



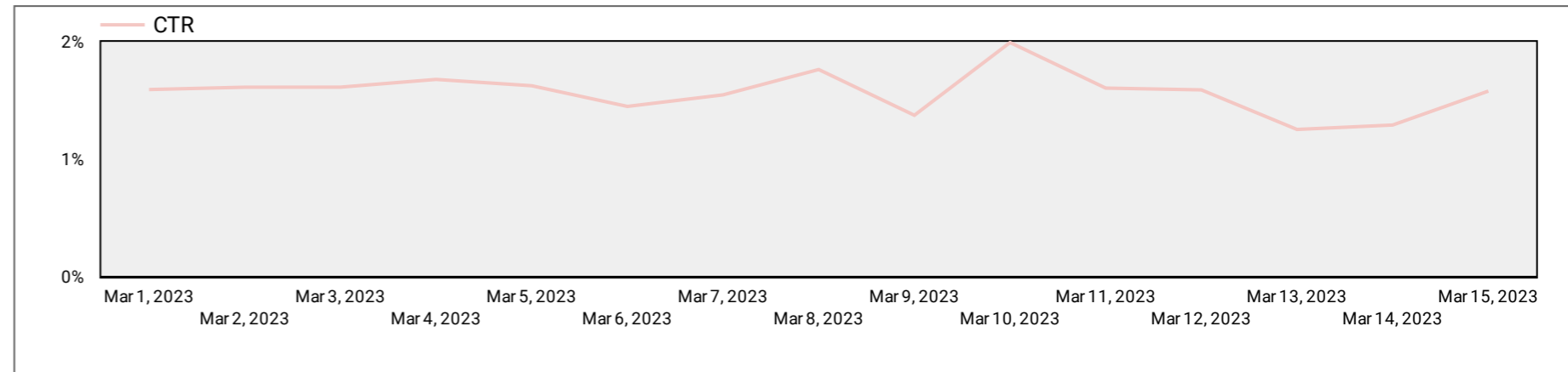
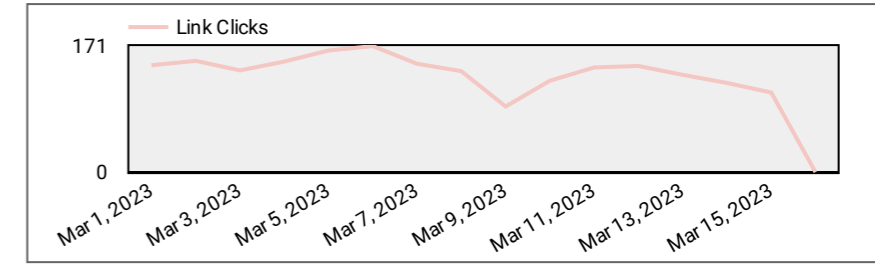
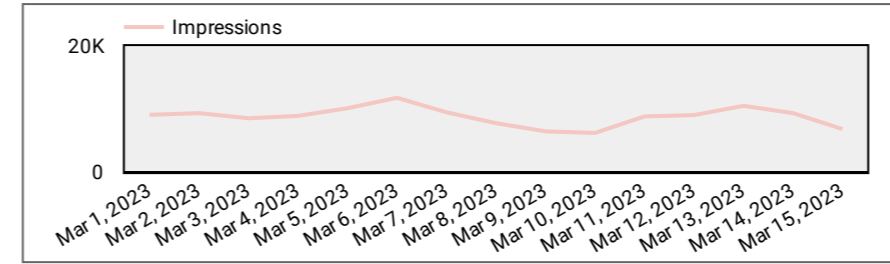
SOCIAL PERFORMANCE

Mar 1, 2023 - Mar 31, 2023

Impressions **132,412** Link Clicks **2,064** CTR (Link Click) **1.56%** CTR (All Clicks) **3.40%** Ad Engagement **2,356**

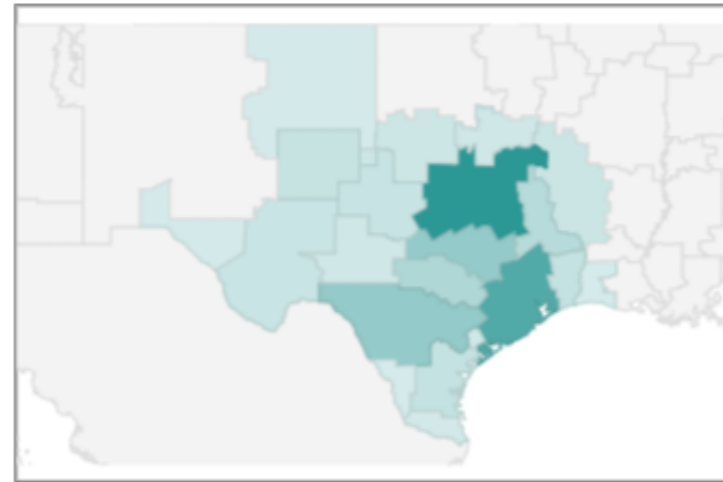
Ad Reactions **213** Comments **11** Post Saves **28** Post Shares **40**

Daily Performance



Strategy	Impressions	Link Clicks	CTR (Link Clicks)
Site Retargeting/FB-Insta Engagers	27,387	437	1.60%
Tour Texas Retargeting	73,594	1,141	1.55%
Behavioral	31,431	486	1.55%
Grand total	132,412	2,064	1.56%

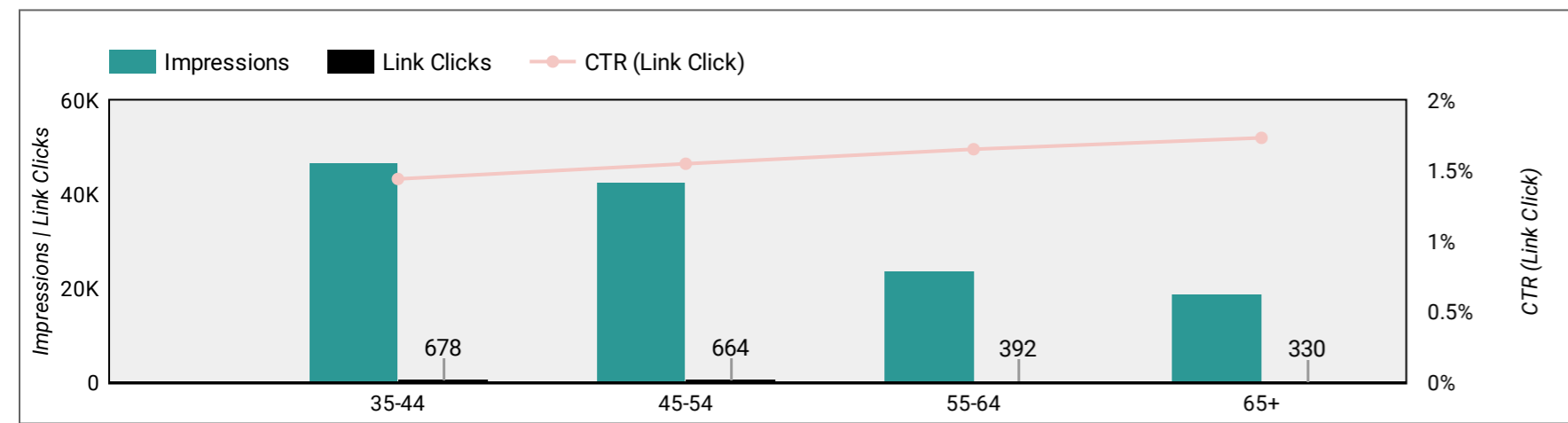
Performance by Geo



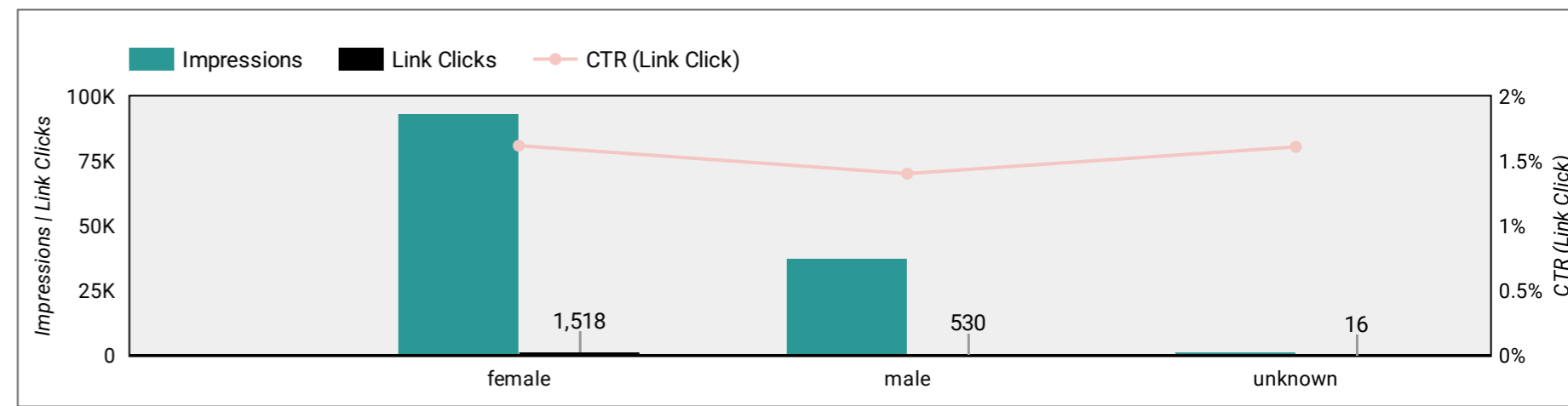
Ad DMA Region	Impressions	Link Clicks	CTR
Dallas-Ft. Worth	54,294	883	1.63%
San Antonio	20,859	338	1.62%
Houston	45,282	673	1.49%
Waco-Temple-Bryan	10,194	148	1.45%
Tyler-Longview(Lfkn&Ncgd)	1,609	21	1.31%
Sherman-Ada	174	1	0.57%
Grand total	132,412	2,064	1.56%

Ad Name	Impressions	Link Clicks	CTR
Spring Break; Texas Style!_Zipline	100,981	1,578	1.56%
Spring Break; Texas Style!_Lake Travis	31,431	486	1.55%
Grand total	132,412	2,064	1.56%

Performance by Age



Performance by Gender



Spring Break; Texas Style!_Lake Travis - 1.55% CTR


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Like Comment Share

Spring Break; Texas Style!_Zipline 1.56% CTR


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