

BREAD

Digital Solutions Performance Report

Start Date

Client Budget:	
Due to Agency:	\$81

PEDIATRIC CLINIC

November 2020 - October 2021

KPI	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct
Clicks	0	0	0	0	0	0	0	0	0	0	0	0
Avg CPC	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Conversion	0	0	0	0	0	0	0	0	0	0	0	0
Cost/Conv	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Search CTR	0	0	0	0	0	0	0	0	0	0	0	0
Total Imp	0	0	0	0	0	0	0	0	0	0	0	0
Cost	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Display CTR	0	0	0	0	0	0	0	0	0	0	0	0
FB LinkClicks	0	0	0	0	0	0	307	397	1	21	15	9
FB Impressions	0	0	0	0	0	0	22,563	15,200	7,811	22,282	8,675	4,462
FB Cost	0	0	0	0	0	0	\$337	\$130	\$107	\$99	\$123	\$81
FB Likes	0	0	0	0	0	0	25	25	31	15	23	10
Display Clicks	0	0	0	0	0	0	0	0	0	0	0	9
FB CPL	0	0	0	0	0	0	\$13	\$1	\$2	\$0	\$0	\$0
MUV	0	0	0	0	0	0	0	0	0	0	0	0
FB CPC	0	0	0	0	0	0	\$1	\$1	\$2	\$0	\$0	\$0

NOTES:

03/02 - This is where we'll log and report social media costs and performance for Pediatric Clinic. I'll update previous months before next month