

Start	End	Campaign	Campaign Audience	Campaign Notes
Nov 24, 2024	Dec 23, 2024	Hillside Holiday Social Ads	Females 25-54yr with Parenting & Mom Interests	Lights Campaign had 3 frequency, Santa trending 3+
Oct 28, 2024	Nov 23, 2024	Hillside Village Lights Social Ads	Females 25-54yr with Parenting & Mom Interests	Majority of ads viewed on main Facebook Feed.
Sep 30, 2024	Oct 25, 2024	Falloween Social Ads	Females 25-54yr with Interests: Pampers, Motherhood, Mamas & Papas, Primary education, Toys, Lego, Fatherhood, Preschool, Holiday, School, Festival, Hasbro, Powdered milk, Pre-kindergarten, Parenting, Learning, Private school, Shopping, Baby powder, Baby bottle, Fisher-Price, Kindergarten, Early childhood education, Baby shower, Infant, Education, Child care, Child, Day care, Mattel, Shopping malls, Childhood, Weddings, Children's clothing, Toddler, Primary school, Marriage, Child development, Child safety seat, Family, Pacifier, Parents (magazine), Middle school, Huggies, Parenting (magazine), Parental leave, Baby sling, Friendship, Diaper, Live events, Babyshop or Johnson's Baby, Behaviors: Interested in Upcoming Events, School: Kindergarten, Parents: Parents (All), Parents (up to 12 months), Parents with toddlers (01-02 years) , Parents with preschoolers (03-05 years) , Parents with early school-age children (06-08 years) , Parents with adult children (18-26 years) or Parents with preteens (09-12 years)	Social audience very Mom focused for Holidays
Jul 22, 2024	Aug 10, 2024	Hillside Village Back to School Social Ads	Females 25-54 yr Interests: Motherhood, Primary education, Toys, Lego, Preschool, School, Hasbro, Parenting, Learning, Fisher-Price, Kindergarten, Baby shower, Education, Child care, Child, Mattel, Children's clothing, Primary school, Family, Parents (magazine), Middle school, Parenting (magazine), Babyshop or Johnson's Baby, Parents: Parents (All), Parents (up to 12	Social Audience delivering well with narrow parenting profile.

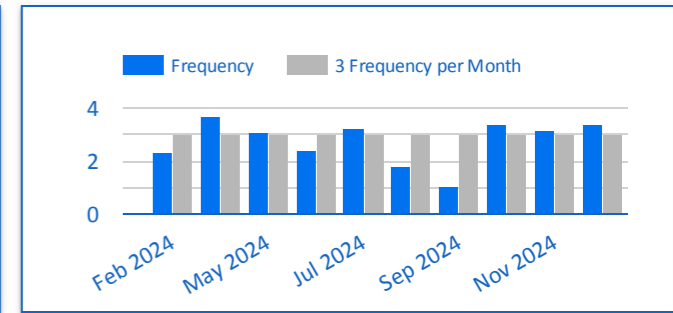
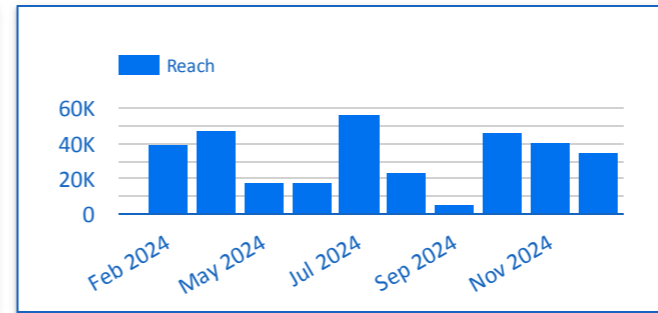
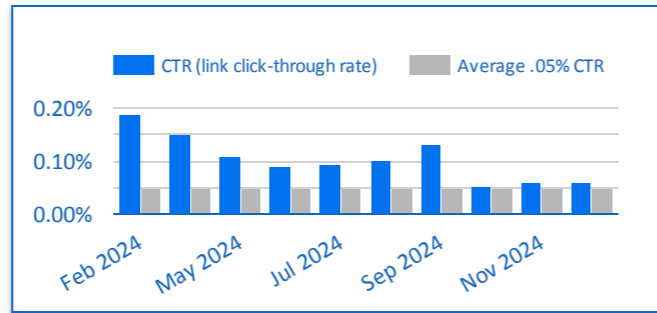
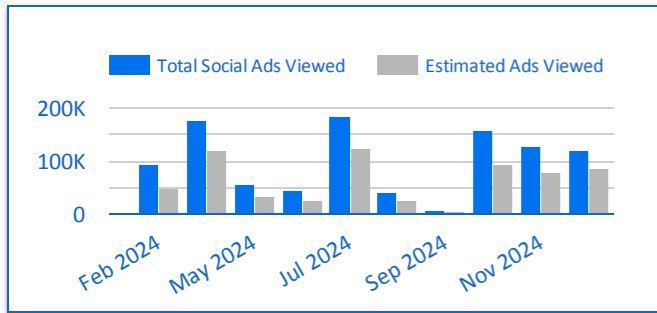
Total Social Ads Viewed
1,009,230

Total Social Clicks
1,003

Social CTR
0.10%

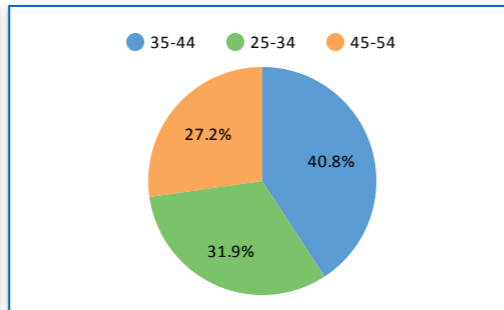
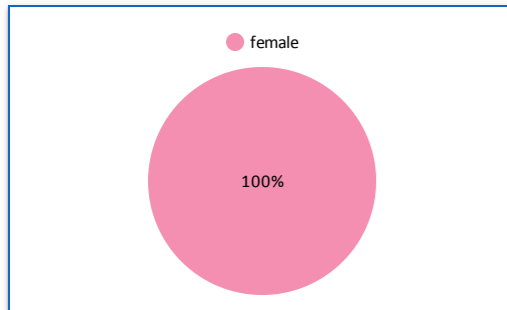
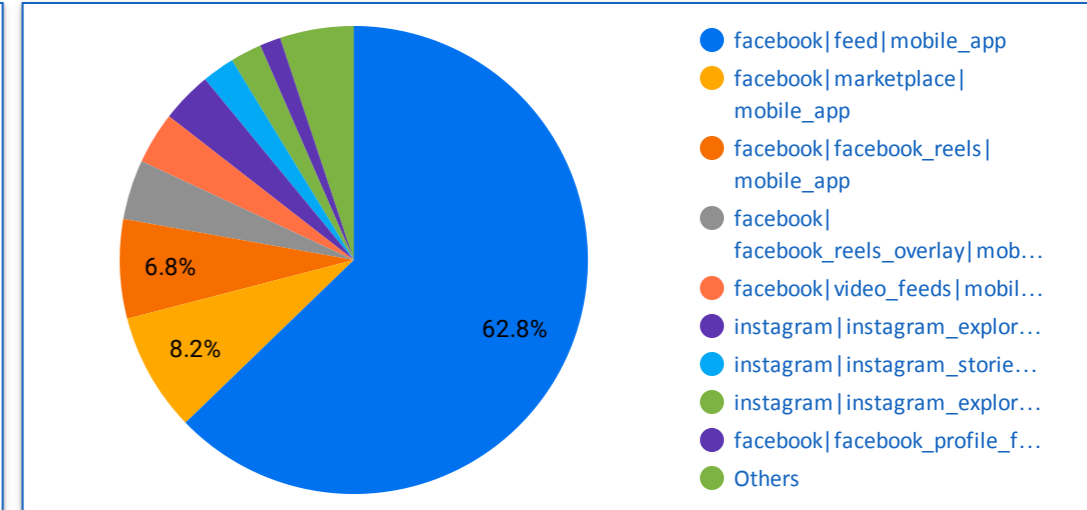
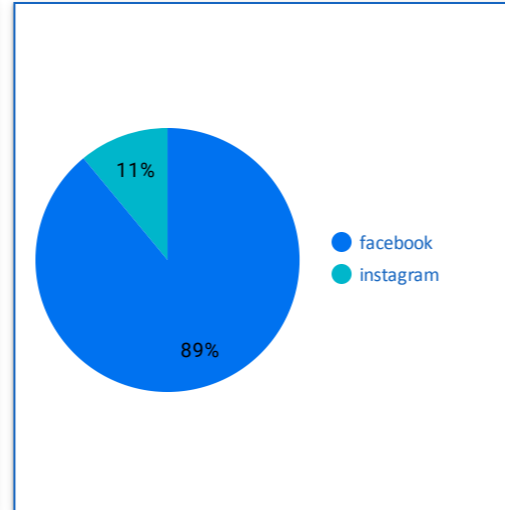
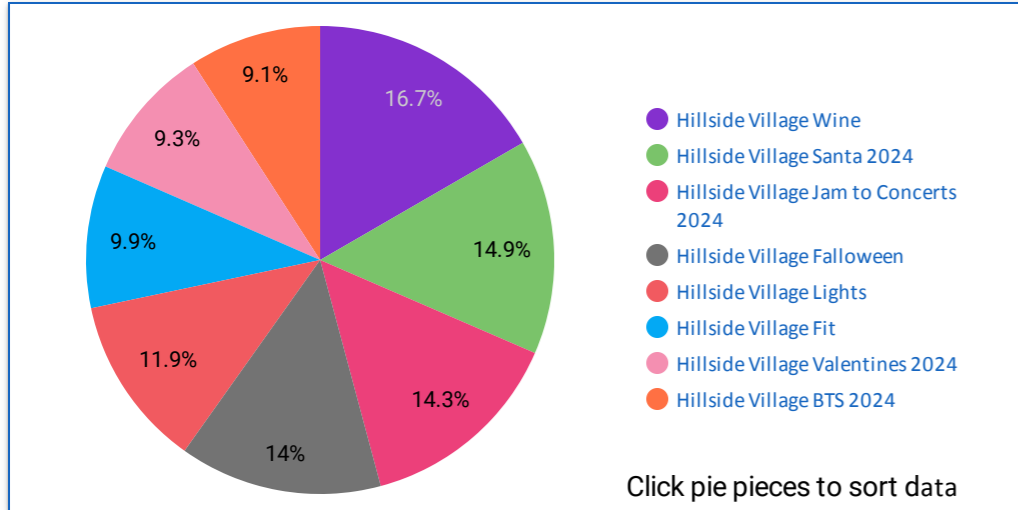
Total People Reached
164,273

Frequency times ad viewed
6.14



Social Demographics

Campaigns capture females 25-54yr with a variety of interests.




Gender	Age	Ads Viewed	Link clicks	CTR	Reach	Frequency
female	45-54	274,951	283	0.10%	42,468	6.47
female	35-44	411,934	434	0.11%	61,862	6.66
female	25-34	322,345	286	0.09%	59,942	5.38
Grand total		1,009,230	1,003	0.10%	164,273	6.14

Ad name	Ads Viewed	Link clicks	CTR	Reach	Frequency
Hillside Village Wine	168,068	257	0.15%	46,941	3.58
Hillside Village Santa 2024	149,920	89	0.06%	40,684	3.68
Hillside Village Jam to Concerts 2024	144,520	125	0.09%	42,713	3.38
Hillside Village Pumpkin Patch	122,668	68	0.06%	39,099	3.14
Hillside Village Lights 2024	119,728	71	0.06%	37,868	3.16
Hillside Village Valentines 2024	94,220	179	0.19%	39,876	2.36
Hillside Village BTS 2024	92,068	106	0.12%	0	
Hillside Village Fit May 24	52,789	54	0.10%	17,146	3.08
Hillside Village Fit June 24	42,964	42	0.10%	15,633	2.75
Grand total	1,009,230	1,003	0.10%	164,273	6.14




Start	End	Campaign	Campaign Audience	Campaign Notes
Nov 24, 2024	Dec 23, 2024	Hillside Holiday Banner Ads	Females 25-54 yr old reading Holiday events or Parenting	Optimized buget by delivering ads Thursday - Sunday.
Oct 28, 2024	Nov 23, 2024	Hillside Village Lights Banner Ads	Females 25-54 yr old reading Holiday events or Parenting	Parenting topics delivering well with higher CTR than seasonal events
Sep 30, 2024	Oct 25, 2024	Falloween Banner Ads	Females 25-54 yr old reading Holiday events or Parenting	Anticipate a measurable impression share for opportunities for females to read selected topics.
Jul 22, 2024	Aug 10, 2024	Hillside Village Back to School Banner Ads	Females 25-54 yr reading wide variety of back to school and children topics.	Back to school Audience is well matched for Display Banner ads catpuring females wherever they are on the internet.
Jun 29, 2024	Jul 25, 2024	Hillside Village Jam to Give Banner Ads	Concerts & Music Festivals, Events & Listings, City & Local Guides.	Banner Ad Jam Topics campaign delivered ok with lower CTR. Paused for more social ad views.
Apr 25, 2024	Jun 28, 2024	Hillside Village Fit Banner Ads	Females 25-54 yr old reading about Yoga	Limited Delivery for Yoga topic only, Added Mindfulness & Meditation 5/9/2024, broader topic of Fitness added 5/15/2024
Jan 31, 2024	Feb 10, 2024	Hillside Village Valentines Banner Ads	Females 25-54 yr reading topics of Restaurant Reviews & Food Beverage.	Capturing Females 25-54 yr who like to shop and eat out at restaurants.


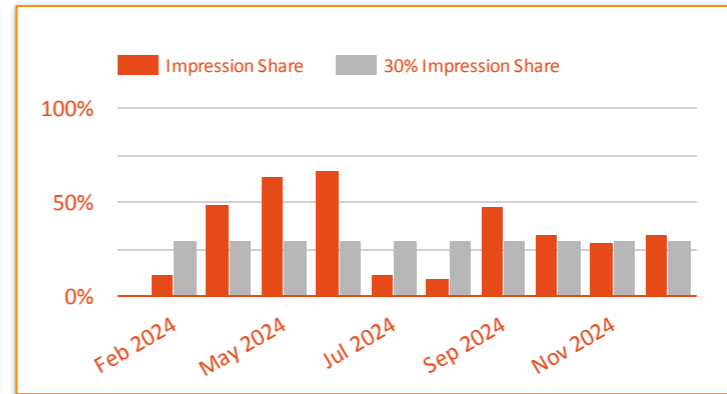
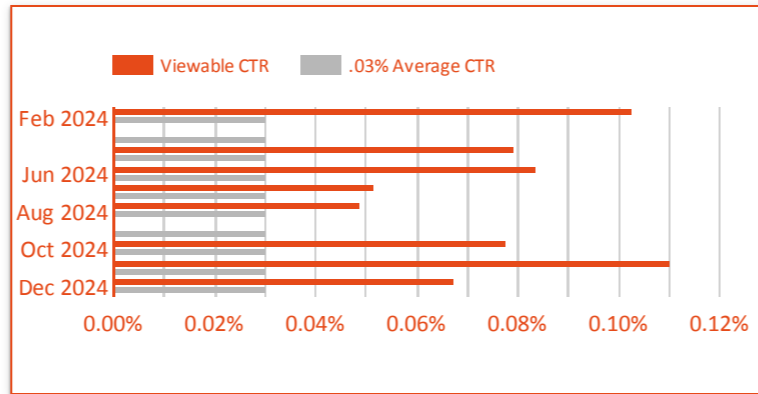
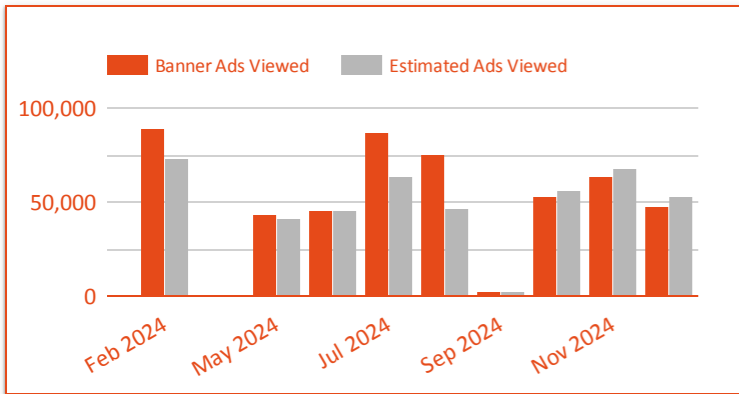
Total Banner Ads Viewed
508,483



Clicks
389



Banner Ads CTR
0.08%

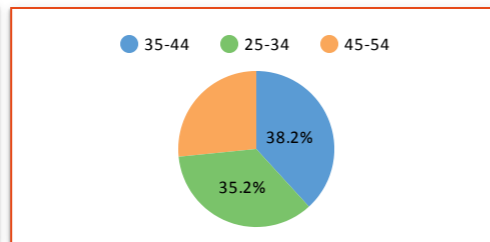
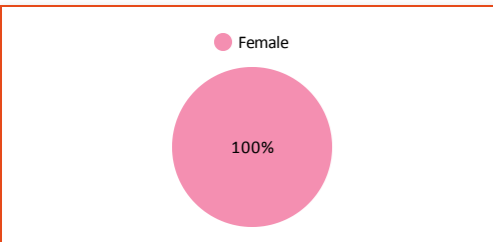
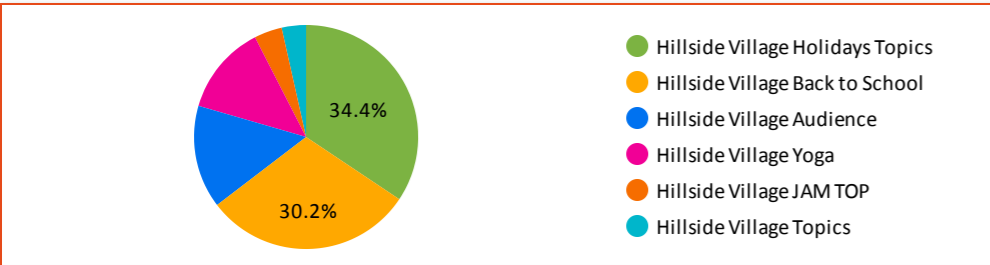





Banner Ads Demographics

Captures females 25-54 yr reading selected topics

Sort Audiences by Campaign



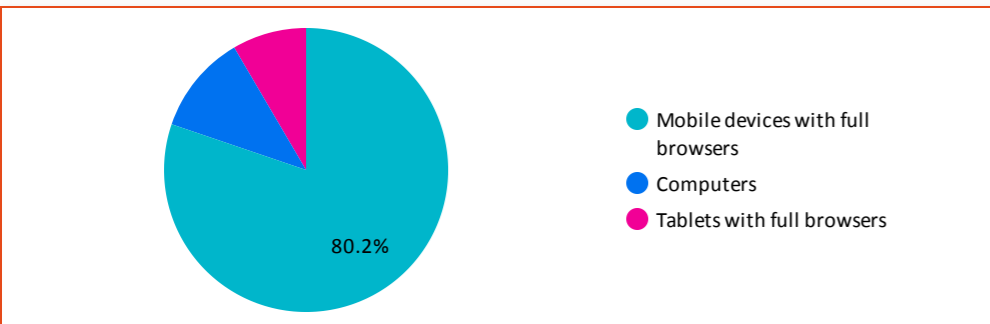
Topic	Ads Viewed	Clicks	CTR
Parenting	89,196	97	0.11%
Fitness	81,277	65	0.08%
Holidays & Seasonal Events	76,958	46	0.06%
Restaurant Reviews & Reservations	15,557	11	0.07%
City & Local Guides	9,659	4	0.04%
Events & Listings	7,334	3	0.04%
Yoga & Pilates	6,586	5	0.08%
Concerts & Music Festivals	2,437	0	0.00%
Food Festivals & Events	981	0	0.00%

Audience	Ads Viewed	Clicks	CTR
Shopping Enthusiasts	60,407	58	0.10%
Clothes for Kids	25,144	11	0.04%
Boys Clothes	21,439	11	0.05%
School Supplies	21,222	11	0.05%
Frequently Eats Dinner Out	18,051	20	0.11%
School Registration	14,108	7	0.05%
Primary Schools	12,842	0	0.00%
Local Middle Schools	9,733	11	0.11%
School Information	9,530	6	0.06%

Age	Ads Viewed	Clicks	CTR
25-34	170,166	135	0.08%
35-44	184,690	151	0.08%
45-54	128,511	82	0.06%
Undetermined	25,116	21	0.08%

Where Ads Shown	Ads Viewed	Clicks	CTR
yahoo.com	22,084	8	0.04%
Mobile App: MyFitne...	14,437	2	0.01%
Mobile App: Block Bla...	13,604	1	0.01%
Mobile App: Lose It! -...	12,992	8	0.06%
Mobile App: Hexa Sor...	9,950	0	0.00%
redshirtsalwaysdie.com	9,369	6	0.06%
primeknowledgenet.c...	7,347	3	0.04%
Mobile App: Happy C...	7,163	10	0.14%
babyfirsttv.com	6,218	7	0.11%
Mobile App: Baby Tra...	5,926	30	0.51%
brightmindshq.com	5,033	7	0.14%

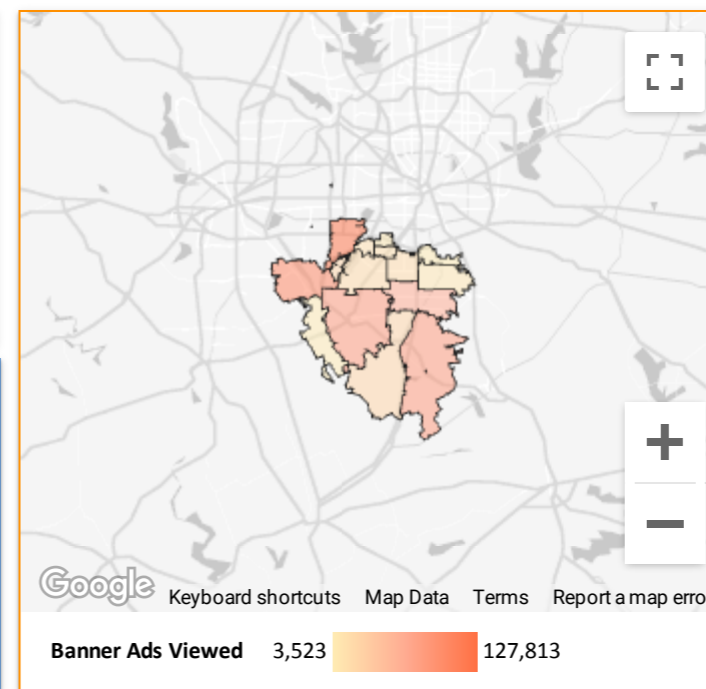
Image ad name	Ads Viewed	Clicks	CTR
TaxFree_DigAd_970x250.png	1,626	0	0.00%
TaxFree_DigAd_728x90.png	43,891	27	0.06%
TaxFree_DigAd_320x50.png	85,661	43	0.05%
TaxFree_DigAd_300x600.png	2,795	3	0.11%
TaxFree_DigAd_300x250.png	12,191	5	0.04%
PPatch300x600	546	0	0.00%
PPatch300x250	20,282	12	0.06%
HV_Valentines_digitalads_970x250.jpg	4,746	6	0.13%
HV_Valentines_digitalads_728x90.jpg	6,571	8	0.12%
HV_Valentines_digitalads_320x50.jpg	51,093	41	0.08%
HV_Valentines_digitalads_300x600.jpg	4,800	17	0.35%



Digital Ad Campaign	Start Date	End Date	Contracted Media	Delivered Spend	Impressions to Date	Clicks to Date	CTR Click through rate	CPM Cost per 1000 impressions	CPC Cost per click	Balance
Hillside Holiday Banner Ads	Nov 24, 2024	Dec 23, 2024	\$300	\$300	55,292	37	0.07%	\$5.43	\$8.11	\$0
Hillside Holiday Social Ads	Nov 24, 2024	Dec 23, 2024	\$800	\$800	149,920	89	0.06%	\$5.34	\$8.99	\$0
Hillside Village Lights Banner Ads	Oct 28, 2024	Nov 23, 2024	\$325	\$325	69,826	70	0.10%	\$4.65	\$4.64	\$0
Hillside Village Lights Social Ads	Oct 28, 2024	Nov 23, 2024	\$500	\$500	119,723	71	0.06%	\$4.18	\$7.04	\$-0
Hillside Village October Social Ads	Oct 1, 2024	Oct 25, 2024	\$600	\$600	141,278	76	0.05%	\$4.24	\$7.89	\$0
Hillside Village October Banner Ads	Oct 1, 2024	Oct 25, 2024	\$225	\$225	41,842	29	0.07%	\$5.38	\$7.76	\$0
Hillside Village Back to School Banner Ads	Jul 22, 2024	Aug 10, 2024	\$455	\$455	146,222	78	0.05%	\$3.11	\$5.83	\$0
Hillside Village Back to School Social Ads	Jul 22, 2024	Aug 10, 2024	\$370	\$370	92,066	106	0.12%	\$4.02	\$3.49	\$0
Hillside Village Jam Banner Ads	Jun 29, 2024	Jul 21, 2024	\$100	\$100	19,422	7	0.04%	\$5.14	\$14.27	\$0

Digital Ads Target Area

Cedar Hill (75104), Dallas (75249), DeSoto (75115), Duncanville (75116), Duncanville (75137), Grand Prairie (75052), Grand Prairie (75054), Lancaster (75134), Lancaster (75146), Mansfield (76063), Midlothian (76065), Red Oak (75154), Venus (76084), Waxahachie (75165), Waxahachie (75167) Texas.



Banner Ad Zip Codes	IMPs	Clicks	CTR
75052	89,469	79	0.09%
76063	74,929	67	0.09%
75165	60,406	50	0.08%
76065	59,993	47	0.08%
75154	46,855	39	0.08%
75054	17,342	19	0.11%
75167	17,160	15	0.09%
75104	13,578	23	0.17%
75115	13,432	15	0.11%
75137	10,973	8	0.07%
75249	10,403	10	0.10%
75146	4,822	8	0.17%

Social Ads DMA	IMPs	Link clicks	CTR
Dallas-Ft. Worth	1,009,212	1,003	0.10%
Unknown	17	0	0.00%
Wichita Falls & Lawton	1	0	0.00%
Grand total	1,009,230	1,003	0.10%