

Facebook Campaign

CAMPAIGN EVALUATION



**American
Red Cross**

Julie Hernandez
Volunteer
Member#: 15636133

Target Audience

Our target audience is based on people in the **DISTRICT 3** of South Florida, who are into Community Issues, Disaster Recovery, **Charity, Donation** or emergency management.

Details of the Ad

Editing Ad Set: US - District 3 - Shelter

Schedule Start Wednesday, Sep 13, 2017 6:04pm
Eastern Time

Schedule End ☐ Don't schedule end date, run as ongoing
☒ End run on:

Eastern Time

Ad Scheduling

☒ Run ads all the time

☐ Run ads on a schedule

Audience

SAVED AUDIENCE: Red Cross - South Florida - District 3

AUDIENCE DETAILS

Location: United States: Alva (+25 mi), Boca Grande (+25 mi), Bonita Springs (+25 mi), Captiva (+25 mi), Charlotte Park (+25 mi), Chokoloskee (+25 mi), Clewiston (+25 mi), Copeland (+25 mi), Desoto Lakes (+25 mi), Estero (+25 mi), Everglades City (+25 mi), Felda (+25 mi), Miramar Lakes Pkwy, Fort Myers (+10 mi), Goodland (+25 mi), LaBelle (+25 mi), Lehigh Acres (+25 mi), Manatee (+25 mi), Naples (+25 mi), North Fort Myers (+25 mi), Sarasota (+25 mi), Tice (+25 mi), Venice (+25 mi), Venice Beach (+25 mi), Venice Island (+25 mi), Florida

Audience Definition

Specific Broad

Your audience is defined.

Potential Reach: 530,000 people

Estimated Daily Results

Reach
1,700 - 4,700 (of 480,000)

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

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Key Results

Posts

**South Florida Red Cross**
Published by Cruz Roja [?] · 18 mins · 🌐

American Red Cross Shelters Available in Southwest Florida



32 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share 

 Nicki Arredondo Capaldo, Çlau Çasadey and Cynthia Shaw

Actions: 12

Impressions: 1.026

Cost: \$5

CTR: 1.56%

Result Rate: 99.32%

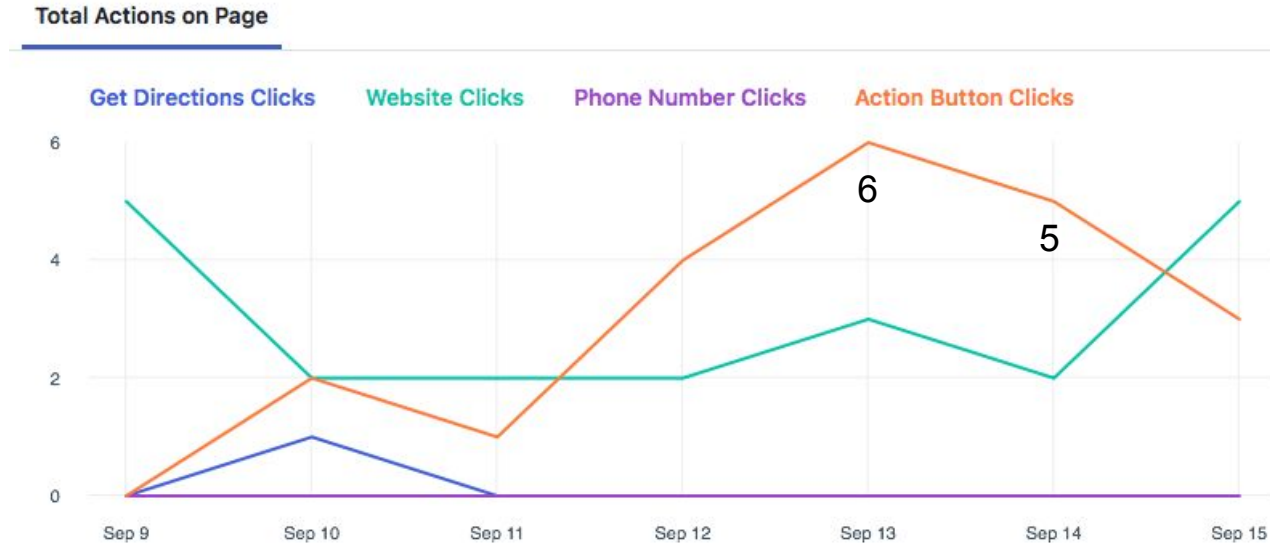
Ad Set Data: Performance

Ad Name	Results ⓘ	Reach ⓘ	Cost per ... ⓘ	Amount Spent ⓘ	Freque... ⓘ	Impressions ⓘ	CTR (All) ⓘ
 District 3 Shelters	1,019 Reach	1,019	\$4.86 Per 1,000 Peopl...	\$4.95	1.01	1,026	1.56%
► Results from 1 ad ⓘ	1,019 Reach	1,019 People	\$4.86 Per 1,000 Peopl...	\$4.95 Total Spent	1.01 Per Person	1,026 Total	1.56% Per Impressi...

Campaign Evaluation

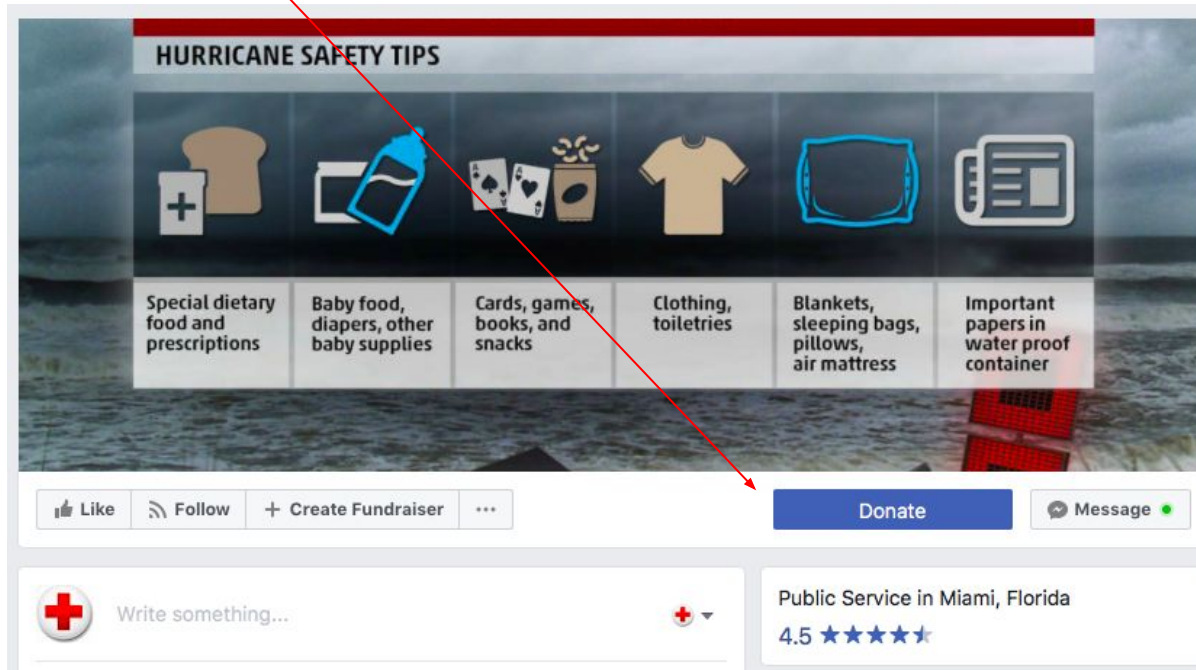
Increase on Action Button Clicks

September 13, 14.



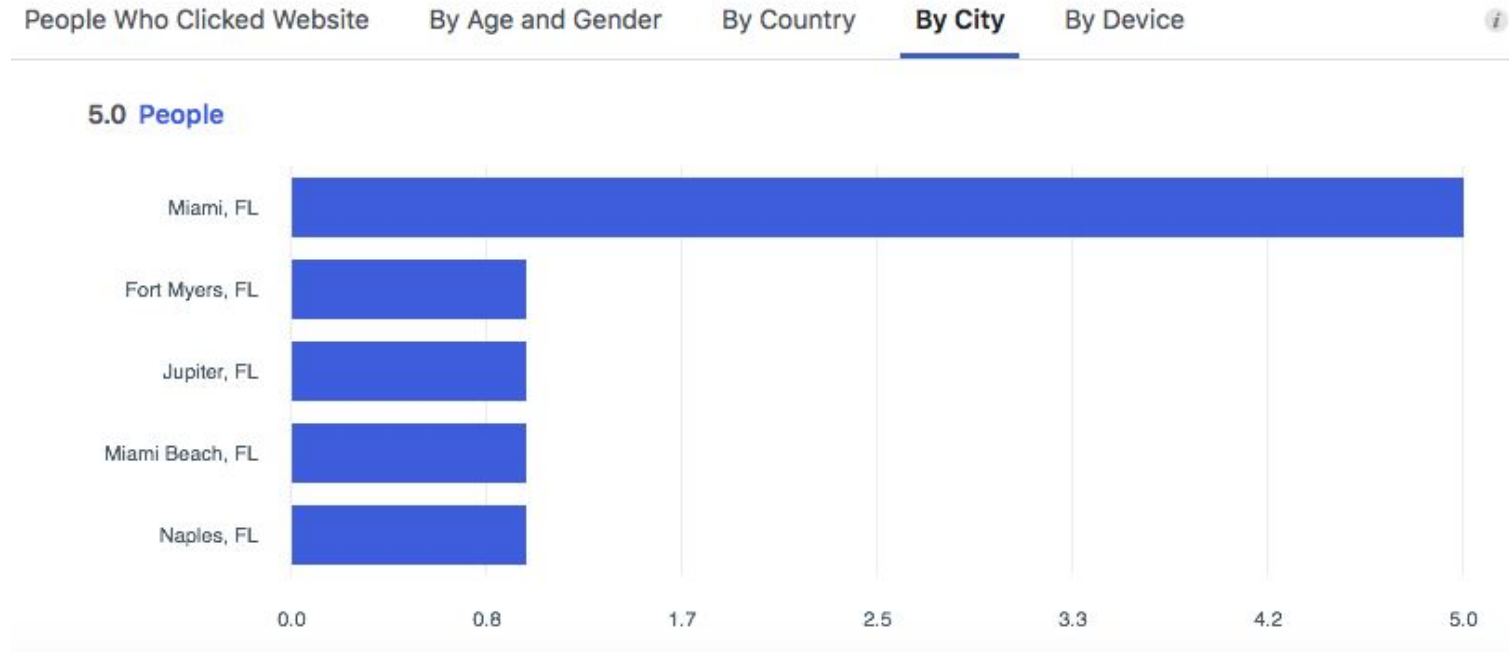
Campaign Evaluation

What is an Action Button?



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People Who Clicked Website By City

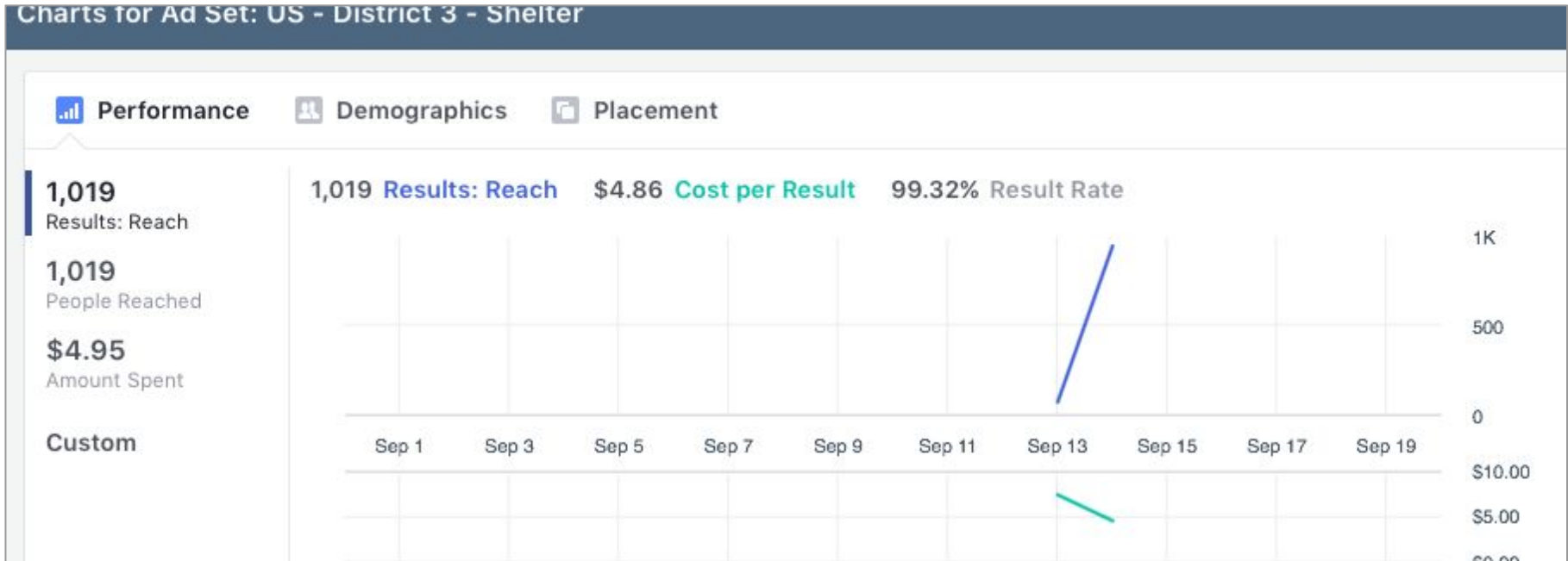




Appendix

Screenshots for Reference

Campaign Results: Performance



Campaign Results: Demographics

Performance Demographics Placement

1,019 Results: Reach 1,019 Reach



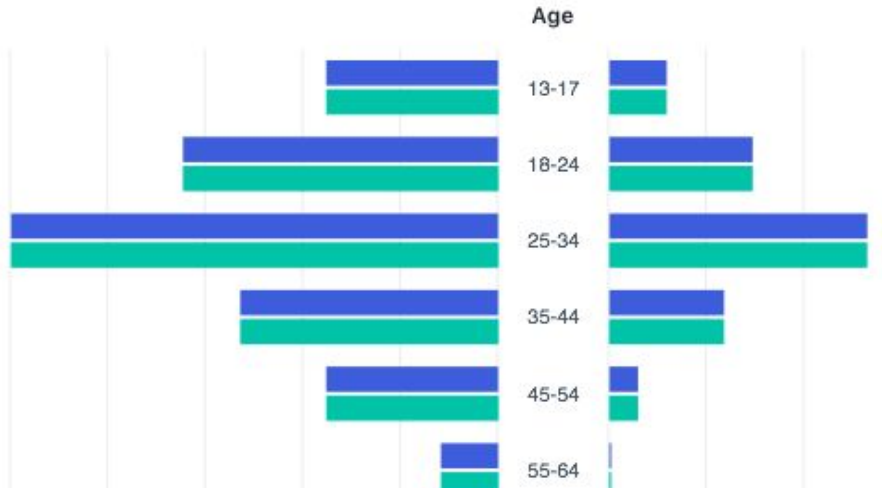
All Women

65% (663)

65% (663)

\$5.17

Cost per Result



All Men

34% (346)

34% (346)

\$4.28

Cost per Result

Campaign Results: Placement

