Date: 27 Oct 2020

**Pharmacy Facebook Ad Report Oct 2020**

**Ad Name:** Admission 2020 Pharmacy

**Daily Budget:** Rs.500

**Start date:** 7th Sep 2020

**End date**: 7th Oct 2020

**Total Amount Spent:** Rs 13,963.00

**Location:** Uttar Pradesh (Whole State)

**Age**: 15 Years to 55 Years

**Gender**: All

**Saved Audience:** Pharmacy 2020

**Audience Details (People who match):** Interests - Hospital, Family medicine, Bachelor's degree, University, Bachelor of Medicine, Bachelor of Surgery, Chemist, A. P. J. Abdul Kalam, Community pharmacy, Clinical pharmacy, Pharmacy, Doctor of Medicine, Medicine, Physician or Pharmaceutical sales representative, Job title: Pharmacy technician, Pharmacy Manager or Medical Sales Representative, Industry: Healthcare and medical services

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| **Particular** | **What it means** | **Result** |
| Reach | The number of people who saw your ad at least once. Reach is different to impressions, which may include multiple views of your adverts by the same people. | 1,040,259 |
| Impressions | The number of times that your ad were on-screen. | 2,292,210 |
| Cost per result | The average cost per result from your ads. | Rs. 13.42 |
| **Link Clicks** | The number of clicks on links within the ad that led to destinations or experiences, on or off Facebook. For ads promoting Instagram profile views, link clicks include clicks on the ad header or comments that led to the advertiser's profile. | 1,654 |
| Frequency | The average number of times that each person saw your ad. | 2.20 |
| Clicks (all) | The number of clicks on your adverts. | 3,156 |
| Cost Per Click | The average cost for each click (all). | Rs.4.42 |
| Unique Clicks | The number of people who performed a click (all). | 3,059 |
| Cost Per unique click | The average cost for each unique click (all). | Rs.4.56 |
| Actions | The total number of actions people took that are attributed to your adverts. Actions may include engagement, clicks or conversions. |  |
| People taking action | The number of people who took an action that was attributed to your adverts. |  |
|  | **Engagement** |  |
| Post Reaction | The number of reactions on your ads. The reactions button on an ad allows people to share different reactions to its content: like, love, ha-ha, wow, sad or angry. | 825 |
| Post Comments | The number of comments on your adverts. | 5 |
| Post Saves | The total number of times your ad has been saved. | 35 |
| Post Shares | The number of shares of your adverts. People can share your adverts or posts on their own or friends' Timelines, in groups and on their own Pages. | 4 |
| CPC (cost per link click) | The average cost for each link click. | Rs. 8.44 |
|  | **Video** |  |
| Video percentage watched | The average percentage of your video that people played. | 13.76% |
| Video average play time | The average time that a video was played for, including any time spent replaying the video for a single impression. | - |
| 3-second video plays | The number of times that your video was played for at least three seconds, or for nearly its total length if it's shorter than three seconds. For each impression of a video, we'll count video views separately and exclude any time spent replaying the video. | - |