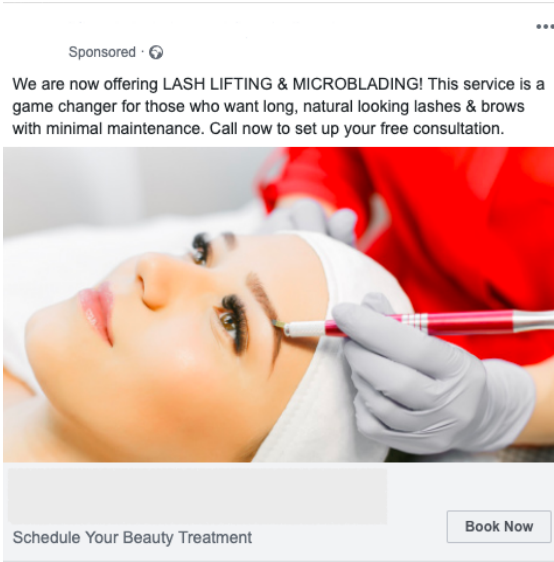


**Campaign Goal: Reach & Frequency**

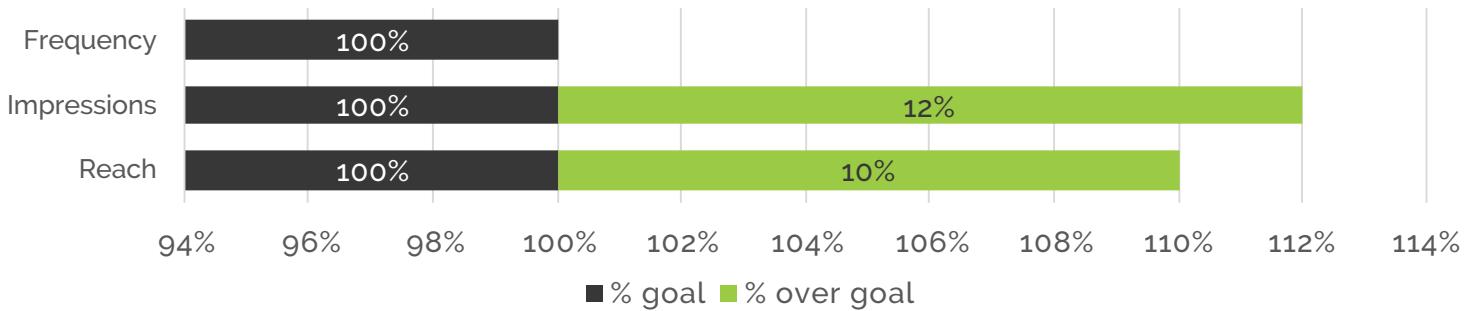
**Long running campaign has delivered 112k impressions to over 14k users with a lifetime engagement rate over 4%.**



*High resolution original images grab the attention of potential customers*

*Targeted audience sees ad with copy relevant to their interests*

*Call to action encourages engagement*



The ad was seen by 1,633 users in one month



Engagement rate of 4.41%



Ad generated 10,222 impressions in one month



\$1.00 CPC was achieved. \$.81 less than the industry average