

Rotary District 6440 Facebook Advertising Campaign July - December 2012 Performance Report

- * Our Campaign targets Facebook Users living in District 6440, 30+, not currently connected with Rotary District 6440 on FB, interested in Charity/Causes or Education/Teaching or Environment or Politics or Small Businesses
- * Approximately 293,000 people targeted
- * Two main campaigns- "Reasons to Join Rotary" and "What's Rotary"; also promotional campaigns supporting GSE, RYE and RYLA programs
- * From late July - December, 13.7 million ad Impressions (times ad was seen by a FB user)
- * Ads clicked over 11,000 times, our District Page was Liked by 676 new fans, and nearly 4,000 "actions" (e.g. watch video, click on link, like page or post)
- * 26 new information inquires
- * \$8,900 spent, 49% of total \$18,000 budget for 2012/13 Rotary Year.
- * Cost per thousand impressions = \$0.65; Cost per Click = \$0.81; Cost per Action = \$2.27; Cost per Page Like = \$13.16








Monthly Summary

Date	Spent	Impressions	Clicks	CTR	CPC	CPM	Social Impressions	Social %	Social Clicks	Social CTR	Actions	Page Likes	Information Inquires
Jul-12	\$ 60.00	149,738	47	0.031%	\$ 1.28	\$ 0.40	8,836	5.90%	3	0.034%	11	0	1
Aug-12	\$ 903.54	2,334,471	792	0.034%	\$ 1.14	\$ 0.39	95,798	4.10%	155	0.162%	436	48	6
Sep-12	\$ 1,627.31	3,006,507	1915	0.064%	\$ 0.85	\$ 0.54	83,279	2.77%	76	0.091%	762	163	2
Oct-12	\$ 2,168.12	2,725,893	3002	0.110%	\$ 0.72	\$ 0.80	25,244	0.93%	54	0.214%	1199	249	3
Nov-12	\$ 1,901.42	1,318,167	2751	0.209%	\$ 0.69	\$ 1.44	22,891	1.74%	290	1.267%	880	159	3
Dec-12	\$ 2,241.92	4,141,465	2521	0.061%	\$ 0.89	\$ 0.54	503,084	12.15%	498	0.099%	627	57	11
July - Dec 2012	\$ 8,902.31	13,676,241	11,028	0.081%	\$ 0.81	\$ 0.65	739,132	5.40%	1,076.00	0.146%	3,915	676	26

Performance by Campaign

Campaign	Spent	Impressions	Clicks	CTR	CPC	CPM	Social Impressions	Social %	Social Clicks	Social CTR	Actions	Page Likes
Reasons to Join August	\$ 3,965.15	5,984,927	4472	0.075%	\$ 0.89	\$ 0.66	373,637	6.24%	454	0.122%	1,693	269
What's Rotary	\$ 3,580.85	5,470,561	4855	0.089%	\$ 0.74	\$ 0.65	335,245	6.13%	444	0.132%	1,610	293
Youth Exchange	\$ 996.61	1,452,656	1271	0.087%	\$ 0.78	\$ 0.69	15,381	1.06%	62	0.403%	512	107
GSE Recruiting	\$ 151.70	631,134	118	0.019%	\$ 1.29	\$ 0.24	-	0.00%	0	0.000%	-	-
RYLA	\$ 208.00	136,963	312	0.228%	\$ 0.67	\$ 1.52	14,869	10.86%	116	0.780%	100	7

Performance Summary by Ad

Ad Creative	Campaign	Spent	Impressions	Clicks	CTR	CPC	CPM	Social Impressions	Social %	Social Clicks	Social CTR	Actions	Page Likes
<p>Rotary District 6440 Ever wonder why people join Rotary? Take a look at these Rotarians. http://youtu.be/n1xj...</p>  <p>177 23 22</p>	Reasons to Join August/Why Rotary Video	\$ 2,944.23	2,976,662.00	3,750	0.126%	\$ 0.79	\$ 0.99	29,309	0.98%	377	1.286%	1,569	259
<p>Make New Friends</p>  <p>Join a local Rotary Club and make new friends while doing good in the world.</p> <p>You like Rotary District 6440.</p>	What's Rotary/ Make New Friends: Roadside	\$ 341.81	1,086,072.00	259	0.024%	\$ 1.32	\$ 0.31	81,998	7.55%	20	0.024%	12	1
<p>Rotary District 6440 Ever wonder what Rotary's all about. Visit a local club to learn more. Come join us don...</p>  <p>62 7 2</p>	What's Rotary/What's Rotary Video Post	\$ 814.10	1,028,221.00	997	0.097%	\$ 0.82	\$ 0.79	8,091	0.79%	104	1.285%	379	102
<p>Rotary District 6440 shared Rotary International's photo. Rotary Clubs support education, in their communities and around the world. Learn more abo...</p>  <p>450 15 16</p>	What's Rotary/ Education Post	\$ 1,337.81	1,011,336.00	2,542	0.251%	\$ 0.53	\$ 1.32	7,839	0.78%	143	1.824%	929	148
<p>Rotary District 6440 Rotary Youth Exchange- expanding horizons of young people. Check it out! http://youtu.be...</p>  <p>25 2</p>	Youth Exchange/ CSYE Video-Students	\$ 548.93	851,477.00	698	0.082%	\$ 0.79	\$ 0.64	4,731	0.56%	34	0.719%	328	49
<p>Reasons to Join Rotary?</p>  <p>#12: Develop Social Skills. Rotary helps develop networking, social and people skills.</p> <p>You like Rotary District 6440.</p>	Reasons to Join August/ Reasons to Join Rotary #12	\$ 309.85	833,777.00	201	0.024%	\$ 1.54	\$ 0.37	105,799	12.69%	18	0.017%	16	3
<p>Rotary. Come Join Us.</p>  <p>How do you do good in the world? For Rotarians, it's a commitment to Service Above Self.</p> <p>You like Rotary District 6440.</p>	What's Rotary/ Rotary. Come Join Us.	\$ 271.59	831,012.00	198	0.024%	\$ 1.37	\$ 0.33	102,075	12.28%	19	0.019%	22	5

Expand Your Horizons
clubrunner.ca



Young Pros: Apply for Rotary's Group Study Exchange Team going to India in Jan/Feb 2013.

GSE Recruiting/ Expand Your Horizons

\$ 151.70 631,134.00 118 0.019% \$ 1.29 \$ 0.24 - 0.00% 0 0.000% - -

Rotary District 6440 via **Gustine Rotary**

It's World Water Week 26-31 August. Worldwide 2.6 billion people lack access to adequate s...



142 13 1

What's Rotary/ Water week Clean Water video post

\$ 508.06 584,319.00 641 0.110% \$ 0.79 \$ 0.87 14,744 2.52% 139 0.943% 257 35

Reasons to Join Rotary?



#7: Fun. Rotary is fun. Club projects are fun. Social activities are fun. Service is fun.

You like Rotary District 6440.

Reasons to Join August/ Reasons to Join Rotary? #7

\$ 171.59 528,290.00 121 0.023% \$ 1.42 \$ 0.32 59,820 11.32% 14 0.023% 15 4

Reasons to Join Rotary?



#9: Global Citizenship. There are few places without Rotary; make new friends worldwide.

You like Rotary District 6440.

Reasons to Join August/ Reasons to Join Rotary? #9

\$ 163.90 477,157.00 125 0.026% \$ 1.31 \$ 0.34 42,724 8.95% 13 0.030% 20 2

Reasons to Join Rotary?



#3: Personal Growth. Membership in Rotary continues your education in leadership.

You like Rotary District 6440.

Reasons to Join August/Reasons to Join Rotary? #3

\$ 139.24 428,516.00 104 0.024% \$ 1.34 \$ 0.32 46,473 10.85% 10 0.022% 24 -

Why Rotary is Special



We take action. As volunteers, we help those in need, locally and globally. With a smile.

You like Rotary District 6440.

What's Rotary/ Why Rotary is Special

\$ 127.96 393,258.00 94 0.024% \$ 1.36 \$ 0.33 52,407 13.33% 9 0.017% 4 -

Rotary District 6440

Rotary Youth Exchange- expanding horizons of young people. Check it out! <http://youtu.be...>



25 2

Youth Exchange/ CSYE Video- Parents

\$ 392.64 363,384.00 517 0.142% \$ 0.76 \$ 1.08 2,777 0.76% 27 0.972% 183 57

Make New Friends

Join a local Rotary Club and make new friends while doing good in the world.

You like Rotary District 6440.

What's Rotary/ Make New Friends

\$ 109.27 290,707.00 70 0.024% \$ 1.56 \$ 0.38 42,875 14.75% 6 0.014% 2 2

Come Join Us

Join a local Rotary Club and make friends while doing good in the world.

You like Rotary District 6440.

What's Rotary/Come Join Us

\$ 70.25 245,636.00 54 0.022% \$ 1.30 \$ 0.29 25,216 10.27% 4 0.016% 5 -

Reasons to Join Rotary?

#6: Continuing Education. Each week at Rotary a program informs and enlightens.

You like Rotary District 6440.

Reasons to Join August/ Reasons to Join Rotary? #6

\$ 72.14 220,435.00 57 0.026% \$ 1.27 \$ 0.33 17,465 7.92% 5 0.029% 25 -

Reasons to Join Rotary?

#20: The Opportunity to Serve. For many, the best reason to be a Rotarian.

You like Rotary District 6440.

Reasons to Join August/ Reasons to Join Rotary? #20

\$ 72.96 206,201.00 47 0.023% \$ 1.55 \$ 0.35 39,577 19.19% 9 0.023% 2 -

Reasons to Join Rotary?

#5: Community. Membership in a Rotary club makes one a better community citizen.

You like Rotary District 6440.

Reasons to Join August/ Reasons to Join Rotary? #5

\$ 55.10 183,885.00 43 0.023% \$ 1.28 \$ 0.30 16,969 9.23% 5 0.029% 16 1

Rotary Youth Exchange

High school students: Broaden your horizons by studying abroad for a year through Rotary.

You like Rotary District 6440.

Youth Exchange/ Hedeki- Teens

\$ 27.71 135,469.00 32 0.024% \$ 0.87 \$ 0.20 3,449 2.55% 1 0.029% - -

Rotary District 6440

High School students learn valuable leadership skills at the Rotary Youth Leadership Award.



68 1 5

RYLA/ Rotary District 6440 - Ad

\$ 195.07 131,746.00 279 0.212% \$ 0.70 \$ 1.48 9,654 7.33% 87 0.901% 89 7

Reasons to Join Rotary?



#1: Friendship. A basic human need; one of the two reasons Rotary began in 1905.

You like Rotary District 6440.

Reasons to Join August/Reasons to Join Rotary? #1

\$ 36.14 130,004.00 24 0.018% \$ 1.51 \$ 0.28 15,501 11.92% 3 0.019% 6 -

Rotary Youth Exchange



Host a Rotary Exchange Student and give your family a remarkable international experience.

You like Rotary District 6440.

Youth Exchange/Hedeki- host parents

\$ 25.55 80,629.00 22 0.027% \$ 1.16 \$ 0.32 3,801 4.71% 0 0.000% 1 1

Rotary Youth Exchange



High school students: Broaden your horizons by studying abroad for a year through Rotary.

You like Rotary District 6440.

Youth Exchange/ Group kids-Teens

\$ 1.78 17,435.00 2 0.011% \$ 0.89 \$ 0.10 347 1.99% 0 0.000% - -



Rich Lalley likes Rotary District 6440's link.

High School students learn valuable leadership s...



68 1 5

RYLA/ Rotary District 6440 - Sponsored Stories

\$ 12.93 5,217.00 33 0.633% \$ 0.39 \$ 2.48 5,215 99.96% 29 0.556% 11 -

Rotary Youth Exchange



Host a Rotary Exchange Student and give your family a remarkable international experience.

You like Rotary District 6440.

Youth Exchange/ Group kids- host parents

\$ - 4,262.00 - 0.000% \$ - \$ - 276 6.48% 0 0.000% - -