

May 2018 Report

6/13/2018

Overview

March Social Media Engagement Summary

Platform Summary

Facebook	Total Fans	190,206	Impressions	3,192,154	Reach	1,797,224	Engagemet Rate	5.06%
		-1%		-46%		-42%		2%
	Video Views	59,003	Total Engagements	7,801	Website Visits	11,572		
		-39%		-44%		-48%		
Twitter	Total Followers	6,432	Impressions	518,000	Website Visits	255	Engagemet Rate	7.10%
		1%		2%		-80%		12%
	Total Engagements	1,140						
		-7%						
Instagram	Total Followers	8,945	Engagements	3,922	Impressions	222,424	Engagemet Rate	1.80%
		6%		-22%		-3%		-33%
YouTube	Subscribers	477	Views	26,615				
		2%		-16%				

Overview April 2018

Paige Spiranac Lead Ads	3,855 Leads	\$0.71 CPL
Click Ads	6,952 Landing Page Views	\$0.68 CPV
Message Ads	388 Messages	\$0.64 CPM
Magazine Supscriptions	370 Supscriptions	\$2.03 CPS
Boosted Posts	498 Engagment	\$0.40 CPE

Key:

CTR: click through rate, CPCV: cost per completed view, VCR: video completion rate, CPV: cost per visit, CPL: cost per like, CPC: cost per click, Impressions: each time an ad is loaded on a page

Lead Ads

Campaign	Impressions	Lead Rate	Leads	CPL	Spend	QQ	TOS	Bounce Rate
Paige Spiranac_Nashville_Over35_Under100k	21,040	0.51%	108	\$2.31	\$250	0	-	
Paige Spiranac_Nashville_Over35_Over100k	18,601	0.55%	103	\$2.43	\$250	0	-	
Paige Spiranac_Nashville_Under35_Over100k	20,220	0.20%	41	\$6.10	\$250	0	-	
Paige Spiranac_Nashville_Under35_Under100k	22,493	0.23%	51	\$4.90	\$250	0	-	
Paige Spiranac Instagram Feed	130,537	0.57%	742	\$0.67	\$500	0	-	
Paige Spiranac Instagram Story	49,984	0.51%	256	\$0.98	\$250	0	-	
May Paige Spiranac Leads_Over35_FacebookOnly	233,670	1.09%	2,555	\$0.39	\$1,000	0	-	
Total	496,545	0.78%	3,856	\$0.71	\$2,750	0		

Click Ads

Campaign	Impressions	Click Rate	Page Views /Clicks	CPV/C	Spend	QQ	TOS	Bounce Rate
May_LookALike	1,392,617	0.30%	4,225	\$0.65	\$2,750	0	2.56	94.40%
May_NewLeads	69,733	0.25%	174	\$1.44	\$250	0	1.45	93.61%
May_EmailDatabase	24,276	1.31%	318	\$0.79	\$250	0	2.12	79.23%
May 2018_DirectFlightMarkets	384,184	0.58%	2,235	\$0.67	\$1,500	1	4.10	92.88%
Total	1,870,810	0.37%	6,952	\$0.68	\$4,750			

Message Ads

Campaign	Impressions	Conversion Rate	Mess ages	CPM	Spend	Sweeps	TOS	Bounce Rate
May LeadGen_PaigeSpiranac_Over40	14,820	1.62%	240	\$0.52	\$125	0		
May LeadGen_PaigeSpiranac_Under40	18,310	0.81%	148	\$0.84	\$125	0		
Total	33,130	1.17%	388	\$0.64	\$250	0		

Boosted Posts/Misc.

Campaign	Impressions	Conversion Rate	Enga geme nts	CPE	Spend
ScavengerHunt_WebsiteRetarget	5,854	2.46%	144	\$0.35	\$50
ScavengerHunt_Websiteretarget_ExcludeFans	4,255	2.19%	93	\$0.81	\$75
ScavengerHunt_Fans	8,696	3.00%	261	\$0.29	\$75
Total	18,805	2.65%	498	\$0.40	\$200

Magazine Supscription

Campaign	Impressions	Conversion Rate	Supsc riptio ns	CPS	Spend	QQ	TOS	Bounce Rate
May_NewLeads	10,622	0.28%	30	\$1.67	\$50	0	2.56	55.91%
May_EmailList	29,051	0.25%	73	\$1.37	\$100	0	2.56	55.91%
May_General	57,375	0.29%	165	\$2.73	\$450	0	3.04	53.71%
May_WebsiteRetarget	33,306	0.31%	102	\$1.47	\$150	0	2.89	55.32%
Total	130,354	0.28%	370	\$2.03	\$750			

Key:
QQ: Quick Quotes, TOS: Average Time On Site