



### Desktop & Display

Creative	Impressions	Clicks	CPM	CTR	CPC	Spend
Facebook - Canvas – Boy – 2017	230,548					
Facebook - Canvas - Girl – 2017	223,192					
Facebook - Carousel – 2017	780,088					
Instagram - Carousel – 2017	61,776					
Zapp360	380,269					
		[Section s.33(1)(b)]				
<b>Total</b>	<b>1,675,873</b>					

### Adludio


	Impressions	Engagements	Video Completion	Click-through	Engagement Rate	VTR	CTR
Healthy Eating	69,436						
		[Section s.33(1)(b)]					

### Video

Creative	Impressions	Clicks	CPM	Views	Completed Views	VTR	Completion Rate
Facebook - Video - 2017	255,739						
Instagram - Video 2017	75,291						
Youtube - Girl - 2017	282,933						
Youtube - Boy - 2017	299,317						
		[Section s.33(1)(b)]					
<b>Total</b>	<b>913,280</b>						

- Youtube is performing well, with a high view through rate of over [Number] for both videos.
- Adludio are performing well in terms of VTR and CTR, with VTR sitting at just under [Number] (roughly a [Number] increase from the last campaign)
- Facebook are pacing slightly behind where we would expect
- Recommend opening up the targeting to all parents to try and increase reach and engagement



 Like

CPV	Spend

Standards Scotland

gov.scot for helpful ideas  
talking back on unhealthy




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