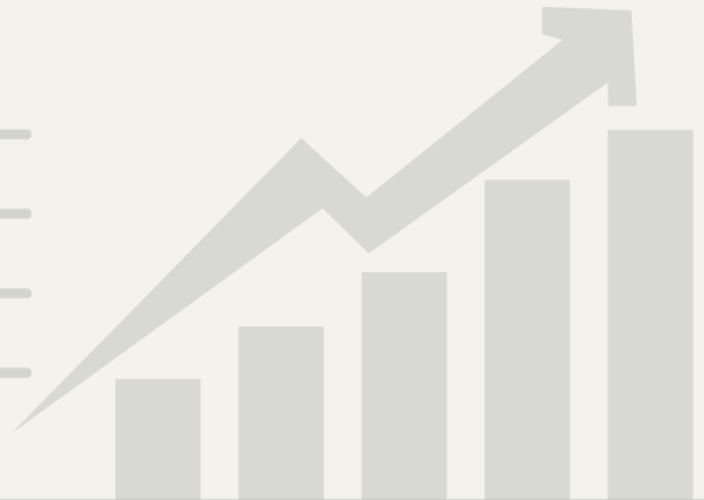


LIVE

DASHBOARD

13 Manapouri Lane - Bronze Package





Facebook Dashboard

FACEBOOK CAMPAIGN

General Statistics

Advertisement Clicks	Advertisement Impressions	Link Click Through Rate	Cost Per Link Click
2,197	25,140	5.76%	\$0.20

Gender

Showing 3 of 3 Rows

GENDER	CLICKS	IMPRESSIONS	LINK CTR (LINK CLICK-THROUGH RA...	COST PER LINK CLICK
Female	1,368	13,183	6.86%	\$0.19
Male	787	11,484	4.50%	\$0.22
Uncategorized	38	473	5.50%	\$0.24

Age

Showing 6 of 6 Rows

AGE	CLICKS	IMPRESSIONS	LINK CTR (LINK CLICK-THROUGH RA...	COST PER LINK CLICK
35-44	714	7,235	6.18%	\$0.18
45-54	563	5,819	6.14%	\$0.20
25-34	327	4,070	5.11%	\$0.19
55-64	302	3,915	5.95%	\$0.20
65+	250	3,422	5.20%	\$0.25
18-24	41	679	3.68%	\$0.22



Region

Showing 3 of 3 Rows

REGION	CLICKS	IMPRESSIONS	LINK CTR (LINK CLICK-THROUGH RA...	COST PER LINK CLICK
Wellington Region	2,161	24,608	5.78%	\$0.20
Manawatu-Wanganui	33	456	5.04%	\$0.21
Marlborough Region	3	76	2.63%	\$0.23



Instagram Dashboard

INSTAGRAM CAMPAIGN

General Statistics

Advertisement Clicks	Advertisement Impressions	Link Click Through Rate	Cost Per Link Click
411	11,425	3.54%	\$0.43

Gender

Showing 3 of 3 Rows

GENDER	CLICKS	IMPRESSIONS	CTR	COST PER LINK CLICK
Female	278	6,911	4.02%	\$0.41
Male	131	4,354	3.01%	\$0.44
Uncategorized	2	160	1.25%	\$1.04

Age

Showing 6 of 6 Rows

AGE	CLICKS	IMPRESSIONS	CTR	COST PER LINK CLICK
35-44	125	3,233	3.87%	\$0.38
25-34	120	3,748	3.20%	\$0.41
45-54	75	1,612	4.65%	\$0.43
55-64	38	945	4.02%	\$0.54
18-24	31	1,440	2.15%	\$0.45
65+	22	447	4.92%	\$0.50



Region

Showing 3 of 3 Rows

REGION	CLICKS	IMPRESSIONS	CTR	COST PER LINK CLICK
Wellington Region	408	11,303	3.61%	\$0.42
Marlborough Region	2	18	11.11%	\$0.24
Manawatu-Wanganui	1	104	0.96%	—



Display Dashboard

DISPLAY CAMPAIGN

General Statistics

Link Clicks	Impressions	Click Through Rate	Cost Per Link Click
436	10,798	4.04%	\$0.22

Gender

Showing 3 of 3 Rows

GENDER	CLICKS	IMPRESSIONS	CTR	AVG CPC
Female	126	3,389	3.72%	\$0.24
Male	303	7,187	4.22%	\$0.21
Unknown	7	222	3.15%	\$0.22

Age

Showing 6 of 6 Rows

AGE	CLICKS	IMPRESSIONS	CTR	AVG CPC
25-34	220	4,808	4.58%	\$0.22
35-44	131	3,129	4.19%	\$0.21
45-54	34	942	3.61%	\$0.22
55-64	12	449	2.67%	\$0.23
65+	30	1,082	2.77%	\$0.24
Unknown	9	388	2.32%	\$0.21



Region

Showing 3 of 3 Rows

REGION ▲	CLICKS	IMPRESSIONS	CTR	AVG CPC
Wellington	411	10,145	4.05%	\$0.21
Manawatu-Whanganui	23	479	4.80%	\$0.25
Marlborough	2	174	1.15%	\$0.23