

REACH maximizes Impressions. TRAFFIC maximizes Clicks.

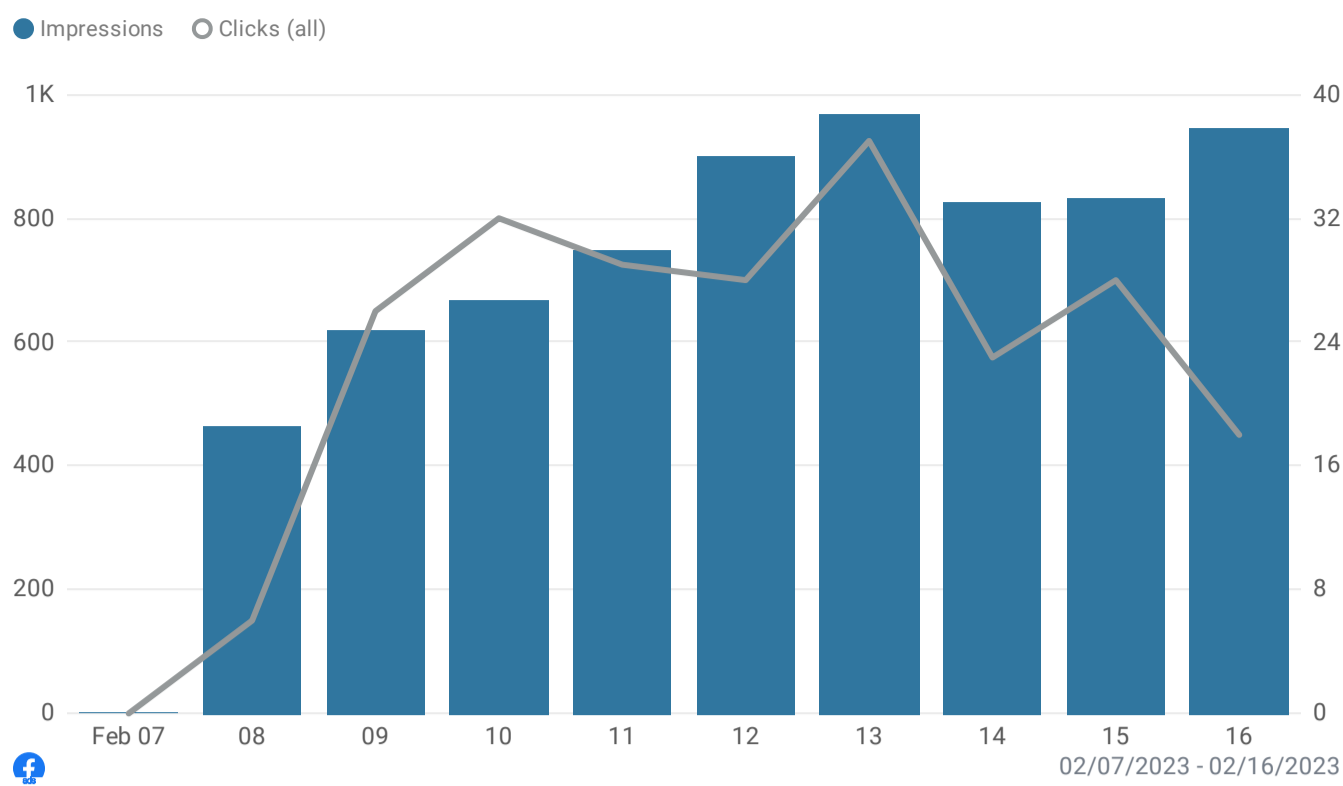
**Impressions**  
6,972

**Total clicks...**  
227

**CTR (all)**  
3.26%

**Reach**  
4,340

**Impressions and Clicks Over Time**



**Top Performing Ad**



Campaign Name: Okoboji Writers Workshop | AL - Traffic (02.08.23-06.30.23)  
Headline: Okoboji Writer's Retreat 2023  
Body: Space is Limited. Register now for the 2023 Okoboji Writer's Retreat. All skill levels welcome.  
Link: <https://okobojiwritersretreat.com/>

Clicks (all)	CTR (all)	Impressions
227	3.26%	6,972

**Platform Mix**

Publisher Platform	Impressions	Clicks (all)	Reach	CTR
Audience network	2	0	2	0.00%
Facebook	6,963	227	4,333	2.23%
Instagram	7	0	7	0.00%

**Age Mix**

Impressions / Age

65+	3,491 (50.07%)
55-64	2,630 (37.72%)
45-54	851 (12.21%)

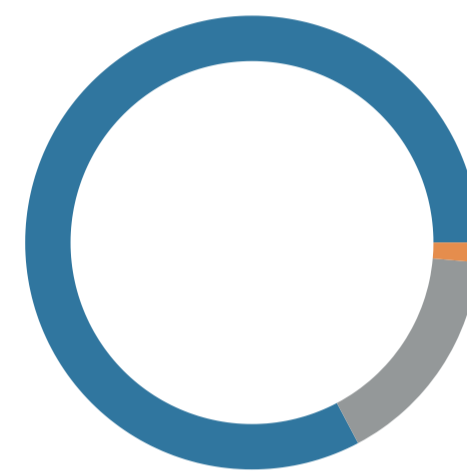


02/07/2023 - 02/16/2023

**Gender Mix**

Impressions / Gender

Female	5,769 (82.75%)
Male	1,106 (15.86%)
Unknown	97 (1.39%)



02/07/2023 - 02/16/2023

**Top Devices**

Device Platform	Impressions	Reach	Clicks (all)	Link clicks	CTR
Desktop	140	96	8	4	2.86%
Mobile application	6,728	4,203	218	151	2.24%
Mobile web	104	61	1	0	0.00%

LIKE reactions	29
LOVE reactions	1
HAHA reactions	0
WOW reactions	0
SAD reactions	0
ANGRY reactions	0

02/07/2023 - 02/16/2023

**Top Performing Ads**



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02/07/2023 - 02/16/2023

**Top Ad Sets**

Campaign Name	Impressions	Reach	Clicks (all)	Link clicks	CTR (all)
Okoboji Writers Workshop   AL - Traffic (02.08.23-06.30.23)	6,972	4,340	227	155	3.26%

02/07/2023 - 02/16/2023