

Ad Name	Days	Impressions	Video Views	USD\$\$	Likes	Shares	Comments	\$ / IMPR	\$/View
				BUDGET					
TOTALS		982,787.00	309,422.00	3179.1	852	57	98	0.003235	0.010274
Facebook Only	30	20467	7500						
Youtube only	30		12478						
BC Transit Youtube 1	2	7059	1191	108.73					
BC Transit Youtube 2	2	8165	1202	70.19					
Twitter Week One	3	10754	2297	89.67					
FB boost	3	16216	6650	39.75					
FB week 1 - 1	2	19118	8104	35.71					
FB week 1 -2	2	200004	8362	35.58					
FB week 1 - 3	2	19124	8362	36.29					
Think Mint	5	39962	6580	675					
FB Rock Climb Target #1	2.5	48656	17000	140.03					
FB Rock Climb Target #2	2.5	76031	25000	140.03	117	16	19		
FB Female Target #1	5	88548	40894	287	109	41	10		
Instagram Fitness	3	120505	17288	287.1	446		69		
Instagram female target	2	57704	9516	192	180				
Instagram + Facebook Fitness #2	8	250474	136998	1042.02					