

Social Ads are viewed on Facebook & Instagram to desired audience with a variety of likes. Current Campaign CPM cost per 1000 impressions below \$4 vs \$5 planned providing additional ad views. CTR Click through rate above average with greater amount of clicks. On pace to reach close to 500K of 1 million potential Facebook members close to 4 times avg month ad frequency through June.

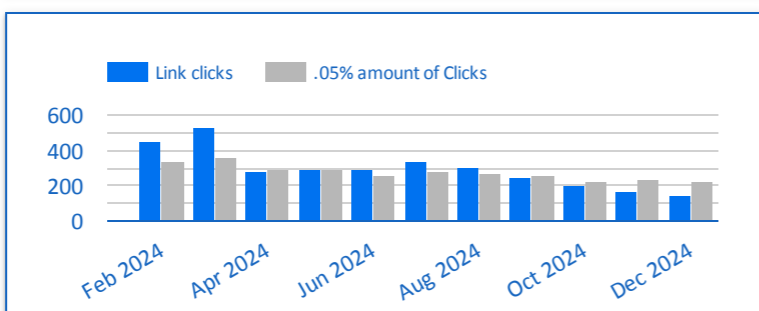
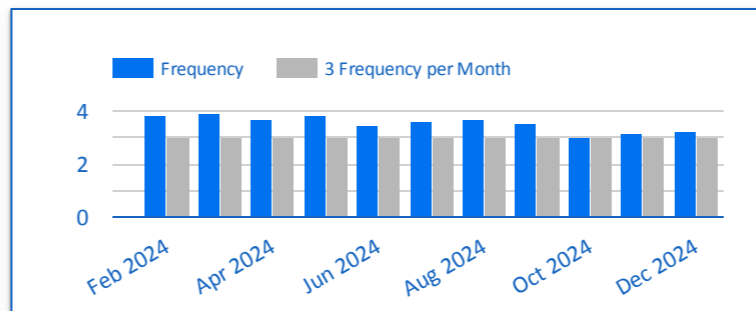
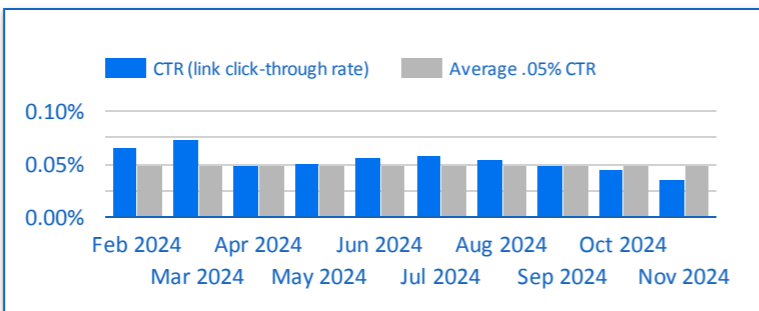
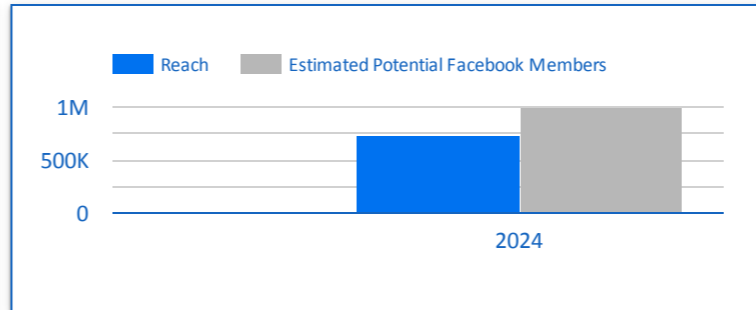
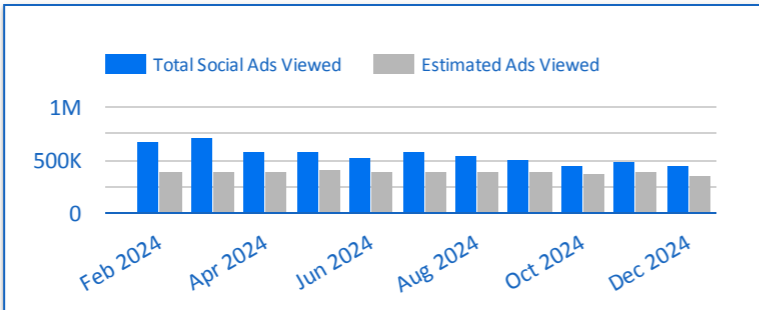
Total Social Ads Viewed  
**6,119,503**

Total Social Clicks  
**3,275**

Social CTR  
**0.05%**

Total People Reached  
**728,490**

Frequency times ad viewed  
**8.40**



Sponsored · 🌐

Ranked as a top hospital in the nation once again, we strive to provide nationally recognized, high-quality healthcare that's close to home.

# Caring for you is what motivates us.

bswarlington.com

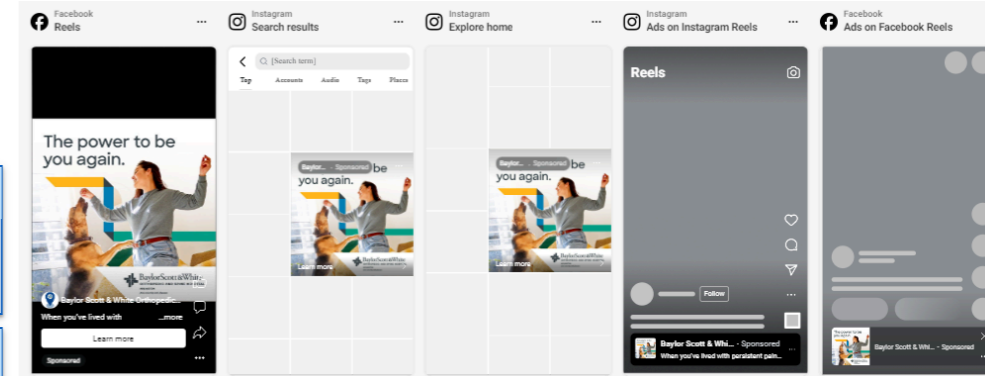
Learn more

👍 Like
💬 Comment
➦ Share

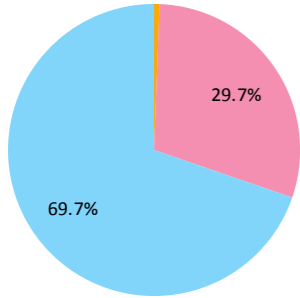
Full size preview

**Social Ads Audience**

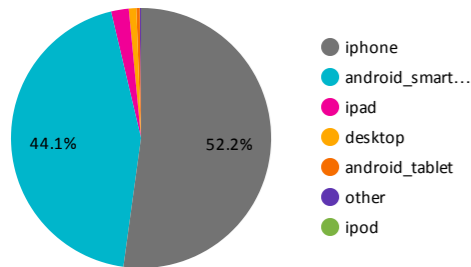
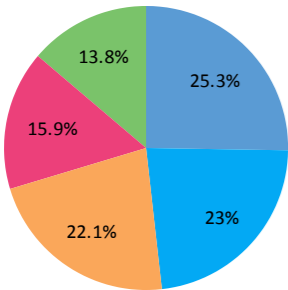
People 30yr with Active Social Media interests including Business, Family, Fitness, Good & Drink, Hobbies, Shopping, Sports & Outdoor. Reels Overlay placement paused due to its small size and to allow more views of larger ads. Reels has become popular on Facebook with more content providers than friends & family content.



unknown female male

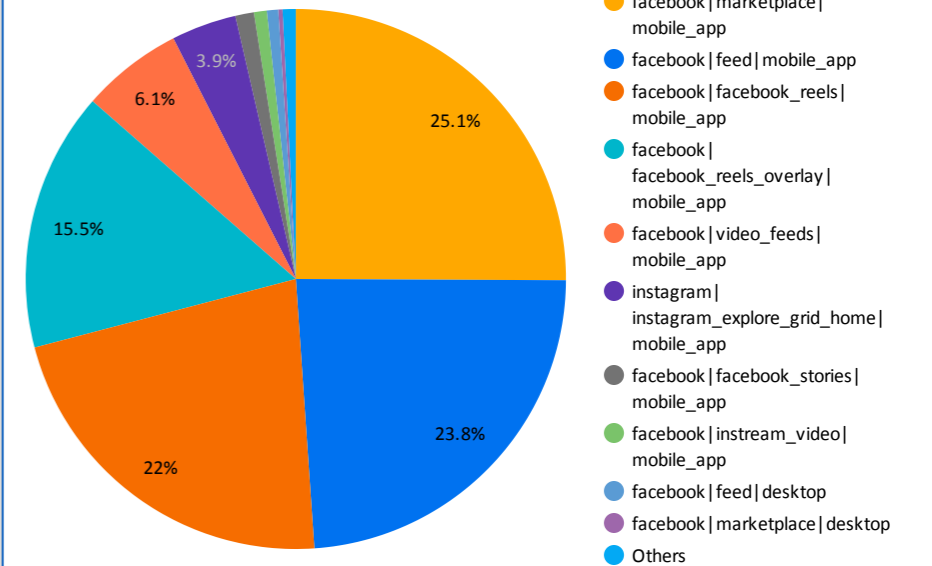
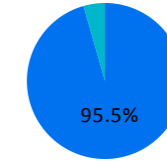


35-44 55-64 45-54 65+ 25-34



Gender	Age	IMPs	Link clicks	CTR	Reach	Frequency
female	65+	387,797	300	0.08%	35,408	10.95
female	55-64	472,645	314	0.07%	53,943	8.76
female	45-54	371,375	213	0.06%	49,597	7.49
female	35-44	377,627	171	0.05%	62,891	6.00
female	25-34	206,253	111	0.05%	40,138	5.14
male	65+	577,330	341	0.06%	55,989	10.31
male	55-64	926,323	498	0.05%	91,908	10.08
male	45-54	975,369	469	0.05%	99,322	9.82
male	35-44	1,157,014	544	0.05%	145,084	7.97
male	25-34	630,756	291	0.05%	89,735	7.03
<b>Grand total</b>		<b>6,119,503</b>	<b>3,275</b>	<b>0.05%</b>	<b>728,490</b>	<b>8.40</b>

facebook instagram



DMA	IMPs	Link clicks	CTR
Dallas-Ft. Worth	6,119,124	3,275	0.05%
Unknown	353	0	0.00%
Shreveport	4	0	0.00%
<b>Grand total</b>	<b>6,119,503</b>	<b>3,275</b>	<b>0.05%</b>

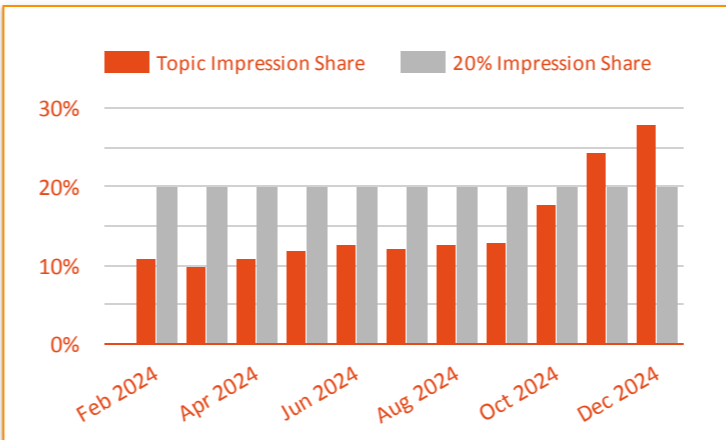
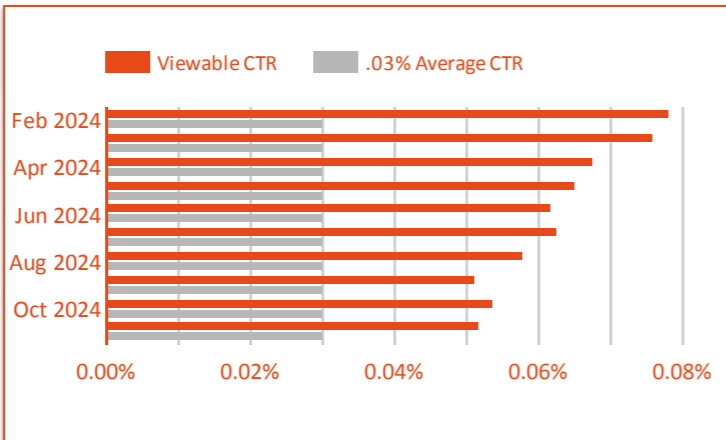
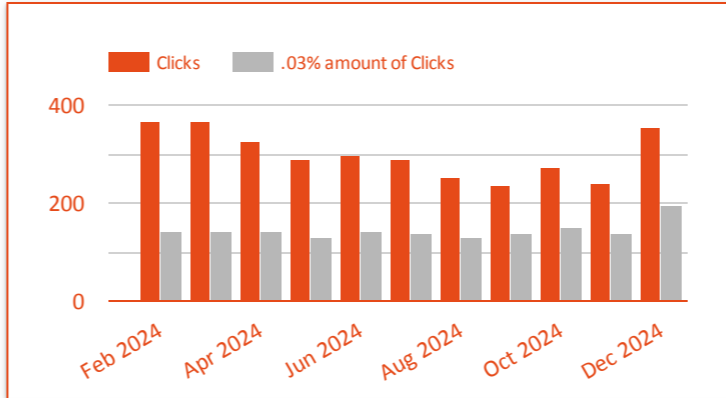
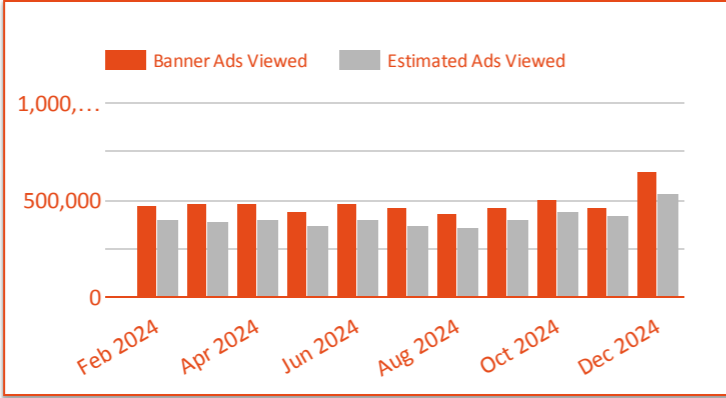


Banner Ads viewed but selected active lifestyles and reading health topics. Current CTR above average with greater amount of clicks. Achieving a measurable impression share of the opportunities for our ad to be viewed when someone with our demographic reads a selected topic.

Total Banner Ads Viewed  
**5,342,318**

Clicks  
**3,290**

Banner Ads CTR  
**0.06%**



**Caring for you is what motivates us.**

**BaylorScott&White**  
 ORTHOPEDIC AND SPINE HOSPITAL  
 ARLINGTON  
*Joint ownership with physicians*



**Banner Ad Audience**  
 People 35yr+ with interests of Hobbies, Beauty & Wellness and Sports or reading selected health topics.

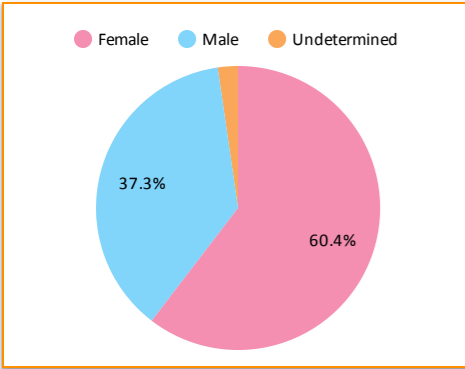
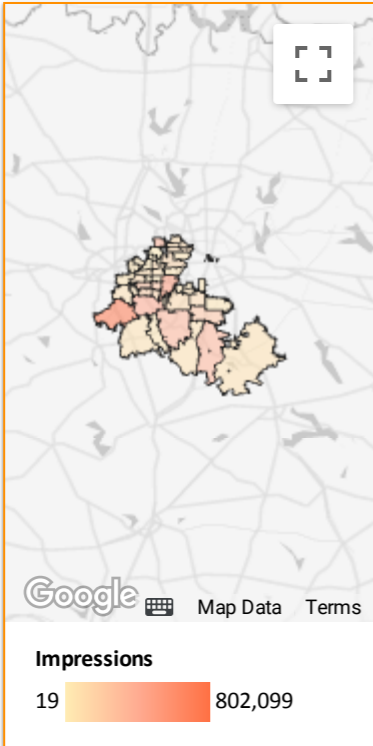
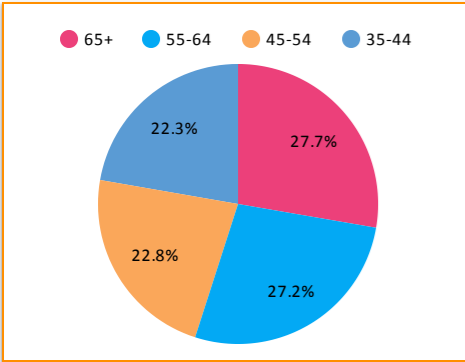


Image ad name	Viewable impressions	Clicks	Viewable CTR
BSWOSH_BannerAd_Awards_300x250.jpg	746,541	516	0.07%
BSWOSH_BannerAd_Awards_300x600.jpg	158,981	52	0.03%
BSWOSH_BannerAd_Awards_320x50.jpg	1,885,555	951	0.05%
BSWOSH_BannerAd_Awards_728x90.jpg	262,634	172	0.07%
BSWOSH_BannerAd_Awards_970x250.jpg	31,922	12	0.04%

Topic	Viewable impressions	Clicks	Viewable CTR
Health Conditions	1,321,602	739	0.06%
Women's Health	627,744	337	0.05%
Fitness	574,528	488	0.08%
Aging & Geriatrics	38,114	21	0.06%
Men's Health	4,843	2	0.04%

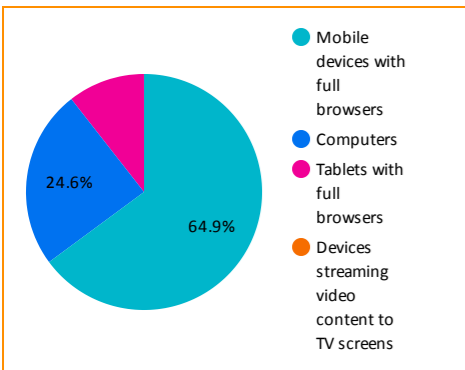
Audience	Impressions	Clicks	CTR
Lifestyles & Hobbies	1,175,337	868	0.07%
Beauty & Wellness	789,339	754	0.10%
Sports & Fitness	166,745	81	0.05%



Postal code	IMPs	Clicks	CTR
76028	561,469	435	0.08%
75052	392,970	373	0.09%
76063	314,273	220	0.07%
76039	270,048	202	0.07%
75165	254,059	210	0.08%
76065	251,940	186	0.07%
76017	202,839	153	0.08%
76018	183,581	106	0.06%
75154	183,218	145	0.08%
76001	132,840	78	0.06%
76002	106,352	74	0.07%
75050	100,285	67	0.07%
76011	89,284	64	0.07%

Where Ads Showed	Viewable impressions	Clicks	Viewable CTR
yahoo.com	274,023	72	0.03%
foxnews.com	80,324	48	0.06%
Mobile App: M...	56,953	8	0.01%
webmd.com	55,329	23	0.04%
culturess.com	45,577	38	0.08%
dailymail.co.uk	43,429	12	0.03%
Mobile App: M...	37,558	3	0.01%
redshirtsalways...	27,245	27	0.10%
curiosityhub.net	26,469	1	+0.00%
daily-story.com	25,104	7	0.03%
medical-news.org	23,711	17	0.07%
amomama.com	22,645	11	0.05%
condition.com	21,080	15	0.07%

Where Ads Showed	Viewable impressions	Clicks	Viewable CTR
yahoo.com	387,968	49	0.01%
Mobile App: Block Blas...	108,859	23	0.02%
foxnews.com	92,102	62	0.07%
Mobile App: Wordscap...	53,260	18	0.03%
aol.com	38,070	3	0.01%
Mobile App: Happy Col...	37,062	44	0.12%
Mobile App: Block Blas...	34,427	56	0.16%
Mobile App: Hexa Sort ...	28,232	2	0.01%
Mobile App: Wordscap...	25,924	21	0.08%
Mobile App: Zen Word...	25,311	15	0.06%
Mobile App: Woodoku ...	23,971	0	0.00%
Mobile App: Vita Mahj...	22,259	6	0.03%
Mobile App: Hexa Sort ...	21,741	2	0.01%





**Native Ads Audience**

People 35yr+ with interests of Travel. Health, Sports and Hobbies.

Native Ads blend in with articles on websites and apps viewed by audience. Average 30 day reach is 100K+ people 4-5 frequency of ad viewed.

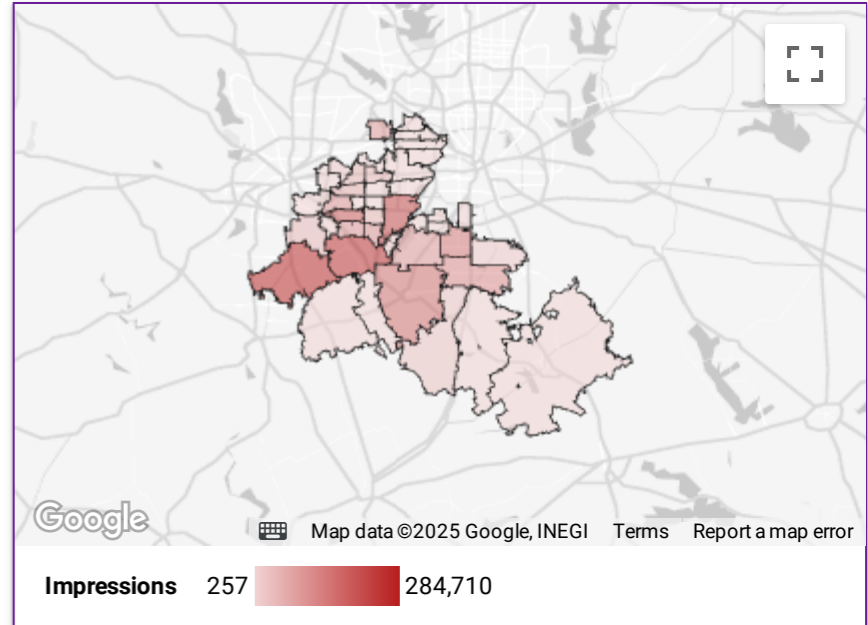
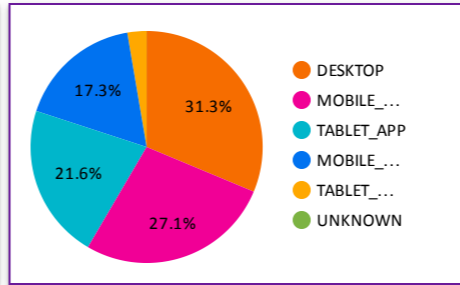
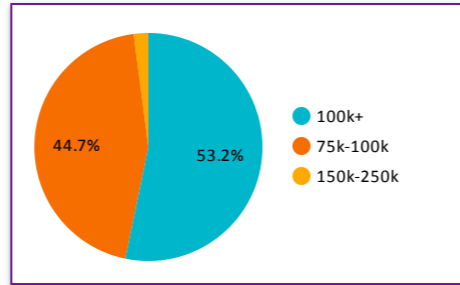
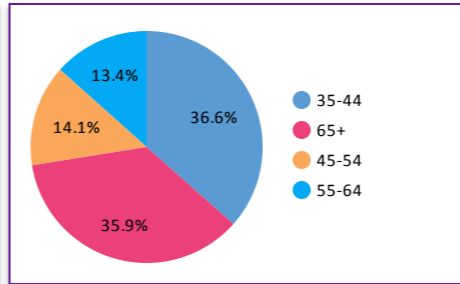
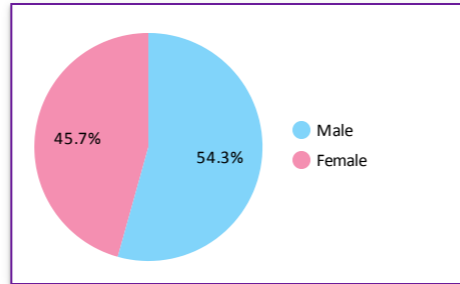
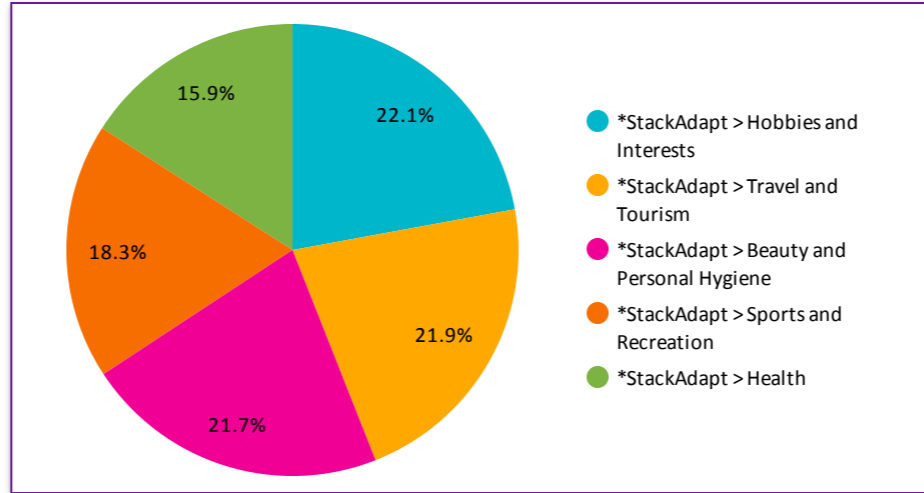
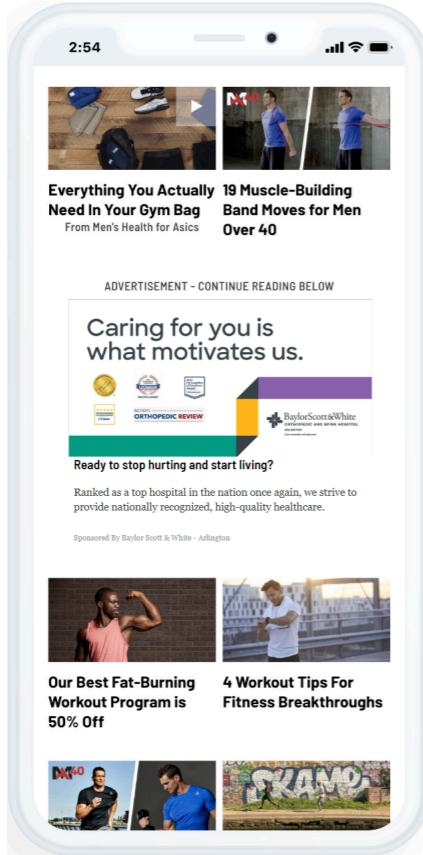
Impressions  
**2,324,873**

Clicks  
**2,065**

Native Ads CTR  
**0.08%**

Estimated People Reached (30 day)  
**1,101,333**

Frequency  
**3.55**



Creative	Impressions	Clicks	CTR
BSWOSH_BannerAd_Awards_12...	1,203,762	819	0.07%
BSWOSH_Pain-1200x627	826,162	970	0.12%
BSWOSH Native Sports Medicin...	318,661	495	0.16%
BSWOSH_Pain-600x600	189,138	178	0.09%
BSWOSH_Pain-800x600	11,044	19	0.17%
BSWOSH Native Sports Medicin...	3,067	1	0.03%
BSWOSH Native Sports Medicin...	1,192	0	0.00%



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
BSWOSH Pain Management Feb 2024	Feb 1, 2024	Feb 29, 2024	\$5,250	\$5,250	1,366,073	1,116	0.08%	\$3.84	\$4.70	\$0
BSWOSH Pain Management Mar 2024	Mar 1, 2024	Mar 31, 2024	\$5,250	\$5,250	1,411,781	1,311	0.09%	\$3.72	\$4.00	\$0
BSWOSH Pain Management April 2024	Apr 1, 2024	Apr 30, 2024	\$5,250	\$5,250	1,280,773	822	0.06%	\$4.10	\$6.39	\$0
BSWOSH Pain Management May 2024	May 1, 2024	May 31, 2024	\$5,250	\$5,250	1,241,844	740	0.06%	\$4.23	\$7.09	\$0
BSWOSH Pain Management June 2024	Jun 1, 2024	Jun 30, 2024	\$5,250	\$5,250	1,225,907	719	0.06%	\$4.28	\$7.30	\$0
BSWOSH Pain Management July 2024	Jul 1, 2024	Jul 31, 2024	\$5,250	\$5,250	1,258,024	783	0.06%	\$4.17	\$6.70	\$0
BSWOSH Pain Management August 2024	Aug 1, 2024	Aug 31, 2024	\$5,150	\$5,150	1,200,885	724	0.06%	\$4.29	\$7.11	\$0
BSWOSH Pain Management September 2024	Sep 1, 2024	Sep 30, 2024	\$5,350	\$5,350	1,190,318	623	0.05%	\$4.49	\$8.59	\$0
BSWOSH Pain Management October 2024	Oct 1, 2024	Oct 31, 2024	\$5,250	\$5,250	1,156,330	595	0.05%	\$4.54	\$8.82	\$0
BSWOSH Pain Management November 2024	Nov 1, 2024	Nov 30, 2024	\$5,250	\$5,250	1,140,897	537	0.05%	\$4.60	\$9.78	\$0
BSWOSH Pain Management December 2024	Dec 1, 2024	Dec 31, 2024	\$5,250	\$5,250	1,172,618	558	0.05%	\$4.48	\$9.41	\$0
<b>BSWOSH Digital Ad Campaign 2024</b>	<b>Feb 1, 2024</b>	<b>Dec 31, 2024</b>	<b>\$57,750</b>	<b>\$57,750</b>	<b>13,645,450</b>	<b>8,528</b>	<b>0.06%</b>	<b>\$4.23</b>	<b>\$6.77</b>	<b>\$0</b>