Data from Facebook - 1.Oct. til 31 Oct. 2024

Campaigne	Objective	Planed budget	Budget	Spend	Reach	Impressions	Frq.	Link click	Leads	CPL	ROAS	ROI	CPM	CPC	CTR	Conv.	CPA	CVR	Purch. Conv. value
[NO] Okt24 | Awerness	Awerness	3,000	3,000	3,000	135,289	239,325	1.77	87	-	-	**0.00**	-	12.54	34.48	0.06 %	-	-	0.00 %	-
Totalt		**3,000**	**3,000**	**3,000**	**135,289**	**239,325**	**1.77**	**87**	**-**	**-**	**0.00**	**-**	**12.54**	**34.48**	**0.06 %**	**-**	**-**	**0.00 %**	**-**

Gender	Spend	Reach	Impressions	Frq.	Split(reach)
Male	2,155	95,717	171,776	1.79	70.75 %
Female	805	37,716	64,310	1.71	27.88 %
Unknown	40	1,856	3,239	1.75	1.37 %
Totalt	**3,000**	**135,289**	**239,325**	**1.77**	**100 %**

Age Groups	Spend	Reach	Impressions	Frq.	Split(reach)
18-24	415	20,122	33,570	1.67	14.87 %
25-34	433	21,817	34,948	1.60	16.13 %
35-44	520	24,281	41,625	1.71	17.95 %
45-54	594	26,681	47,143	1.77	19.72 %
55-64	555	23,001	44,034	1.91	17.00 %
65+	484	19,387	38,005	1.96	14.33 %
Totalt	**3,000**	**135,289**	**239,325**	**1.77**	**100 %**



