

Client: Food Standards Scotland  
 Campaign: Summer Food Safety  
 Date: 24/07/2017  
 Reporting: 30/06/2017 - 17/07/2017

YouTube						
Bumper Ad	Impressions	Clicks	CTR (%)	CPM	CPC	Cost
Grand Total	647,646					[Section s.33(1)(b)]

**COMMENTS**

- We currently only have one bumper ad running on YouTube which is performing well and below our CPM target
- Over 1,000 clicks to site with a CTR of [Number] shows strong engagement as the ad is only 7 seconds
- I would recommend adding the 30 second to YouTube as a trueview ad with the intention of gaining more views of the ad and overlaying a CTA to the website for more information

Facebook Display											
Format	Impressions	Reach	Frequency	CPM	Unique Clicks	Unique CTR	Cost-Per-Click	Post Reactions	Post Shares	Post Comments	Spend
CTA	1,770,132										
TOTAL	1,770,132										[Section s.33(1)(b)]

Social Video													
Format	Impressions	Reach	Frequency	CPM	Unique Clicks	Unique CTR	Cost-Per-Click	Video Views	Cost-Per-Video View	Post Reactions	Post Shares	Post Comments	Spend
Facebook	799,643												
Instagram	156,335												
Instagram Stories	311,945												
TOTAL	1,267,923												[Section s.33(1)(b)]

**COMMENTS**

- We have a number of CTA ads running which have recently been setup with a clickable URL - for the first week or so the promoted posts were only gathering engagements and providing an awareness message as there was no call to action for the user to click of site
- CPM is low at [Cost] which allows us to make more optimisations as the ads being shown more regularly
- Video ads, including Instagram stories have recorded over 90,000 views with almost 3,000 clicks to the Food standard website, showing strong engagement
- Instagram videos have delivered the lowest CPC and the highest volume of views