

Target	Ad Name	Impressions	Clicks	CTR	CPC	CPM	Cost	Reactions	Comments	Shares	Total Engagements	Cost Per Engagement
Carousel	Margaret's Mercantile - Seasonal	61,670	1,137	1.84%	\$0.39	\$7.22	\$445.31	117	3	18	138	\$3.23
Carousel	Margaret's Mercantile - New	50,637	794	1.57%	\$0.42	\$6.62	\$335.37	84	3	10	97	\$3.46
Carousel	Tour - Cargill Later	31,876	351	1.10%	\$0.43	\$4.78	\$152.27	112	2	11	125	\$1.22
Carousel	Tour - Cargill Earlier	38,204	578	1.51%	\$0.40	\$6.06	\$231.65	92	6	12	110	\$2.11
Newsfeed	Margaret's Mercantile - Local Artwork	45,456	649	1.43%	\$0.40	\$5.78	\$262.54	84	5	21	110	\$2.39
Newsfeed	Tour - History Comes Alive	33,392	421	1.26%	\$0.44	\$5.58	\$186.19	45	5	16	66	\$2.82
Newsfeed	Tour - Experience Culture	6,733	61	0.91%	\$0.35	\$3.17	\$21.34	12	0	0	12	\$1.78
Newsfeed	Margaret's Mercantile - 30+ Crafters	74,158	1,449	1.95%	\$0.40	\$7.76	\$575.77	146	10	42	198	\$2.91
Grand Totals & Overall Averages		342,126	5,440	1.59%	\$0.41	\$6.46	\$2,210.54	692	34	130	856	\$2.58

Margaret's Mercantile - 30+ Crafters

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👍👍 Barbara Collin, Jane Hasly and 96 others · 5 Comments · 17 Shares

Margaret's Mercantile - New

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👍👍 Deb Schmidt, Pete George and 70 others · 4 Comments · 12 Shares