



CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
AGENDA • THURSDAY, JULY 18, 2024

Regular Meeting	City Hall Council Chambers	5:15 PM
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To attend remotely, call 650-667-3874 PIN 949 114 057 #

I. Call to Order

II. Consider approving minutes from the previous meeting

1. June 27th meeting minutes

III. General Agenda Items for Consideration

1. Discuss and approve Revenue & Expense Reports
 - a. Food Truck-a-Palooza - Revenue/Expense Summary
 - b. June Revenue and Expense Report
2. Update on shared photo library and release form - SMS Hallie Savall
 - a. Video Production update
3. Discuss and approve standing banner designs
4. Discuss and consider the 2025 Visitor's Guide
5. Grant Applications - update
 - a. JEM Grant - August 1st deadline
 - b. 2025 Tourism Grant - September 20th deadline
6. Community Night Out - August 20th - update
7. Midwest Communications Contract Renewals - update
8. Chamber of Commerce - update
9. Discussion on upcoming event promotions

IV. Monthly Reports and Updates

1. Monthly Report & Statistical Analytics - Social Media Specialist Savall
2. Monthly Report - Midwest Communications
3. Consider placing monthly reports on file

V. Public Comment

VI. Date and Time of Next Meeting - Thursday, August 15 at 5:15 pm

VII. Adjournment

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**CITY OF MERRILL
MARKETING & COMMUNICATIONS COMMITTEE
THURSDAY, JUNE 27, 2024 MINUTES
REGULAR MEETING CITY HALL COUNCIL CHAMBERS 5:15 PM**

- I. **Call to Order** Chair Fermanich called the meeting to order at 5:15 pm.
Present: Alderperson Fermanich, Alderperson Meyer, Alderperson Lass
Present Not Voting: Library Director Laurie Ollhoff, Social Media Specialist Hallie Savall, Scott Steele, Sarah Sturm
Excused: John Greenwood
Absent: Renea Frederick, Parks Director Dan Wendorf, Enrichment Center Manager Tammie Mrachek, Festival Grounds Manager Rick Bjorklund
Others present: Social Media Specialist Savall, City Administrator Akey, City Clerk Anderson-Malm, Midwest Communications Cameo and Connor, Merrill Community Media.
- II. **Consider approving minutes from the previous meeting**
 1. **Minutes from the May 23rd meeting** - Alderperson Meyer motioned to place minutes on file. Alderperson Lass seconded and the motion passed.
- III. **General Agenda Items for Consideration**
 1. **Food Truck-a-Palooza - wrap-up discussion. The report attached does not reflect the final numbers.** - Chair Fermanich updated the Committee. SMS Savall provided additional information and answered questions.
 2. **Discuss and consider the May 31st Revenue and Expense Reports** - The information was provided in the packet.
 3. **Discuss and consider the shared photo library - Nathan Meyer**
- Alderperson Meyer provided additional information at the meeting.
 4. **Discuss and consider standing banners - Social Media Specialist Savall**
- Sarah Sturm from the Chamber of Commerce brought an example of a standing banner they use for tradeshow. It was decided they would purchase two more banners and will work with Sarah regarding the style and design of the banners.
 5. **Discuss and consider 2025 Visitor's Guide ads** - The Committee decided to keep 3 full pages for \$2,500 however, the pictures would change from previous years. SMS Savall and Scott Steele will coordinate and bring the suggestions to the July meeting for final approval.
 6. **Discuss and consider preliminary JEM grants** - SMS Savall stated this is still being worked on and will bring an update in July.

7. **Discuss and consider the Community Night Out event in August** - August 20th is the date for the Community Night Out. There will be a booth to promote the city.
8. **Chamber of Commerce - update** - Sarah Sturm updated the Committee.
9. **Discuss Upcoming Event Promotions** - The following are upcoming events: Movie at the Airport in the fall - no date has been set; Airport will have a fly-in in 2025; 150th Celebration for Lincoln County in October 2024; Black Squirrel Scurry; the fair in August; Labor Day parade and car show.

IV. Monthly Reports and Updates

1. **Monthly Report & Statistical Analytics - Social Media Specialist Savall**
- The report was in the packet and additional information was provided at the meeting.
2. **Monthly Report - Midwest Communications** - Cameo and Connor from Midwest Communications provided an update to the Committee. They reviewed their report and answered questions.
3. **Consider placing monthly reports on file** - Alderperson Meyer motioned to place monthly reports on file. Alderperson Lass seconded and the motion passed.

V. Public Comment There was no public comment.

VI. Date and Time of Next Meeting - Thursday, July 18th at 5:15 pm

VII. Adjournment Alderperson Lass motioned to adjourn. Alderperson Meyer seconded and the motion passed. The meeting was adjourned at 6:18 pm.

Minutes respectfully submitted by City Clerk Anderson-Malm

Food Truck-a-Palozza
7/12/24 Update

Summary:

YTD Revenues	\$	20,692.75
YTD Expenses	\$	7,807.76
Revenues Less Expenses:	\$	12,884.99

MFG Food Truckapalooza Revenues

26-45324-43515	4/9/24 Council	ARPA Transfer	9,999.75
26-45324-48500	Sponsorships	INCREDIBLE BANK SPONSORSHIP	2,000.00
26-45324-48500	Sponsorships	ZIEBEL DOOR	500.00
26-45324-48500	Sponsorships	Weinbrenner	500.00
26-45324-48500	Sponsorships	SOUND WORLD	500.00
26-45324-48500	Sponsorships	LORA BLADOW REAL ESTATE	500.00
26-45324-48500	Sponsorships	NICOLET BANK- SPONSORSHIP	500.00
26-45324-48500	Sponsorships	LINC. CTY RODEO-SPONSORSHIP	500.00
26-45324-48500	Sponsorships	MERRILL MILWORK	500.00
26-45324-48500	Sponsorships	Merrill Rotary 500.00	500.00
26-45324-48500	Sponsorships	Optimist 500.00	500.00
26-45324-48500	Donation	Marketing Committee Feb. Transfer	1,000.00
26-45324-48725	Summary	Craft Show Vendors	1,610.00
26-45324-48700	Summary	Food Truck Vendors	425.00
26-45324-48750	Event Revenue	Event Revenue Wristband Sales, etc.	1,158.00
Total Revenues			\$ 20,692.75

MFG Food Truckapalooza Expenses

26-55324-03-40000	CHK: 184124	DEPOSIT TENT RENTAL	1,000.00
26-55324-03-40000	CHK: 184406	PICNIC LICENSE	10.00
26-55324-03-40000	CHK: 185039	FLOAT HOUSE PARTY RENTALS	300.00
26-55324-03-40000	CHK: 185294	VIP All-Value MARKETING POSTER	17.25
26-55324-03-40000	CHK: 185287	Premier Touch Stainless BANNERS/SIGNS	428.77
26-55324-03-40000	CHK: 185293	WJMT PA SYSTEM	512.00
26-55324-03-40000	CHK: 185267	TENT RENTAL BALANCE	3,000.00
26-55324-03-40000	CHK: 185190	BRAD EMANUEL: MUSICIAN	500.00
26-55324-03-40000	CHK: 185191	CORNHOLE TOURNAMENT ADMIN	300.00
26-55324-03-40000	CHK: 185376	Cosmo Theatre ADS	100.00
26-55324-03-40000	Prizes-Picnic	Record Event Prize Exp	60.00
26-55324-03-40000	E.F.T. 053024	Cornhole Prize Money	250.00
26-55324-03-40000	CHK: 185442	Misc Expense - Reimburse Savall	12.64
26-55324-03-40000	CHK: 185694	WDEZ FOOD TRUCK-A-PALOOZA ADS	599.00
26-55324-03-40000	CHK: 185736	FOTONEWS MAY 2024 PUBLICATIONS	718.10
Total Expenses			\$ 7,807.76

CITY OF MERRILL
REVENUE & EXPENSE REPORT (UNAUDITED)
AS OF: JUNE 30TH, 2024

26 -Reserved - Non-Lapsing
M&C - Cable/Video

	ANNUAL BUDGET	CURRENT PERIOD	Y-T-D ACTUAL	% OF BUDGET	BUDGET BALANCE
REVENUES =====					
<u>Intergovernmental</u>					
45305-43439 State VSP Aid	24,324.37	0.00	0.00	0.00	24,324.37
45305-43510 CARES COVID-19 Reimb	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL Intergovernmental	24,324.37	0.00	0.00	0.00	24,324.37
<u>Licenses and Permits</u>					
45305-44900 Cable Franchise (Less Adm)	<u>95,500.00</u>	<u>0.00</u>	<u>46,126.73</u>	<u>48.30</u>	<u>49,373.27</u>
TOTAL Licenses and Permits	95,500.00	0.00	46,126.73	48.30	49,373.27
TOTAL REVENUES	119,824.37	0.00	46,126.73	38.50	73,697.64
EXPENDITURES =====					
<u>Supplies & Expenses</u>					
55305-03-40000 MAPS Merrill Productions	75,000.00	0.00	15,263.88	20.35	59,736.12
55305-03-40022 Closed Captioning Legal	0.00	0.00	0.00	0.00	0.00
55305-03-45000 Audio-Chambers & Expo	0.00	0.00	0.00	0.00	0.00
55305-03-46389 Wi-Fi Public Replacements	0.00	0.00	0.00	0.00	0.00
55305-03-46390 Software-Web Filtering	2,500.00	0.00	0.00	0.00	2,500.00
55305-03-46400 Social Media Archiving	2,250.00	0.00	3,978.60	176.83	(1,728.60)
55305-03-46500 Festival Grounds & Expo	0.00	0.00	0.00	0.00	0.00
55305-03-47250 City Website Hosting	4,650.00	0.00	0.00	0.00	4,650.00
55305-03-47500 Accela Live Streaming	0.00	0.00	0.00	0.00	0.00
55305-03-47523 CivicPlus - Meetings	9,515.00	0.00	10,056.55	105.69	(541.55)
55305-03-47533 M&C Committee - Resources	19,250.00	1,022.70	1,060.08	5.51	18,189.92
55305-03-47534 MWC Monthly Ads	14,400.00	1,700.00	5,861.00	40.70	8,539.00
55305-03-47536 Visitor Guide Ads	3,150.00	0.00	2,397.00	76.10	753.00
55305-03-47555 Marketing Contractor	41,500.00	2,575.00	13,396.00	32.28	28,104.00
55305-03-47557 Social Media Contractor	32,500.00	2,150.00	13,000.00	40.00	19,500.00
55305-03-47566 M&C - Cell Phone	0.00	0.00	0.00	0.00	0.00
55305-03-47575 LCEDC Marketing	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
TOTAL Supplies & Expenses	204,715.00	7,447.70	65,013.11	31.76	139,701.89
TOTAL EXPENDITURES	204,715.00	7,447.70	65,013.11	31.76	139,701.89
REVENUES OVER/(UNDER) EXPENDITURES	(84,890.63)	(7,447.70)	(18,886.38)	0.00	(66,004.25)

July 2024

Social Media Report

Tasks -

I have been working on the JEM Grant
I have met with the Mayor to discuss events and happenings within Merrill
I have met with LaDonna to discuss agenda items
I have met with Nathan and Draco to create a plan for videos and have started filming for those videos.

Social Media -

I have been getting Julys events in the Calendar and working on August happenings as well.

MWC -

I have talked with Cameo and given her information for the Radio Ads.
I have met with LaDonna and Cameo about future contract discussions and what we are looking for.

June 2024 Social Media Analytics

Facebook Page Reach: 6,299 (Down 68.2%)

- *The number of people who saw any content from your Page or about your page, including posts, stories, ads, social information from people who interact with your page and more. *Reach is different from impressions, which may include multiple views of your posts by the same people.*

Facebook Page Visits: 1,200 (Down 44.3 %)

- *The number of times your Facebook page was visited.*

New Facebook Page Likes: 38

Cumulative Facebook Page Likes: 3,297

Link Clicks on page - 46

Content (Most Popular by Reach)

1. Cooling Centers (Reach 2,535; Likes, Reactions, Comments and Shares 59)
2. Sealcoating Project(Reach 1,643; Likes, Reactions, Comments and Shares: 29)
3. Dasty update (Reach 1,491; Likes, Reactions, Comments, shares and link clicks: 74)
4. Fill the Gazebo (Reach 1,434; Likes, Reactions, Comments and Shares: 31)
5. Fireworks date (Reach 1,331; Likes, Reactions, Comments and Shares: 22)

LinkedIn -

We Currently have 42 followers on LinkedIn. I am working on growing this following but do need more relevant content to post. Posts include - Ground Breaking Ceremonies, Chamber Ribbon Cuttings, Chamber Business after Hours, City of Merrill Years of Service Recognition (if employee agrees).

YouTube

We currently have 29 subscribers for the Main City Of Merrill YouTube Channel. The City of Merrill Meetings page has 20 followers. This is where all recorded meetings are uploaded for people to watch. There has been an increase in videos being watched which is good to see. Nathan and Draco have been doing a great job getting meetings uploaded.

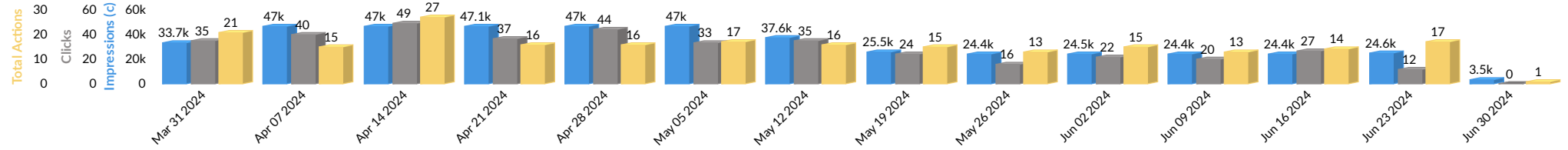
The Mayor communications videos are uploaded every month onto the Main City of Merrill page.

Digital Marketing Dashboard Report

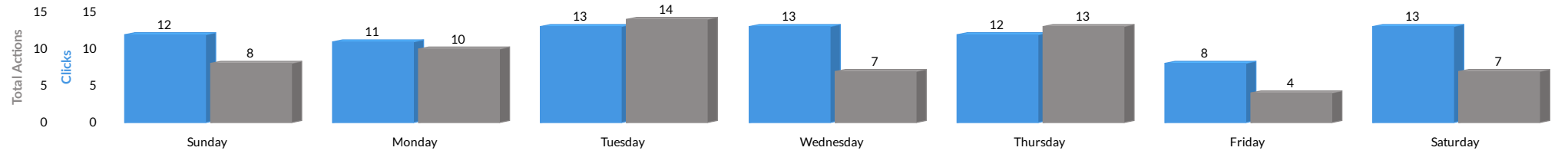




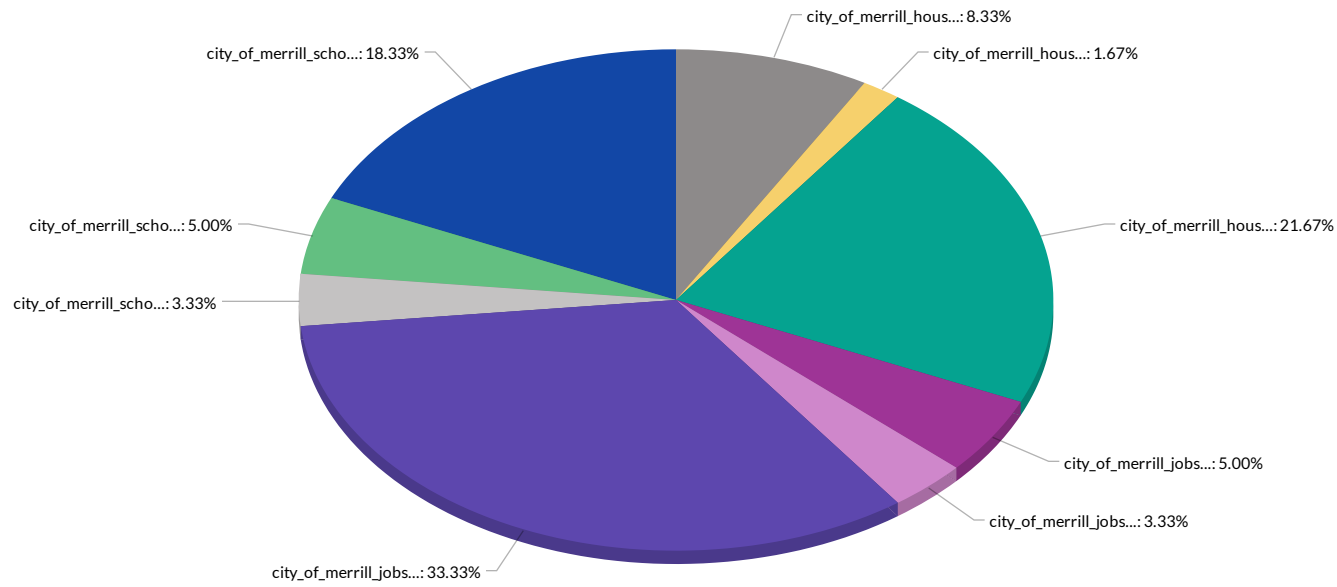
90 Day Overview



Clicks & Actions by Day of the Week



Mobile Ad Performance



Video KPIs



Definitions

- Impressions** - Each ad that was served on a device.
- Clicks** - The number of times an ad was selected by users.
- CTR** - The ratio of users who clicked on an ad that was served to them.

Actions:

- Conversions for Search & Keyword tactics are the number of users that were served an ad because they searched with one of your keywords or a keyword was in the content they read. They didn't click the ad, but visited your website on their own.
- Conversions for Site tactics are the number of users that were served Ads because they visited your website in the past, then return to the site without clicking an ad.
- Conversions for Geofencing are the number of users that were served an ad because they visited on of your selected geofences and then physically visited your business. These are also know as geo-conversions.

About Tactics

- SRT+KW - Search Retargeting and Keyword - Serving ads to people who are looking up or reading content with keywords that are relevant to your industry. (All Devices)
- Site - Site Retargeting - Serving ads to people who have visited your website. (All Devices)
- Cat - Category Contextual - Serving ads to people who are searching sites or pages relevant to your industry. (All Devices)
- Geofencing - Serving ads to people who have visited a selected area. (Mobile Devices) Addressable Geofencing- Serving ads to people who are on your provided address list. (All Devices)
- Geo-Optimize - Serving ads to anyone and everyone within a specified zip code(s) radius, city, etc. regardless of how they are searching. (All Devices)
- Event - Event Targeting - Serving ads to people who have attended a selected event. (Mobile Devices)

About Cities

- Cities provide a roadmap of where a user is located when an Ad is delivered. While the user is initially identified within a targeted area, Ads are delivered up to 30 days afterward at which time the user could be well away from that location. It is common to see cities outside of a targeted area or expected range.
- Additionally, unknown locations result when users are passing from one defined geographic location to another such as crossing a county line or in flight at the time an ad is delivered.

About Keywords

- Optimized audience keywords are a sign that the campaign is evolving in real-time and represents a group of users that has been identified as having a history of clicking on Ads within this particular category and who are likely to interact with the campaign.
- Contextual keywords are preceded by an exclamation mark. These are related keywords that are within content displayed by search results the user is reading. They are also sign that the campaign is evolving to capture targeted audiences.

About Video

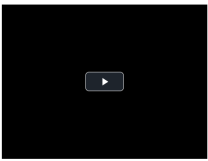
- Videos Played to First Quartile= ads that were played at least 25% of the way through
- Videos Played to Midpoint = ads that were played at least 50% of the way through
- Videos Played to Third Quartile= ads that were played at least 75% of the way through
- Video Complete Rate= the number of videos completed divided by the number of videos started
- Videos Full Screened= How many times the ad was turned to full screen; this metric is not available on all data sources and therefore may not be a complete representation.
- Videos Muted= How many times the ad was muted by the user
- Videos Unmuted= How many times the volume on the ad was turned back on after being muted
- Videos Resumed= How many times a paused video was unpaused; this metric is not available on all data sources and therefore may not be a complete representation.

Impressions are not directly correlated with videos started. For various reasons, the advertisement may restart and contribute to the start count, but will not contribute to the impression count. Essentially, one impression can account for multiple video starts. For this reason, it is best to pay attention to the impression counts rather than the start counts. This eliminates any confusion over discrepancies with reporting.

Performance by Tactic

Campaign	 Start Date	End Date	Impressions (c)	Clicks	CTR	Total Actions
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_Geo-Opt	Nov 28, 2023	Oct 31, 2024	1,852	1	0.05%	0
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SITE	Nov 28, 2023	Oct 31, 2024	493	1	0.20%	9
630723_Wausau_City of Merrill - Experience MerrillCity of Merrill - Experience Merrill_OTT small-screen_SRT+KW	Nov 28, 2023	Oct 31, 2024	2,919	1	0.03%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_Geo-Opt	Nov 20, 2023	Oct 31, 2024	7,311	1	0.01%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SITE	Nov 20, 2023	Oct 31, 2024	2,043	1	0.05%	0
Wausau_City of Merrill - Experience Merrill_630723_OTT/CTV_SRT+KW	Nov 20, 2023	Oct 31, 2024	11,419	0	0.00%	4
Wausau_City of Merrill_605015_Display_AGF	Mar 01, 2024	May 15, 2024	0	0	-	1
Wausau_City of Merrill_605015_Display_Geo-Opt	Sep 01, 2023	Aug 31, 2024	24,923	23	0.09%	6
Wausau_City of Merrill_605015_Display_Geofence	Apr 15, 2024	Aug 31, 2024	10,782	11	0.10%	0
Wausau_City of Merrill_605015_Display_SITE	Sep 13, 2023	Aug 31, 2024	5,399	10	0.19%	42
Wausau_City of Merrill_605015_Display_SRT+KW	Sep 01, 2023	Aug 31, 2024	37,713	33	0.09%	1

Ad Performance with Preview where Preview is Available

Ad	Size	Preview	Impressions	Clicks	CTR	Weighted Actions
Total 			104,854	82	0.08%	63
UpdatedVidApril2024.mp4	Video	UpdatedVidApr02024.mp4 	26,037	5	0.02%	13
city_of_merrill_jobs_320x50.jpg	320x50		21,387	20	0.09%	5
city_of_merrill_houses_320x50.jpg	320x50		14,921	13	0.09%	8
city_of_merrill_schools_320x50.jpg	320x50		9,503	11	0.12%	8
city_of_merrill_jobs_300.jpg	300x250		4,917	3	0.06%	2
city_of_merrill_schools_300.jpg	300x250		4,537	2	0.04%	7
city_of_merrill_jobs_728.jpg	728x90		4,508	5	0.11%	5
city_of_merrill_schools_300x50.jpg	300x50		3,603	3	0.08%	1
city_of_merrill_houses_300.jpg	300x250		3,024	5	0.17%	5
city_of_merrill_houses_728.jpg	728x90		2,935	5	0.17%	2
city_of_merrill_schools_728.jpg	728x90		2,811	5	0.18%	2
city_of_merrill_jobs_300x50.jpg	300x50		2,784	2	0.07%	1

city_of_merrill_houses_300x50.jpg	300x50		2,489	1	0.04%	1
city_of_merrill_jobs_160x600.jpg	160x600		317	1	0.32%	0
city_of_merrill_jobs_300x600.jpg	300x600		256	0	0.00%	1
city_of_merrill_houses_300x600.jpg	300x600		246	0	0.00%	0
city_of_merrill_schools_300x600.jpg	300x600		245	0	0.00%	1
city_of_merrill_houses_160x600.jpg	160x600		187	1	0.53%	0
city_of_merrill_schools_160x600.jpg	160x600		147	0	0.00%	0
city_of_merrill_food_truckapalooza_300x50.jpg	300x50		0	0	-	

GeoFence Performance where Metrics are Available

GeoFence	Impressions	Clicks	CTR	GeoFence Weighted Actions
Total ⓘ	10,782	11	0.10%	0
Window & Doors 811 Factory St. Hawkins, WI 54530	5,653	6	0.11%	0
ConAgra Brands 1201 Green Valley Rd	5,129	5	0.10%	0

Location Performance

City	Impressions	Clicks	CTR
Chicago	45,906	33	0.07%
Minneapolis	22,139	16	0.07%
Saint Paul	6,841	4	0.06%
Beaver Dam	2,252	2	0.09%
Wausau	1,177	0	0.00%
La Crosse	842	1	0.12%
Phillips	792	1	0.13%
Veedersburg	761	0	0.00%
Maple Grove	740	2	0.27%
Rice Lake	641	0	0.00%
Oak Park	525	0	0.00%
Burnsville	510	3	0.59%
Oak Lawn	507	0	0.00%
Round Lake	448	0	0.00%
Eden Prairie	445	1	0.22%
Cedar Falls	438	0	0.00%
Kenosha	395	0	0.00%
Cicero	362	0	0.00%
Lake Villa	341	0	0.00%
Milwaukee	335	0	0.00%

Keyword Performance

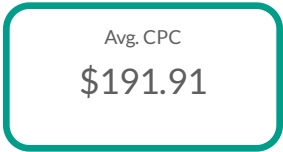
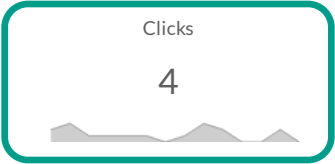
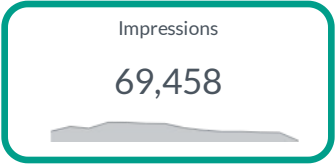
Keyword	Impressions	Clicks	CTR	Total Actions
weather	17,726	16	0.09%	0
relocation	4,950	0	0.00%	2
%21weather	4,331	3	0.07%	0
relocate	4,143	0	0.00%	1
retirement	3,989	2	0.05%	0
traffic	2,333	2	0.09%	0
%21movers	2,019	1	0.05%	1
moving	1,431	0	0.00%	0
movers	1,421	0	0.00%	0
%21moving	1,233	0	0.00%	0
%21traffic	1,063	0	0.00%	0
%21relocate	947	0	0.00%	0
wildlife	650	0	0.00%	0
retiring	506	1	0.20%	0
%21relocation	471	0	0.00%	0
%21retirement	444	2	0.45%	0
healthcare	408	1	0.25%	0
%21packing	372	0	0.00%	0
%21wildlife	303	1	0.33%	0
mental+health	270	0	0.00%	0

Addressable Geo Fencing Performance (ALL)

Plat City	Plat Zip Code	Impressions	Clicks	CTR	Weighted Actions
Total 		0	0	-	1
Marshfield	54449-2408	0	0	-	1

Video Run Details

Date		Start	First Quartile	Mid Point	Third Quartile	Complete	Completion Rate	Mute	Pause	Resume	Fullscreen
Jun		25,524	25,134	24,881	24,659	24,447	95.78%	840	570	385	58



Performance by Device Video

Device		Clicks	Impressions	CTR	Video Views	Video View Rate	Avg. Dev CPV
CONNECTED_TV		4	69,042	0.01%	0	0.00%	\$0.00
DESKTOP		0	199	0.00%	0	0.00%	\$0.00
MOBILE		0	110	0.00%	0	0.00%	\$0.00
TABLET		0	107	0.00%	0	0.00%	\$0.00

 Glossary

- Impressions - Each ad that was served on a device
- Clicks - the number of times a user clicked on the ad link
- CTR - The ratio of users who clicked on an ad that was served to them
- Conversions - are defined that the number of phone call lasting longer than 30 seconds.
- ClientAvg CPC - the average cost of a click based on the total cost divided by the number of click

For video only:

- Video Views - the number users who launched the video
- View Rate - The ratio of users who viewed the video served to them
- ClientAvg CPV - the average cost of a viewing based on the total cost divided by the number of views

Performance by Ad Group

Ad Group		Impressions	Clicks	CTR	Conversions	Avg. AdGrp CPC
City of Merrill YOUTUBE		69,458	4	0.01%	0.00	\$191.91

Performance by Creative - Video

Video Title	Impressions	Clicks	Video Views	Video View Rate	Avg. CPV	Average Video 25% Completes	Average Video 50% Completes	Average Video 75% Completes	Average Video 100% Completes
City of Merrill - Friendly Faces	59,764	3	0	0.00%	\$0.00	98.46%	97.73%	97.35%	97.08%
City of Merrill - Friendly Faces (OLD UPLOAD)	9,694	1	0	0.00%	\$0.00	98.48%	97.85%	97.31%	96.97%

Performance by Day Video

Date		Impressions	Clicks
Total 		69,458	4
Jun 01, 2024		2,441	0
Jun 02, 2024		2,409	0
Jun 03, 2024		2,298	1
Jun 04, 2024		2,284	0
Jun 05, 2024		2,909	0
Jun 06, 2024		2,385	0
Jun 07, 2024		2,251	1
Jun 08, 2024		2,299	0
Jun 09, 2024		2,378	0
Jun 10, 2024		2,407	0
Jun 11, 2024		2,426	0
Jun 12, 2024		2,467	0
Jun 13, 2024		2,445	0
Jun 14, 2024		2,399	0
Jun 15, 2024		2,392	0
Jun 16, 2024		2,380	0
Jun 17, 2024		2,367	0
Jun 18, 2024		2,315	0
Jun 19, 2024		2,201	0
Jun 20, 2024		2,130	0
Jun 21, 2024		2,098	0
Jun 22, 2024		2,227	0
Jun 23, 2024		2,194	1
Jun 24, 2024		2,167	0
Jun 25, 2024		2,164	0
Jun 26, 2024		2,184	0
Jun 27, 2024		2,170	0

Jun 28, 2024		2,226	1
Jun 29, 2024		2,278	0
Jun 30, 2024		2,167	0

Performance by Day

Date		Impressions	Clicks	CTR	Conversions	Avg. Cmp CPC
Jun 01, 2024		0	0	-	0.00	-
Jun 02, 2024		0	0	-	0.00	-
Jun 03, 2024		0	0	-	0.00	\$25.50
Jun 04, 2024		0	0	-	0.00	-
Jun 05, 2024		0	0	-	0.00	-
Jun 06, 2024		0	0	-	0.00	-
Jun 07, 2024		0	0	-	0.00	\$25.59
Jun 08, 2024		0	0	-	0.00	-
Jun 09, 2024		0	0	-	0.00	-
Jun 10, 2024		0	0	-	0.00	-
Jun 11, 2024		0	0	-	0.00	-
Jun 12, 2024		0	0	-	0.00	-
Jun 13, 2024		0	0	-	0.00	-
Jun 14, 2024		0	0	-	0.00	-
Jun 15, 2024		0	0	-	0.00	-
Jun 16, 2024		0	0	-	0.00	-
Jun 17, 2024		0	0	-	0.00	-
Jun 18, 2024		0	0	-	0.00	-
Jun 19, 2024		0	0	-	0.00	-
Jun 20, 2024		0	0	-	0.00	-
Jun 21, 2024		0	0	-	0.00	-
Jun 22, 2024		0	0	-	0.00	-
Jun 23, 2024		0	0	-	0.00	\$25.59
Jun 24, 2024		0	0	-	0.00	-
Jun 25, 2024		0	0	-	0.00	-
Jun 26, 2024		0	0	-	0.00	-
Jun 27, 2024		0	0	-	0.00	-
Jun 28, 2024		0	0	-	0.00	\$25.63

Jun 29, 2024	0	0	-	0.00	-
Jun 30, 2024	0	0	-	0.00	-