**Performance Summary**

<Insert unit name>

**Report timeframe**: July 1, 2023 – June 30, 2024

**Project name**: <If there is no project, insert unit name>

**Prepared by**: <Name, email>

**HIGHLIGHTS**

|  |  |
| --- | --- |
| Total media spend | $xxx.xx |
| <Insert project or unit name> | <This would be your summary for any noteworthy highlights or recommendations for future campaigns> |

**OVERVIEW**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Sponsored Posts | Impressions | Clicks | CTR | CPC | Conversions | CPA | CPM |
| <Unit name> sponsored posts in FY24 |  |  |  |  | (If you can track this, otherwise deleted column) | (Cost per conversion) |  |

<Please delete this: Sum up the rows below to provide a comprehensive overview of the sponsored posts>

**FACEBOOK / INSTAGRAM**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sponsored Posts | Cost  | Clicks | Reach | Impressions | CTR |
| <Each boosted post should be entered as a line item> Run dates: xx. xx, 2023 – xx x, 2023 | $xxxx.xx  |  |  |  |  |
| <Name of post>Run dates: xx. xx, 2023 – xx x, 2023 | $xxxx.xx  |  |  |  |  |
| <Name of post>Run dates: xx. xx, 2023 – xx x, 2023 | $xxxx.xx |  |  |  |  |
| <Name of post>Run dates: xx. xx, 2023 – xx x, 2023 | $xxxx.xx |  |  |  |  |
| <Name of post>Run dates: xx. xx, 2023 – xx x, 2023 | $xxxx.xx |  |  |  |  |

**LINKEDIN**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sponsored Posts | Cost  | Clicks | Reach | Impressions | CTR |
| <Name of post>Run dates: xx. xx, 2023 – xx x, 2023 | $xxxx.xx  |  |  |  |  |

**<OTHER PLATFORM>**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Sponsored Posts | Cost  | Clicks | Reach | Impressions | CTR |
| <Name of post>Run dates: xx. xx, 2023 – xx x, 2023 | $xxxx.xx  |  |  |  |  |

**CREATIVE REFERENCE**

<Please delete this: Capture screenshots of sponsored ads for creative reference>

**Definitions**

* Clicks: Number of times the ad has been clicked
* Click-through rate (CTR): Number of users who clicked on the ad divided by the number of users who viewed the page
* Cost per acquisition (CPA): The amount paid for each conversion that was generated
* Cost per click (CPC): The amount the advertiser pays when the ad was clicked
* Cost per thousand (CPM): The cost of 1,000 impressions of a particular advertisement
* Conversions: The act a user takes with your ad such as clicking a button or submitting their information
* Impressions: Number of times the ad has been displayed
* Reach: Number of users who saw the ad