


# Facebook & Instagram Ads report

**April, 2022**

compared to March 2 - 31, 2022

**Kasvuasiain toimisto Kansleri**

 CLICKS

21,095

↑ 77.1%

 IMPRESSIONS


464,769

↓ -34.6%

 CTR

4.54%

↑ 170.6%

 REACH

218,305

↑ 6.1%

 CPC

€0.12

↓ -64.5%

 AMOUNT SPENT

€2,500.71

↓ -37.1%

 CAMPAIGN PERFORMANCE

Campaign	Clicks	Impr.	Reach	CTR	CPC	Leads	Cost per Lead
Kansleri   Tu	16,824	244,950	159,969	6.87%	€0.06	223	€4.54
Kansleri   K   COLD	2,041	95,293	51,040	2.14%	€0.29	16	€37.56
Kansleri   et   REMA	1,169	65,480	32,088	1.79%	€0.25	4	€71.72
Kansleri   ia   REMA	1,061	59,046	9,262	1.8%	€0.57	35	€17.18
	21,095	464,769	218,305	4.54%	€0.12	278	€9.00

 PLACEMENT PERFORMANCE

Publisher platform	Clicks	Impr.	Reach	Frequency	CTR	CPC	Amount spent
facebook	20,635	425,681	217,025	2.22	4.85%	€0.11	€2,267.25
feed	19,727	337,187	177,473	1.9	5.85%	€0.10	€1,917.99
marketplace	442	38,034	17,920	2.12	1.16%	€0.39	€173.33
video_feeds	388	20,394	12,672	1.61	1.9%	€0.32	€123.09
right_hand_column	44	27,810	7,744	3.59	0.16%	€0.57	€25.09
facebook_stories	34	2,256	1,216	1.86	1.51%	€0.82	€27.75
instagram	440	37,297	27,264	1.41	1.18%	€0.51	€222.87
instagram_stories	328	24,296	19,456	1.25	1.35%	€0.44	€142.98
feed	107	11,634	6,720	1.73	0.92%	€0.71	€75.90
instagram_explore	5	1,367	1,088	1.26	0.37%	€0.80	€3.99
unknown	1	30	0	0	3.33%	€0.10	€0.10
unknown	1	30	0	0	3.33%	€0.10	€0.10
messenger	1	416	64	6.5	0.24%	€0.78	€0.78
messenger_inbox	1	416	64	6.5	0.24%	€0.78	€0.78
audience_network	0	62	0	0	0%	€0.00	€0.29
	21,095	464,769	218,305	2.13	4.54%	€0.12	€2,500.71

Publisher platform	Clicks	Impr.	Reach	Frequency	CTR	CPC	Amount spent
an_classic	0	62	0	0	0%	€0.00	€0.29
	21,095	464,769	218,305	2.13	4.54%	€0.12	€2,500.71

### HISTORICAL TABLE

APR 1, 2021 - APR 30, 2022

Month	Clicks	Impr.	Reach	Frequency	CTR	CPC
<b>April 2022</b>	21,095	464,769	218,305	2.13	4.54%	€0.12
<b>March 2022</b>	12,447	748,539	210,495	3.56	1.66%	€0.33
<b>February 2022</b>	12,543	766,108	227,371	3.37	1.64%	€0.40
<b>January 2022</b>	16,129	863,360	225,907	3.82	1.87%	€0.32
<b>December 2021</b>	0	0	0	0	0%	€0.00
<b>November 2021</b>	616	33,846	24,118	1.4	1.82%	€0.37
<b>October 2021</b>	14,237	784,261	219,689	3.57	1.82%	€0.41
<b>September 2021</b>	14,869	795,771	211,785	3.76	1.87%	€0.35
<b>August 2021</b>	20,543	928,167	237,246	3.91	2.21%	€0.25
<b>July 2021</b>	18,496	999,556	208,641	4.79	1.85%	€0.30
<b>June 2021</b>	15,591	693,923	162,323	4.27	2.25%	€0.31
<b>May 2021</b>	16,779	617,379	175,385	3.52	2.72%	€0.25
<b>April 2021</b>	22,281	656,418	191,946	3.42	3.39%	€0.18
	185,626	8,352,097	818,400	10.21	2.22%	€0.28