

Facebook Insights & Ads report

July, 2022

compared to May 31, 2022 - June 30, 2022

yaron am

future

KPIs

 IMPRESSIONS
BPITCH BERLIN

491,470

↑ 44.4%

 LIFETIME PAGE LIKES
BPITCH BERLIN

126,355

↑ 0.2%

 NEW PAGE LIKES
BPITCH BERLIN

121

↑ 16.3%

 ENGAGED USERS
BPITCH BERLIN

5,990

↑ 10.3%

 VIRAL REACH
BPITCH BERLIN

2,510

↓ -92.0%

 IMPRESSIONS
BPITCH

460,821

↑ 101.6%

 AD CLICKS
BPITCH

2,995

↑ 193.6%

 ACTIONS
BPITCH

51,319

↑ 50.0%

 REACH
BPITCH

153,278

↑ 80.7%

 FOLLOWERS (TOTAL)
BPITCH BERLIN

39,520

↑ 0.0%

 IMPRESSIONS
BPITCH BERLIN

503,870

↑ 21.9%

 COMMENTS
BPITCH BERLIN

338

↑ 18.2%

 LIKES
BPITCH BERLIN

3,639

↑ 41.5%

 VIDEO VIEWS
BPITCH BERLIN

28,742

↑ 110.4%

 AUDIENCE
BPITCH BERLIN

36,853

↑ 0.0%






Here you can provide an explanation of the results for the reporting period. Usually an overview is given of actions, tasks, goals and results. You can also explain what next steps can be and what is expected of all the stakeholders.

 CAMPAIGN PERFORMANCE
BPITCH

Campaign	Reach	Impr.	Amount spent	Link Clicks	Page Likes	Website Leads	Page engagement	CPM (Cost per 1,000 Impressions)
general constant boost	91,935	192,100	€77.07	74	0	0	23,084	€0.40
New Traffic Campaign	35,800	69,116	€100.00	64	0	0	9,871	€1.45
	118,847	261,216	€177.07	138	0	0	32,955	€0.68

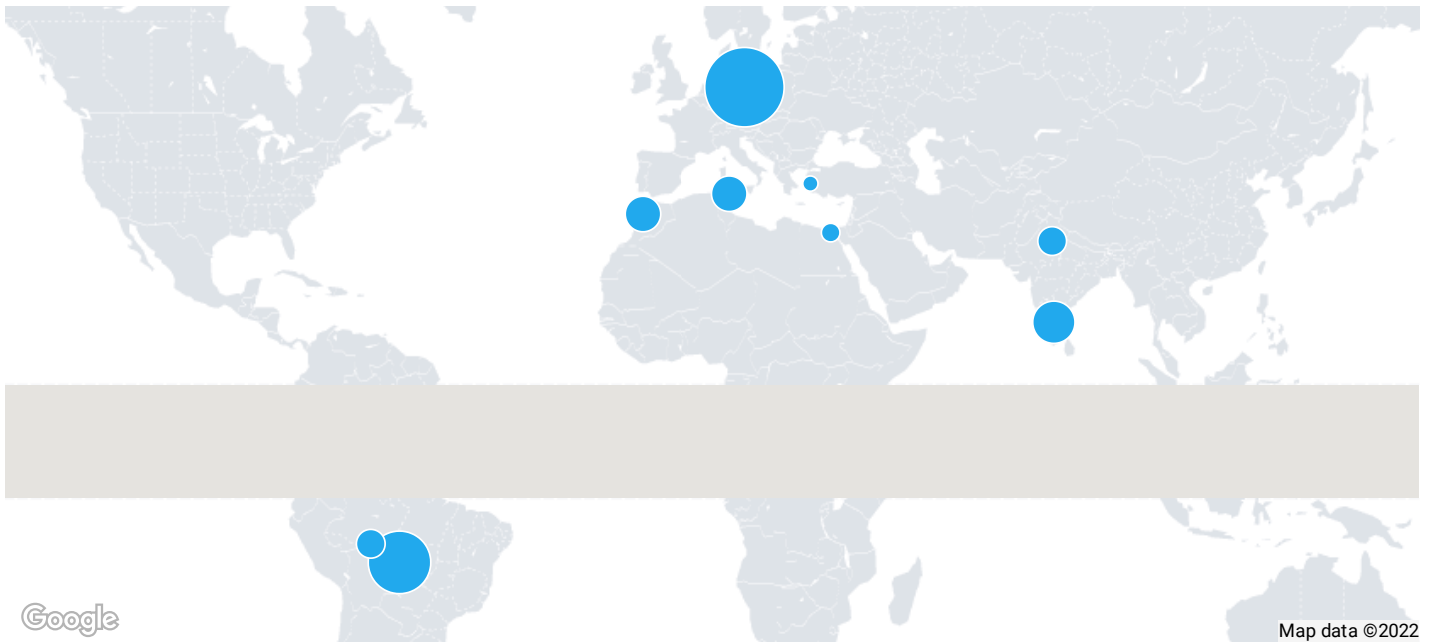
Organic Results

 TOP-5 ORGANIC POSTS
BPITCH BERLIN

Post	Created at	Post reach	Engaged users	Post engagement rate	Likes	Comments	Shares
 HAPPY RECORD RELEA...	July 26, 2022	3,442	22	1%	6	2	0
 Dillon 's - ,Cry Bebe' off...	July 19, 2022	27,068	1,485	5%	68	0	2
 Looking forward to see...	July 18, 2022	4,734	189	4%	62	5	4
 Happy Release Day!!! F...	July 15, 2022	1,791	56	3%	8	0	1
 Happy Release Day!!! t...	July 15, 2022	2,202	64	3%	24	2	1
		40,778	1,859	5%	168	9	8

ORGANIC REACH BY CITY

BPITCH BERLIN



Google

Reach



1.2k 1.6k 2.6k

Paid Results

PAID CAMPAIGN PERFORMANCE

BPITCH

Campaign	Impr.	Clicks	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
general constant boost	313,977	1,640	118,334	2.65	0.52%	€0.12	€196.41	40,620
We Are Not Alone 23.7	77,728	1,167	11,352	6.85	1.5%	€0.51	€591.64	828
New Traffic Campaign	69,116	188	35,800	1.93	0.27%	€0.53	€100.00	9,871
	460,821	2,995	153,278	3.01	0.65%	€0.30	€888.05	51,319

PLACEMENT PERFORMANCE

BPITCH

Publisher platform	Impr.	Clicks	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
facebook	199,470	2,526	56,311	2.73	1.27%	€0.28	€710.77	18,315
feed	177,878	2,017	42,935	5.01	1.13%	€0.34	€676.26	13,228
video_feeds	15,633	459	8,544	1.83	2.94%	€0.04	€16.28	2,233
instream_video	3,967	48	3,712	1.07	1.21%	€0.36	€17.33	2,489
marketplace	1,361	1	736	1.85	0.07%	€0.43	€0.43	189
	460,821	2,995	153,278	3.01	0.65%	€0.30	€888.05	51,270

Publisher platform	Impr.	Clicks	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
instant_article	631	1	384	1.64	0.16%	€0.48	€0.48	176
instagram	261,216	469	132,764	1.56	0.18%	€0.38	€177.07	32,955
feed	247,731	452	123,239	1.97	0.18%	€0.37	€169.46	31,623
instagram_explore	13,288	17	9,328	1.42	0.13%	€0.44	€7.54	1,309
instagram_reels	197	0	197	1	0%	€0.00	€0.07	23
unknown	0	0	0	0	0%	€0.00	€0.00	0
unknown	0	0	0	0	0%	€0.00	€0.00	0
	460,821	2,995	153,278	3.01	0.65%	€0.30	€888.05	51,270

CONVERSION PERFORMANCE

BPITCH



Post Comments	5
Page Likes	0
Post Shares	13
Link Clicks	1,595
Post Reactions	1,171
Check-ins	0

TOP-5 AD CREATIVE PERFORMANCE

BPITCH

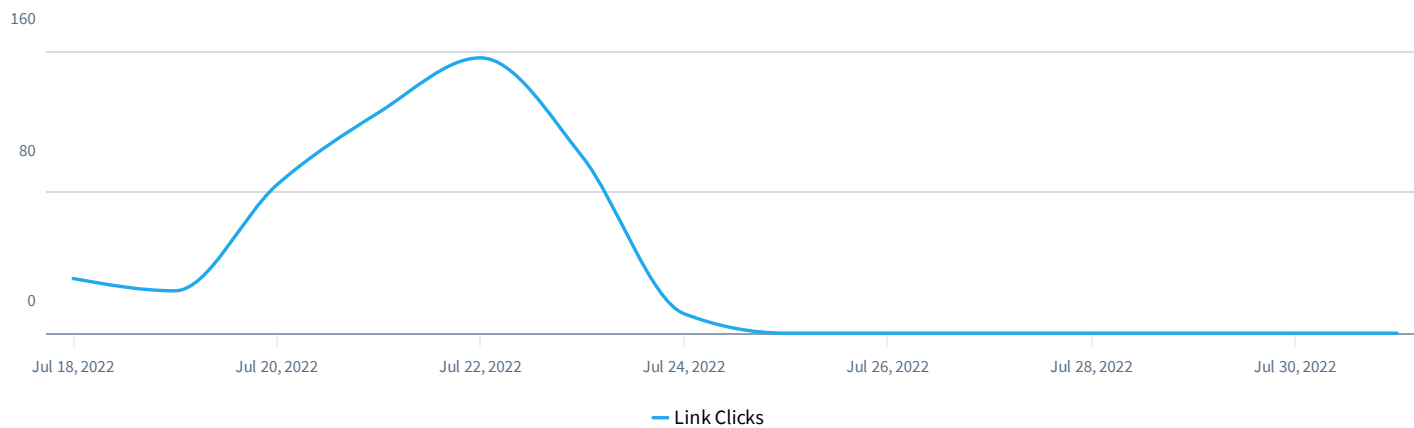
Ad preview	Impr.	Clicks	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
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460,821 2,995 153,278 3.01 0.65% €0.30 €888.05 41,448

Ad preview	Impr.	Clicks	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
<p>Dillon - <3core (Official Music Video)</p> <p>The video for Dillon 's first single, "<3core" is giving an insight into her fourth album, "6abotage". ❤️</p> <p>Written and produced with Alexis Troy, Dillon describes the album as "a love letter, a cry for help and a consequence all in one", with the hypnotically painful first single, "<3core", tying up reluctant impulses and emotions, attracting and repelling like rotating magnets 🎵🎵</p> <p>Listen/buy link: https://dillon.lnk.to/6abotageFB</p> <p>Video Credits Director valentinhansen94 Creative Producer Oezlem Photography Director of Photography @der_graf_vo Colour Grading @mpsaux 1st Assistant Camera Nicole Medvecka 2nd Assistant Camera Clara B Zimmer Grip Michael Klares Hair & Make-up @victoriareutermua</p> <p>Special thanks to MCC</p> <p>Supported by Initiative Musik gGmbH with project funds from the Federal Government Commissioner for Culture and Media.</p>	54,332	863	20,640	2.63	1.59%	€0.03	€22.86	6,646
 <p>We Are Not Alone by Ellen Allien 2022-06-... www.facebook.com Back at RSO Club with 12h of techno! Click for full info 🗨️</p>	36,910	593	6,140	6.01	1.61%	€0.49	€289.47	449
 <p>We Are Not Alone by Ellen Allien 2022-06-... www.facebook.com Back at RSO Club with 12h of techno! Click for full info 🗨️</p>	40,818	574	9,822	4.16	1.41%	€0.53	€302.17	379
<p>Dillon - Cry Bebe (Official Video Teaser)</p> <p>Dillon 's - ,Cry Bebe' official video is out today and premiered on Tsugi ❤️ featuring the same blue BMW that failed her in the previously released video for her upcoming album ,6sabotage' and left her stranded next to a nuclear power plant somewhere.</p> <p>Even without being able to tell in which order the videos should be watched, it is clear that Dillon is on a mission, and with the album we can only hope for the best 🎵🎵</p> <p>Full video on YT https://bit.ly/Dillon_CryBebe</p>	74,665	506	25,743	2.9	0.68%	€0.20	€100.00	12,044
	460,821	2,995	153,278	3.01	0.65%	€0.30	€888.05	41,448

Ad preview	Impr.	Clicks	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
<p>Dillon - <3core (Official Music Video)</p> <p>The video for Dillon 's first single, "<3core" is giving an insight into her fourth album, "6abotage". ❤️</p> <p>Written and produced with Alexis Troy, Dillon describes the album as "a love letter, a cry for help and a consequence all in one", with the hypnotically painful first single, "<3core", tying up reluctant impulses and emotions, attracting and repelling like rotating magnets 🎵🎵</p> <p>Listen/buy link: https://dillon.lnk.to/6abotageFB</p> <p>Video Credits Director valentinhansen94 Creative Producer Oezlem Photography Director of Photography @der_graf_vo Colour Grading @mpsaux 1st Assistant Camera Nicole Medvecka 2nd Assistant Camera Clara B Zimmer Grip Michael Klares Hair & Make-up @victoriareutermua</p> <p>Special thanks to MCC</p> <p>Supported by Initiative Musik gGmbH with project funds from the Federal Government Commissioner for Culture and Media.</p>	184,980	271	91,999	2.01	0.15%	€0.27	€73.55	21,930
	460,821	2,995	153,278	3.01	0.65%	€0.30	€888.05	41,448

LINK CLICKS BY DAY
PAST 14 DAY: BPITCH



TARGETING PERFORMANCE
BPITCH

Targeting	Impr.	Clicks	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
	460,821	2,995	153,278	3.01	0.65%	€0.30	€888.05	51,319

Targeting	Impr.	Clicks	Reach	Frequency	CTR	CPC	Amount spent	Page engagement
Custom Audience: PeopleWhoRespondedGoingOrInterested, site visit 90, ellen ig 365, bp ig 365, ellen fb 365, bp fb page 365, yaron dix, yaron dg or yaron who Age: 22 - 45 Placements: on pages: Feed on desktop computers, Video feeds on desktop computers, Feed on mobile devices, Video feeds on mobile devices, Marketplace on desktop computers or Marketplace on mobile devices Advantage Detailed Targeting: Off	54,332	863	20,640	2.63	1.59%	€0.03	€22.86	6,646
Custom Audience: site visit 90, ellen ig 365, bp ig 365, ellen fb 365, bp fb page 365, yaron dix or yaron dg Location: Germany: Berlin Age: 20 - 50 Placements: Feed on desktop computers or Feed on mobile devices Advantage Detailed Targeting: Off	36,910	593	6,140	6.01	1.61%	€0.49	€289.47	449
Location: Germany: Berlin Age: 20 - 50 Placements: Feed on desktop computers or Feed on mobile devices People who match: Interests: Techno, Berghain, Rave, Minimal techno, Detroit techno or Resident Advisor Advantage Detailed Targeting: Off	40,818	574	9,822	4.16	1.41%	€0.53	€302.17	379
Custom Audience: site visit 90, ellen ig 365, bp ig 365, ellen fb 365, bp fb page 365 or yaron who Location: Canada, Japan, United States, Europe Age: 20 - 54 Placements: on pages: Feed on desktop computers, Video feeds on desktop computers, Feed on mobile devices or Video feeds on mobile devices Advantage Detailed Targeting: Off	74,665	506	25,743	2.9	0.68%	€0.20	€100.00	12,044
Custom Audience: PeopleWhoRespondedGoingOrInterested, site visit 90, ellen ig 365, bp ig 365, ellen fb 365, bp fb page 365, yaron dix, yaron dg or yaron who Age: 22 - 45 Placements: Instagram feed or Instagram Explore Advantage Detailed Targeting: Off	184,980	271	91,999	2.01	0.15%	€0.27	€73.55	21,930
Custom Audience: site visit 90, ellen ig 365, bp ig 365, ellen fb 365, bp fb page 365, yaron dix, yaron dg or yaron who Location: Canada, Japan, United States, Europe Age: 20 - 60 Placements: Instagram feed or Instagram Explore Advantage Detailed Targeting: Off	69,116	188	35,800	1.93	0.27%	€0.53	€100.00	9,871
	460,821	2,995	153,278	3.01	0.65%	€0.30	€888.05	51,319