.24	0.43%	\$1.41	\$1.41	229
	1,377	115,283	38,152	3.02	1.19%	\$0.37	\$508.54	53,509