



## BIA Newmarket Holiday Gift Card Campaign – Analytics

### ORGANIC

snapd Newmarket Facebook video post: (photo attached)

People Reached: 10,755

Likes, comments, shares: 287

Overall Post Clicks: 672 (link clicking, hashtag clicking, profile clicking)

Link clicks: 132

NO Negative Feedback

snapd Newmarket Facebook Ad Post: (December 18<sup>th</sup> 2020)

People Reached: 280

Likes, Comments, Shares: 2

Post Clicks: 3

Link Clicks: 2

snapd Newmarket Instagram post:

Reach: 829

Likes: 92

Comments: 5

Shares: 22

Website clicks: 10 (linktree link in bio)

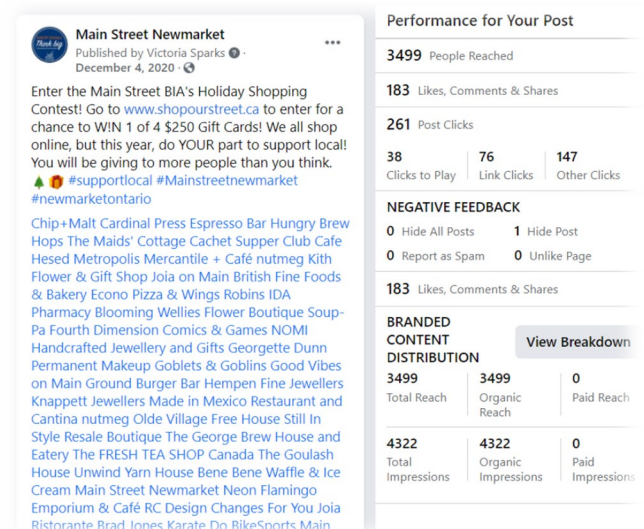
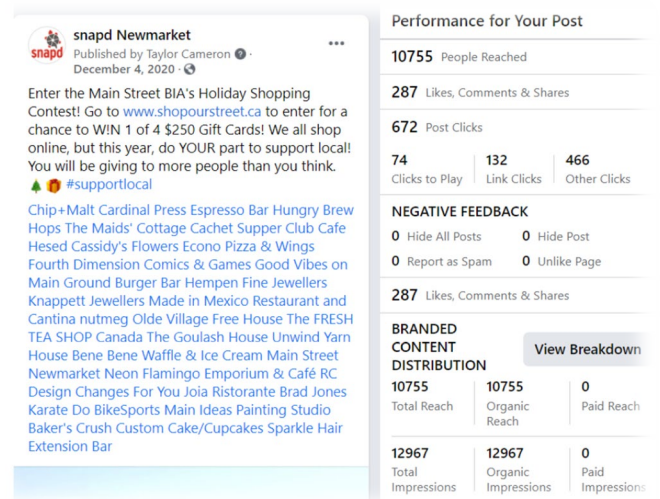
Newmarket Main Street Facebook video post: (Photo attached)

People Reached: 3,499

Likes, Comments, Shares: 183

Post Clicks: 261

Link Clicks: 76



505 Queen Street, Newmarket, ON L3Y 2H3



## PAID CAMPAIGN

Dates > December 4th – 21st

Targeted the Newmarket, Main Street area – driving traffic to contest submission page


\$166.77 AD SPEND (some residual to be advanced to Gift Certificate campaign)

14,612 people saw the ad

28,855 the number of times the ad was seen

22,504 video plays

1,481 clicks to the contest submission page

Resource Center		Campaigns	Ad Sets		Ads for 1 Ad Set	
+ Create		Duplicate	Edit	More	Preview	View Setup
		Columns: snapd		Breakdown		Reports
<input type="checkbox"/>	Ad Name	Reach	Impressions	Link Clicks	Video Plays	Amount Spent
<input type="checkbox"/>	 CONTEST CTA	14,612	28,855	1,481	22,503	\$166.77
	> Results from 1 ad	14,612 People	28,855 Total	1,481 Total	22,503 Total	\$166.77 Total Spent

Please let us know if you have any questions or concerns about the campaign results. Building the most effective campaign and your satisfaction is our ultimate aim.

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