

CASE STUDY

PROJECT NAME:- KNOWWHERETORUN.COM

SATRTING DATE:- 4TH JULY 2022



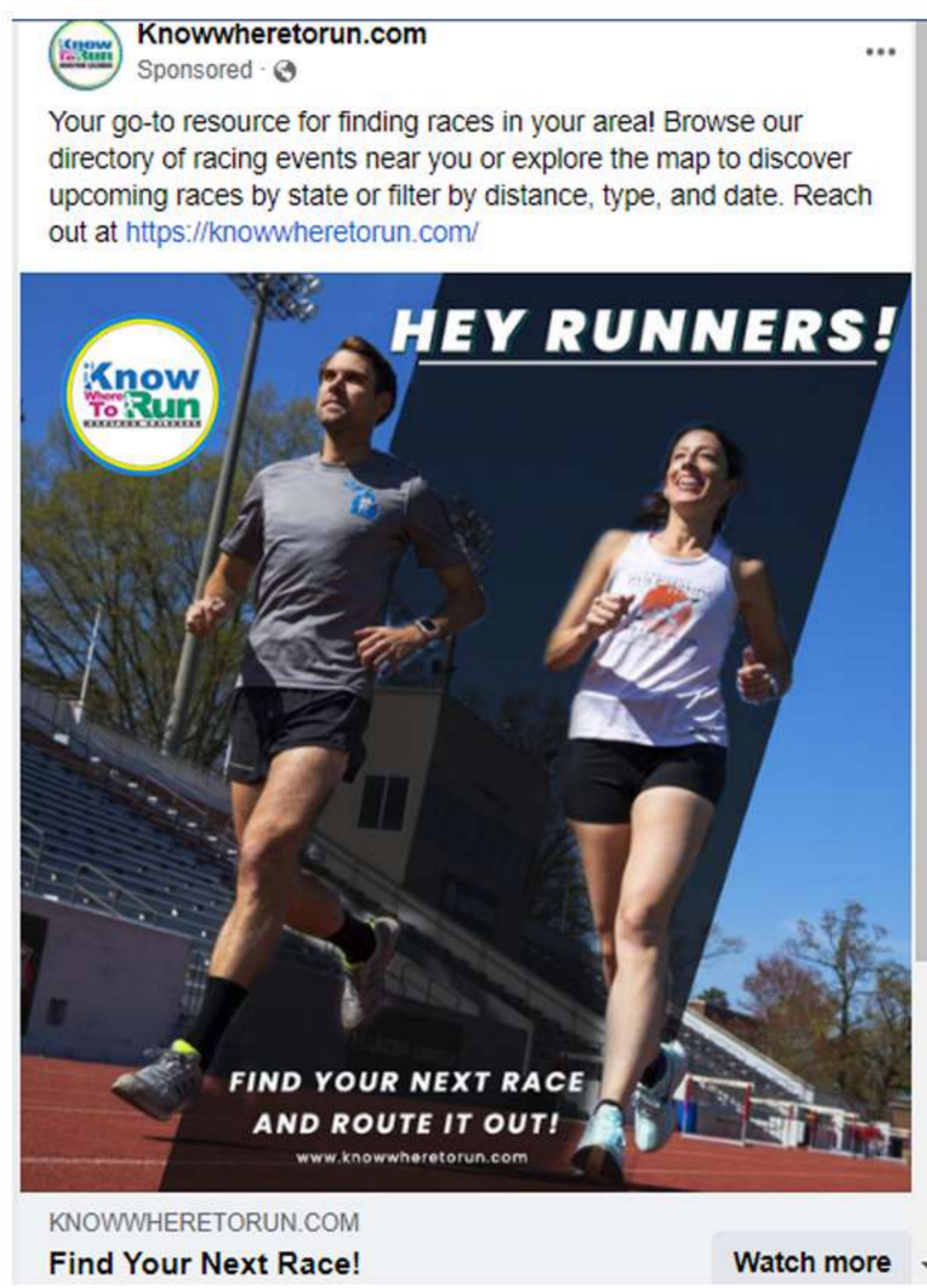
<https://www.facebook.com/Runnerstrails/>

CLIENT REQUIREMENTS:-

Client want to increase website Clicks and post reach only. The client’s basic aim is to aware his service to audience. And the last and important thing that he want to convert his business in to brand.

In this case, we focus on graphics that would be theme based. So there is no margin to make any mistakes with graphics. All graphic’s patterns should be color theme like a brand.

PREVIEW OF CAMPAIGN

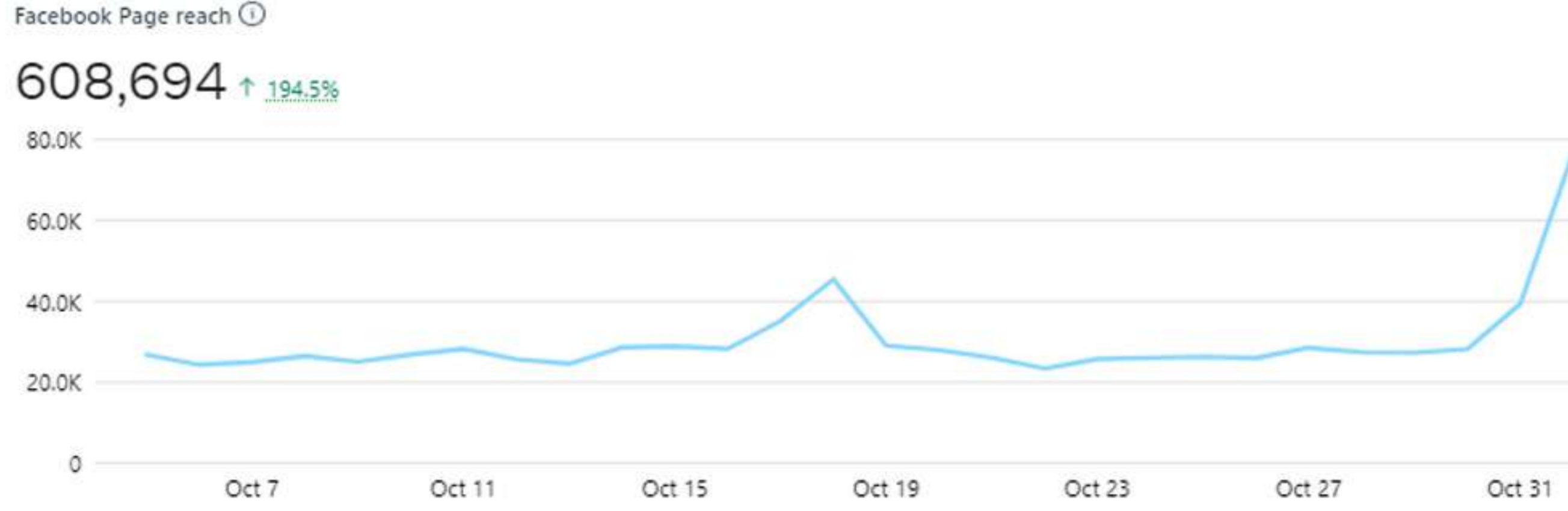


Results	Reach	Impressions	Cost per result	Amount spent
36,405 Link clicks	1,416,436	2,115,388	\$0.01 Per Link Click	\$543.82

TOTAL NUMBER OF CLICKS	36405
TOTAL NUMBER OF REACH	1416436
TOTAL NUMBER OF IMPRESSION	2115338
COST PER CLICK	\$0.01

MONTHLY OVERVIEW:-

And now finally this is the last 28 days analytics of facebook page.



Paid reach 📉
607,366 ↑ 213.8%

Paid impressions 📉
874,124 ↑ 256.9%

