

Metric	Kathryn	Catherine	Lance	Marie	Neil	Totals
Website Clicks	476	270	172	3,584	35	4,537
Reach	15,478	9,412	10,510	54,887	4,247	94,534
Frequency	1.45	1.31	1.5	1.89	1.42	2.56
Impressions	22,413	12,373	15,784	103,967	6,038	160,575
Video Views	8,054	4,177	4,642	47,080	1,522	65,475
Click Through Rate	2.12%	2.18%	1.09%	3.45%	0.58%	1.88%
Total Spend	\$148.51	\$145.88	\$98.53	\$680.92	\$50.16	1,124
Average cost per view	\$0.02	\$0.03	\$0.02	\$0.01	\$0.03	\$0.02
Relevance Score	7/10	8/10	6/10	9/10	5/10	7/10
Ad Likes	38	31	14	149	6	238
Ad Shares	2	9	2	51	1	65
Gender (views)	Women (62.7%) Men (37.3%)	Women (59.8%) Men (40.2%)	Women (61.5%) Men (38.5%)	Women (62.6%) Men (37.4%)	Women (56.9%) Men (43.1%)	
Top Age Ranges (views)	35-44 (22.8%) 25-34 (18.3%)	25-34 (18.5%) 35-44 (17.8%)	25-34 (25.4%) 35-44 (21.7%)	25-34 (23.9%) 35-44 (19.4%)	25-34 (21.4%) 35-44 (18.1%)	
Clicks by Device	Mobile (87.6%) Desktop (12.4%)	Mobile (61.0%) Desktop (39.0%)	Mobile (86.9%) Desktop (13.1%)	Mobile (89.2%) Desktop (10.8%)	Mobile (73.6%) Desktop (46.4%)	

Analysis
 CTR for "Kathryn" (2.12%) is Very Good. CTR for "Marie" (3.45%) is Excellent. The Average CTR for FB Video ads is 0.8%-2.0%.
 Average cost per view across all five ads is \$0.02, considerably less than other ads shown to the targeted audience.
 Relevance Score is a new Facebook metric that measures the positive and negative feedback an ad gets from its targeted audience.
 "Kathryn" has a Relevance Score of 8/10, which is scored qualitatively as "Very Good" on Facebook.
 "Marie" has a Relevance Score of 9/10, which is scored qualitatively as "Excellent" on Facebook. This shows the ad is receiving very positive engagement.

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