

INTRODUCING EVERYTHING PROPERTY

OVERVIEW OF CAMPAIGN

Sep 22, 2022 - Nov 15, 2022

Summary of campaign:

Sponsored article banners ran from September 20-30, 2021
The native article was published on Business Day (BusinessLIVE) and Sunday Times (TimesLIVE), supported by paid Facebook posts, organic Twitter posts, and newsletter insertions

Last update: November 15 2022

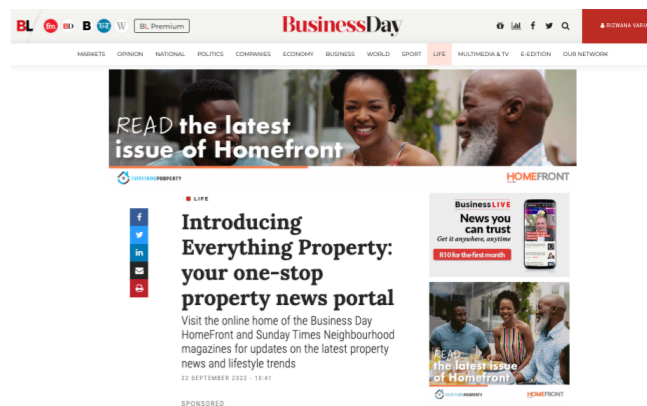
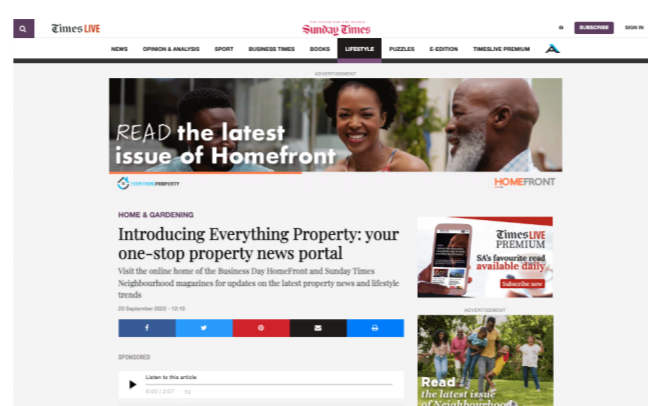
DISPLAY PERFORMANCE

DISPLAY SUMMARY:

Total impressions
1,825

Total clicks
4

Total CTR
0.22%



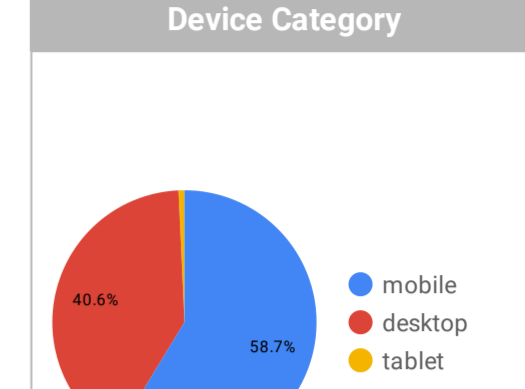
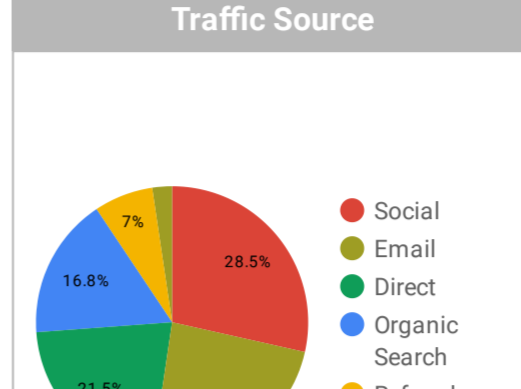
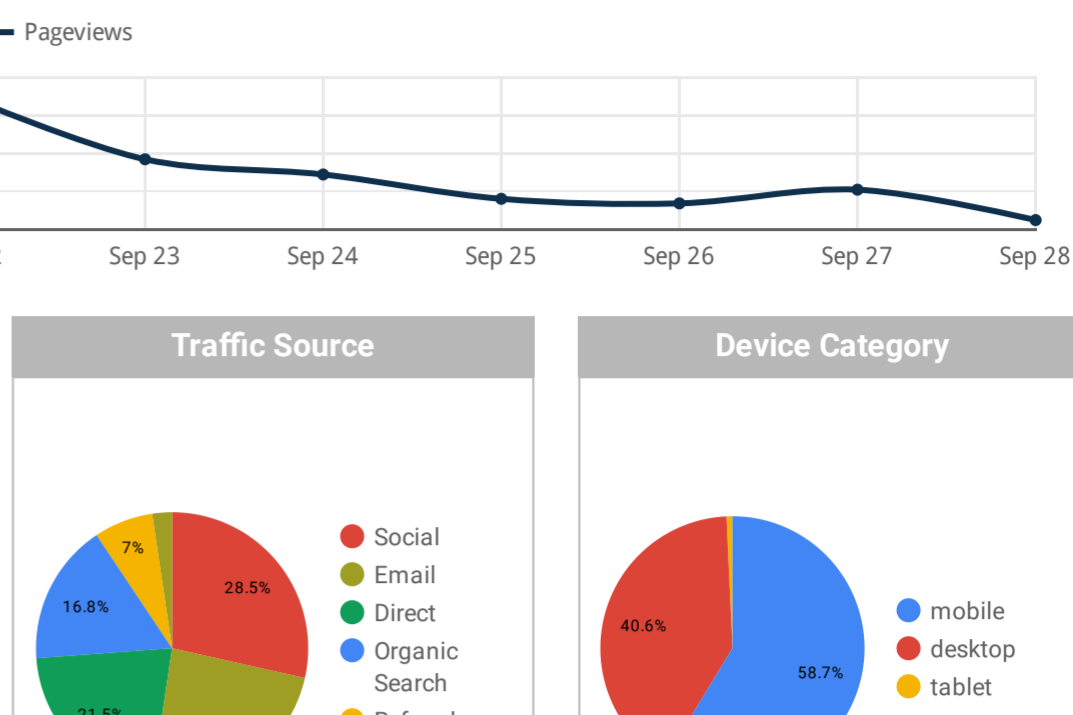
ARTICLE PERFORMANCE

Pageviews
276

Avg. Time on Page
00:05:35

Age	Page Views
18-24	25-34
35-44	45-54
55-64	27%
65+	

Gender	Page Views
male	60%
female	40%

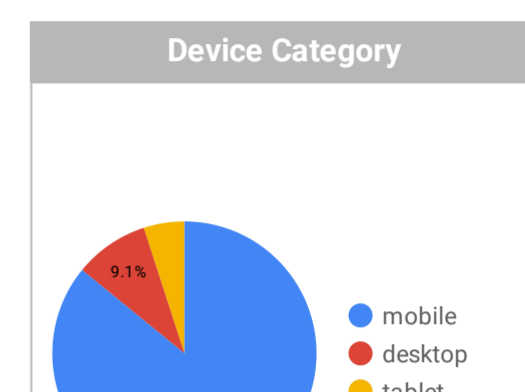
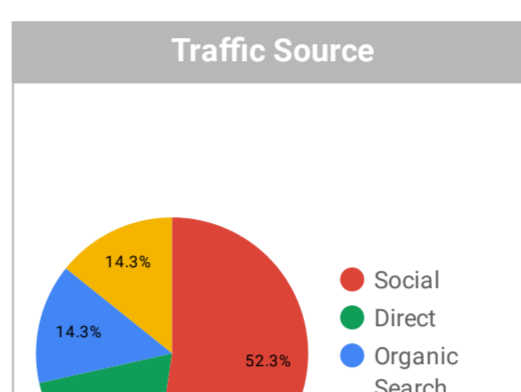
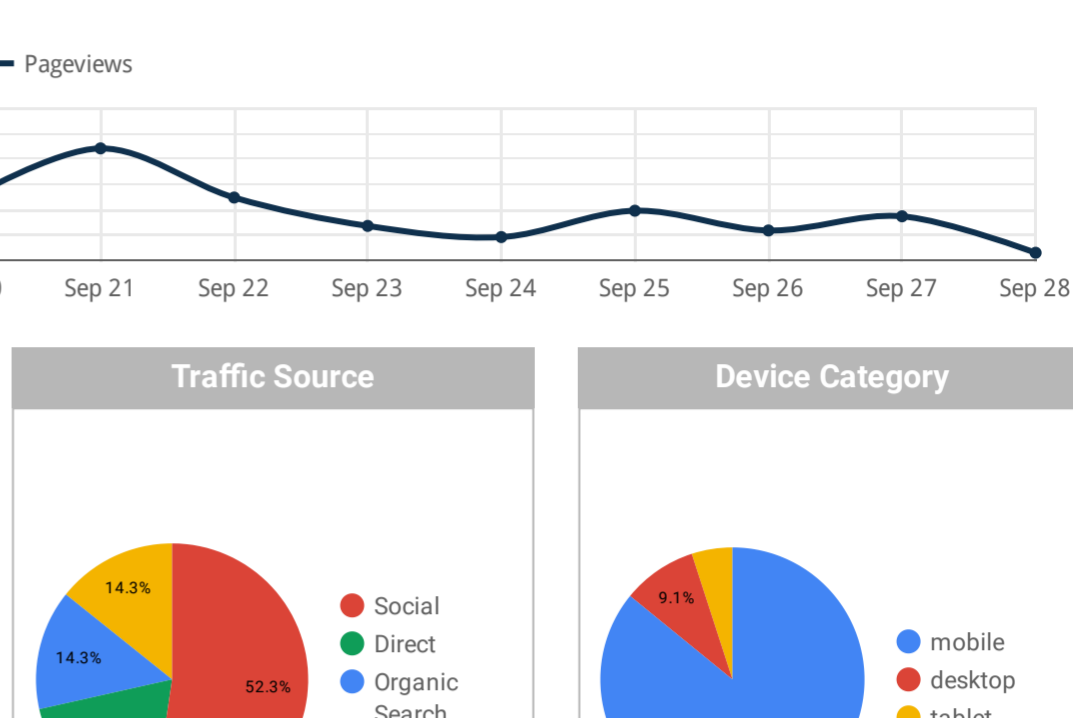


Pageviews
581

Avg. Time on Page
00:03:06

Age	Page Views
18-24	25-34
35-44	45-54
55-64	12%
65+	42%

Gender	Page Views
male	20%
female	80%



FACEBOOK PERFORMANCE

PAID POST

Reach	Engagements	Post clicks
Total	Reactions	Link clicks
25,905	12	641
	Shares	Other clicks
	1	52
	Comments	
	0	

OF WHICH RESULTED FROM PAID:

Impressions	Reach	Link clicks
38,613	25,264	639

Reach	Engagements	Post clicks
Total	Reactions	Link clicks
43,363	43	593
	Shares	Other clicks
	3	139
	Comments	
	0	

OF WHICH RESULTED FROM PAID:

Impressions	Reach	Link clicks
76,705	43,687	592

TWITTER PERFORMANCE

ORGANIC TWEETS

Impressions	Engagements	URL clicks
1,219	12	6

Impressions	Engagements	URL clicks
1,713	17	3

Impressions	Engagements	URL clicks
1,254	3	2

Impressions	Engagements	URL clicks
1,755	9	3

NEWSLETTER PERFORMANCE

BusinessDay

AFTERNOON NEWSLETTER - SEPTEMBER 22 2022

Open Rate (%)	Article Clicks of Total (%)
25%	3.1%