

SUMMARY RESULTS FOR ROOM ORTHOPAEDIC HOSPITAL CAMPAIGN

ULH



28/07 to 16/08

PLANNED VS DELIVERED


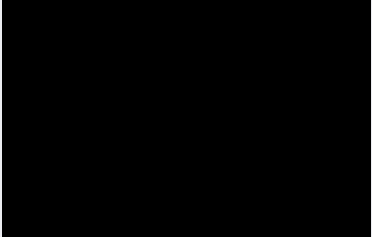

	Link Clicks	CPC	Investment
PLANNED	2,408	€ 1.18	€ 2,000
DELIVERED	2,883	€0.69	€ 2,000
CHANGE (%)	+ 20%	- 42%	-

The number of link clicks was **20% higher** than was planned while the CPC was **42% cheaper** than the average planned.

BREAKDOWN BY COUNTRY

	Link Clicks	CPC Cost per Click	CTR Click-Through Rate	Investment
	2,124	€0.66	1.62%	€1,400
	759	€0.79	1.21%	€600
FULL CAMPAIGN	2,883	€0.69	1.53%	€ 2,000

Ireland has got the best performance by achieving **the highest number of link clicks** and **the lowest CPC**.

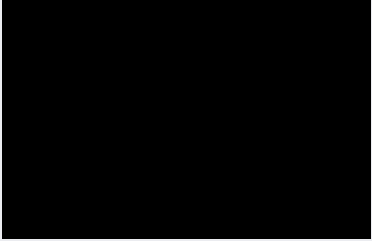
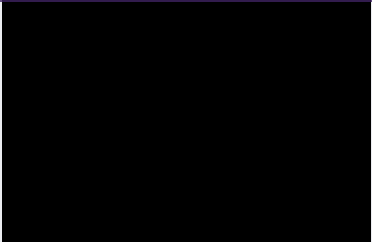

	Link Clicks	CPC Cost per Click	CTR Click-Through Rate
 <p>Mr. Cian Kennedy Orthopaedic Surgeon Croom Orthopaedic Hospital</p>	1,042	€0.66	1.92%
Video 1*. Click here to see the post.			
	736	€0.64	1.21%
 <p>Eimear Breen Clinical Nurse Manager 2 Croom Orthopaedic Hospital</p>	142	€0.65	1.37%

THE BEST ADS PERFORMANCE IN

These 3 ads have got the best results in Ireland. The total number of link clicks from them represent **90% of the total that came from Ireland.**

THE BEST ADS PERFORMANCE IN 

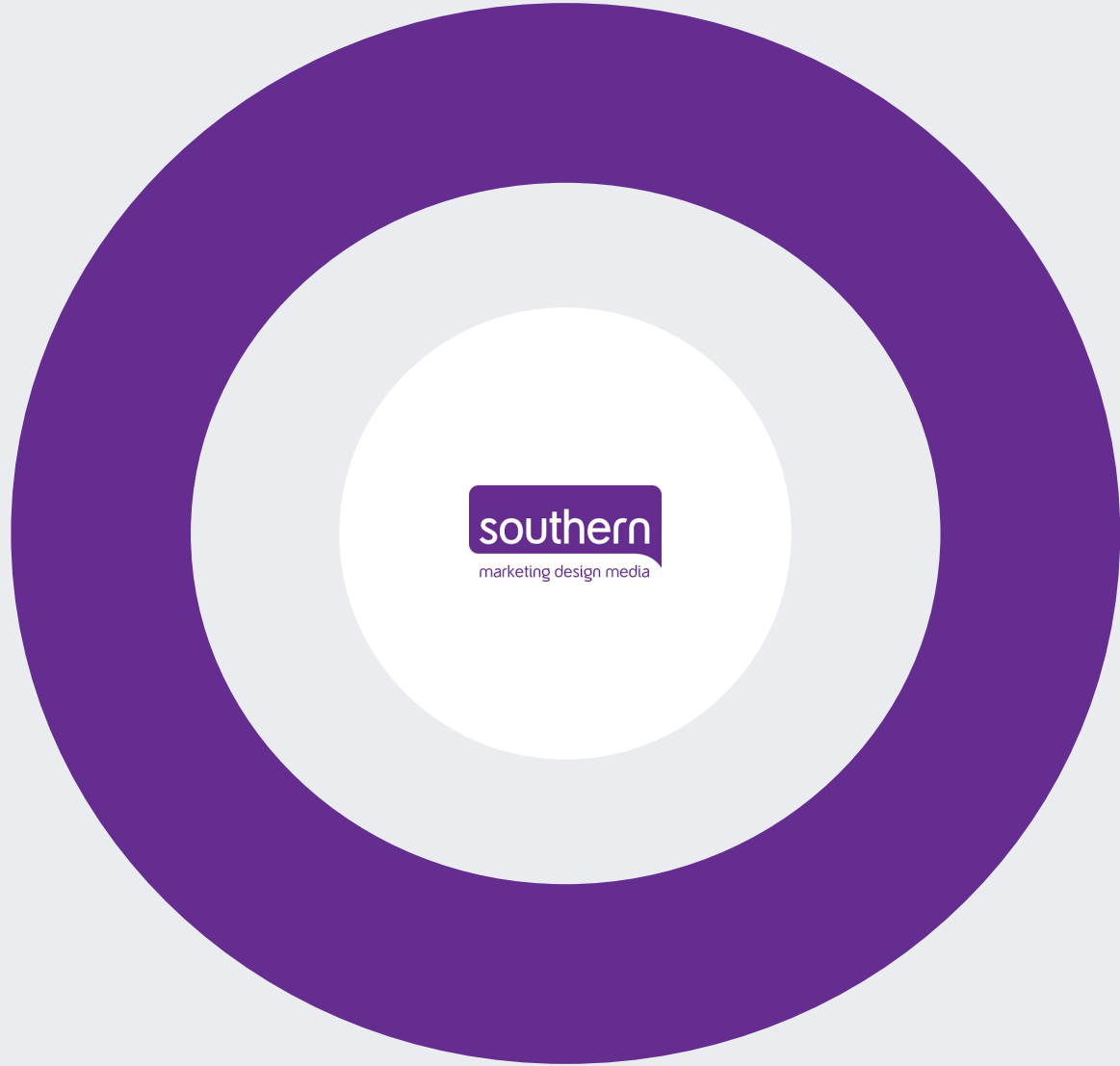
These 3 ads have got the best results in England. The total number of link clicks from them represent **93% of the total that came from England.**

	Link Clicks	CPC Cost per Click	CTR Click-Through Rate
Video 1* . Click here to see the post. 	586	€0.78	1.92%
Video 4* . Click here to see the post. 	60	€0.63	1.21%
	57	€0.92	1.37%

*Active the slide show mode to be able to watch the video ads.

RECOMMENDATIONS FOR NEXT CAMPAIGNS

- **Investment:** try to set up the definitive budget for the campaign as soon as it gets started once each big change such as budget adjusts might make the tool restarts the learning process about the audience it needs to reach.
- **Landing page:** any campaign that takes the user to a landing page needs to have a page that is clean, user friendly and imagined to convert who came from the campaign.
- **Narrowed audiences:** if a campaign has a smaller potential reach, consequently it will impact some metrics such as clicks on the link to go to a specific landing page but at the same time, this strategy usually reaches a higher qualified audience with more potential to be converted wherever it is.



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