

Campaign Performance Report

RestorixHealth

Campaign Date: 11/18/2021 - December 8, 2021

Media Spend Budget:	\$3,822
Budget Breakdown:	
Facebook	\$2,943
LinkedIn	\$879

Budget vs. Actual

	Budget	Actual
Total Spent	\$3,822	\$3,745
LinkedIn Impressions	30000	33269
Click-throughs - Facebook	1890	1808
Click-throughs - LinkedIn	100	267

Audience

11/18 - 12/1 - National, targeting individuals who listed Healthcare professions as Job Titles in their profiles.

12/2 - 12/8 - Houston and Detroit, targeting individuals who listed Healthcare professions as Job Titles in their profiles.

Detailed Targeting

People who match:

- Interests: Medical-surgical nursing, Primary care physician, American Academy of Family Physicians, Physicians Committee for Responsible Medicine, American Medical Association, Columbia University College of Physicians and Surgeons, Wound, ostomy, and continence nursing, Surgical nursing, Wound healing, American Academy of Physician Assistants, Physician assistant, Attending physician, American College of Emergency Physicians, American Academy of Family Physicians (AAFP) or Physician
- School: Harvard Medical School

Job Titles (Current)

Dermatologist, Doctor, Podiatrist, Neuropsychologist, Surgery Resident, Senior Physician, General Surgeon, Cardiovascular Specialist, Internist, Medical Resident, General Dentist, Neurosurgeon, Urologist, Radiology Resident, Oncology Specialist, Resident Doctor, Physician Assistant, Oncologist, Physiotherapist, Surgeon, Emergency Medicine Physician, Cardiology Fellow, Geneticist, Gastroenterologist, Orthotist, Assistant Professor Of Surgery, Gynecologist, Surgery Fellow, Medical Doctor, Emergency Medicine Resident, Clinical Psychologist, Nephrologist, Chiropractor, Associate Doctor, Neuroscience Specialist, Internal Medicine Physician, Radiation Oncologist, Neonatologist, General Physician, Vascular Surgeon, Neurology Resident, Endocrinologist, Anesthesiology Resident, Orthopaedic Surgery Resident, Research Physician, Child And Adolescent Psychiatrist, Senior Clinician, General Surgery Resident, Medical Officer, Clinical Neuropsychologist, Interventional Cardiologist, Family Medicine Resident, Medical Oncologist, Clinical Oncology Specialist, Occupational Health Physician, Staff Anesthesiologist, Psychiatrist, Dermatology Resident, Family Practice Physician, Cardiac Physiologist, Consultant Obstetrician, General Practitioner, Medical Specialist, Medical Advisor, Radiologist, Psychologist, Pediatrician, Medical Student, Chief Medical Officer, Certified Specialist, Clinical Specialist, Pathologist, Anesthesiologist, Medical Doctor Phd, Internal Medicine Specialist, Orthopaedic Surgeon, Medical Director, Cardiologist, Hospitalist, Emergency Physician, Attending Physician, Doctor Assistant, Internal Medicine Resident, Staff Physician, Ophthalmologist, Family Physician, Orthodontist, Neurologist, Chief Resident, Pediatric Resident, Plastic Surgeon, Clinical Fellow, Medicine Specialist

Daily Performance - Facebook

NOTE: From December 2 - December 8, the campaign audience was changed to Houston and Detroit.

Date	Campaign Name	Results	Result indicator	Reach	Imp	Cost per Results	Amount Spent (USD)	Frequency	Link Clicks
2021-11-17	Restorix Green Campaign	7	actions:link_click	748	748	\$1.02	\$7.13	1.00	7
2021-11-18	Restorix Engagement	87	actions:post_engagement	176	176	\$0.30	\$26.49	1.00	1
2021-11-18	Restorix White Campaign	97	actions:link_click	13750	17977	\$1.76	\$170.49	1.31	97
2021-11-18	Restorix Green Campaign	90	actions:link_click	14414	17357	\$2.17	\$195.12	1.20	90
2021-11-19	Restorix White Campaign	44	actions:link_click	5967	7928	\$1.32	\$57.97	1.33	44
2021-11-19	Restorix Green Campaign	37	actions:link_click	6131	7473	\$1.65	\$60.87	1.22	37
2021-11-20	Restorix White Campaign	75	actions:link_click	12621	17440	\$1.71	\$128.35	1.38	75
2021-11-20	Restorix Green Campaign	5	actions:link_click	582	615	\$1.16	\$5.82	1.06	5
2021-11-21	Restorix White Campaign	113	actions:link_click	14099	19297	\$1.26	\$142.10	1.37	113
2021-11-22	Restorix White Campaign	112	actions:link_click	14867	19785	\$1.26	\$141.29	1.33	112
2021-11-23	Restorix White Campaign	59	actions:link_click	8682	10731	\$1.36	\$80.26	1.24	59
2021-11-24	Restorix White Campaign	75	actions:link_click	9414	12356	\$1.32	\$99.11	1.31	75
2021-11-25	Restorix White Campaign	66	actions:link_click	10260	12055	\$1.54	\$101.39	1.17	66
2021-11-26	Restorix White Campaign	69	actions:link_click	9056	10944	\$1.46	\$100.77	1.21	69
2021-11-27	Restorix White Campaign	63	actions:link_click	9244	11590	\$1.57	\$98.66	1.25	63
2021-11-28	Restorix White Campaign	60	actions:link_click	9763	12237	\$1.72	\$103.45	1.25	60
2021-11-29	Restorix White Campaign	60	actions:link_click	9790	12468	\$1.72	\$103.38	1.27	60
2021-11-30	Restorix White Campaign	73	actions:link_click	10067	12874	\$1.40	\$101.96	1.28	73
2021-12-01	Restorix White Campaign	82	actions:link_click	10516	14030	\$1.20	\$98.01	1.33	82
2021-12-02	Restorix White Campaign	94	actions:link_click	13235	18256	\$1.71	\$160.61	1.38	94
2021-12-03	Restorix White Campaign	94	actions:link_click	10143	15926	\$1.78	\$167.19	1.57	94
2021-12-04	Restorix White Campaign	94	actions:link_click	10671	16067	\$1.76	\$165.03	1.51	94
2021-12-05	Restorix White Campaign	99	actions:link_click	10987	17058	\$1.64	\$162.72	1.55	99
2021-12-06	Restorix White Campaign	110	actions:link_click	11645	17550	\$1.55	\$171.04	1.51	110
2021-12-07	Restorix White Campaign	78	actions:link_click	11127	17302	\$2.15	\$167.96	1.55	78
2021-12-08	Restorix White Campaign	51	actions:link_click	6313	8985	\$1.70	\$86.93	1.42	51

Date	Total Spent	Impressions	Clicks	Click Through Rate	Average CPM	Average CPC	Total Engagements	Engagement Rate	Reach	Average Frequency	Cost per 1,000 People Reached	Average Daily Spend	Clicks to Landing Page
11/18/21	\$66.70	1405	46	3.27%	\$33.91	\$1.46	46	3.27%	1166	1.21	\$57.20	\$66.70	46
11/19/21	\$40.52	1411	9	0.64%	\$20.51	\$4.51	9	0.64%	1190	1.19	\$6.31	\$40.52	9
11/20/21	\$32.61	1068	9	0.84%	\$21.81	\$3.63	9	0.84%	920	1.16	\$5.08	\$32.61	9
11/21/21	\$32.24	1001	8	0.80%	\$23.01	\$4.03	8	0.80%	766	1.31	\$5.64	\$32.24	8
11/22/21	\$38.29	1404	8	0.57%	\$19.48	\$4.79	8	0.57%	1342	1.05	\$6.70	\$38.29	8
11/23/21	\$44.04	2229	10	0.45%	\$14.11	\$4.41	10	0.45%	2025	1.10	\$6.17	\$44.04	10
11/24/21	\$44.37	1854	13	0.70%	\$17.09	\$3.42	13	0.70%	1744	1.06	\$4.78	\$44.37	13
11/25/21	\$45.96	1697	22	1.30%	\$19.35	\$2.09	22	1.30%	1547	1.10	\$2.92	\$45.96	22
11/26/21	\$41.03	1624	21	1.29%	\$18.05	\$1.96	21	1.29%	1558	1.04	\$2.74	\$41.03	21
11/27/21	\$33.21	1501	9	0.60%	\$15.80	\$3.70	9	0.60%	1466	1.02	\$5.17	\$33.21	9
11/28/21	\$30.06	1354	7	0.52%	\$15.86	\$4.30	7	0.52%	1354	1.00	\$6.02	\$30.06	7
11/29/21	\$41.41	2061	10	0.49%	\$14.35	\$4.14	10	0.49%	1941	1.06	\$5.80	\$41.41	10
11/30/21	\$42.35	2096	10	0.48%	\$14.43	\$4.24	10	0.48%	1979	1.06	\$5.94	\$42.35	10
12/1/21	\$46.06	1601	3	0.19%	\$20.55	\$15.36	3	0.19%	1482	1.08	\$21.50	\$46.06	3
12/2/21	\$43.83	1253	12	0.96%	\$24.99	\$3.65	12	0.96%	1116	1.12	\$5.12	\$43.83	12
12/3/21	\$39.55	2045	19	0.93%	\$13.81	\$2.09	19	0.93%	1875	1.09	\$2.92	\$39.55	19
12/4/21	\$31.71	989	12	1.21%	\$22.90	\$2.65	12	1.21%	935	1.06	\$3.70	\$31.71	12
12/5/21	\$29.72	1203	12	1.00%	\$17.65	\$2.48	12	1.00%	937	1.28	\$3.47	\$29.72	12
12/6/21	\$35.77	1662	4	0.24%	\$15.37	\$8.95	4	0.24%	1280	1.30	\$12.52	\$35.77	4
12/7/21	\$41.48	2299	16	0.70%	\$12.89	\$2.59	16	0.70%	2053	1.12	\$3.63	\$41.48	16
12/8/21	\$40.00	1498	7	0.47%	\$19.07	\$5.71	7	0.47%	1317	1.137	\$8.00	\$40.00	7

Cost Per Click

	Facebook	LinkedIn
Overall	\$1.58	\$4.29
Weeks 1 - 2	\$1.50	\$4.43
Week 3	\$1.76	\$4.02

Average Clicks Per Day

Overall	75	12
Weeks 1 - 2	73	14
Week 3	89	11

Click-Through Rate

Facebook	0.56	0.8
Week 3	0.56	0.75

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