Ein Tag bei **BERND**

PERFOMANCE MARKETING

Workshop

Michael Schütz

Managing Partner
bei Stagelink GmbH

Agenda

Media & Performance Marketing

Campaign Setup

Task: Campaign Draft

Campaign Creation

Analytics + Optimization

Stagelink

Media
&
Performance Marketing

Stagelink

Media Channels

Print

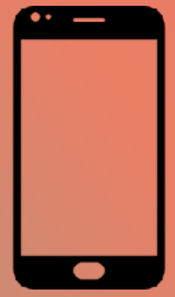
Outdoor

Radio

TV

Internet

Internet



Stagelink

Digital Advertising

Search

Display

Video

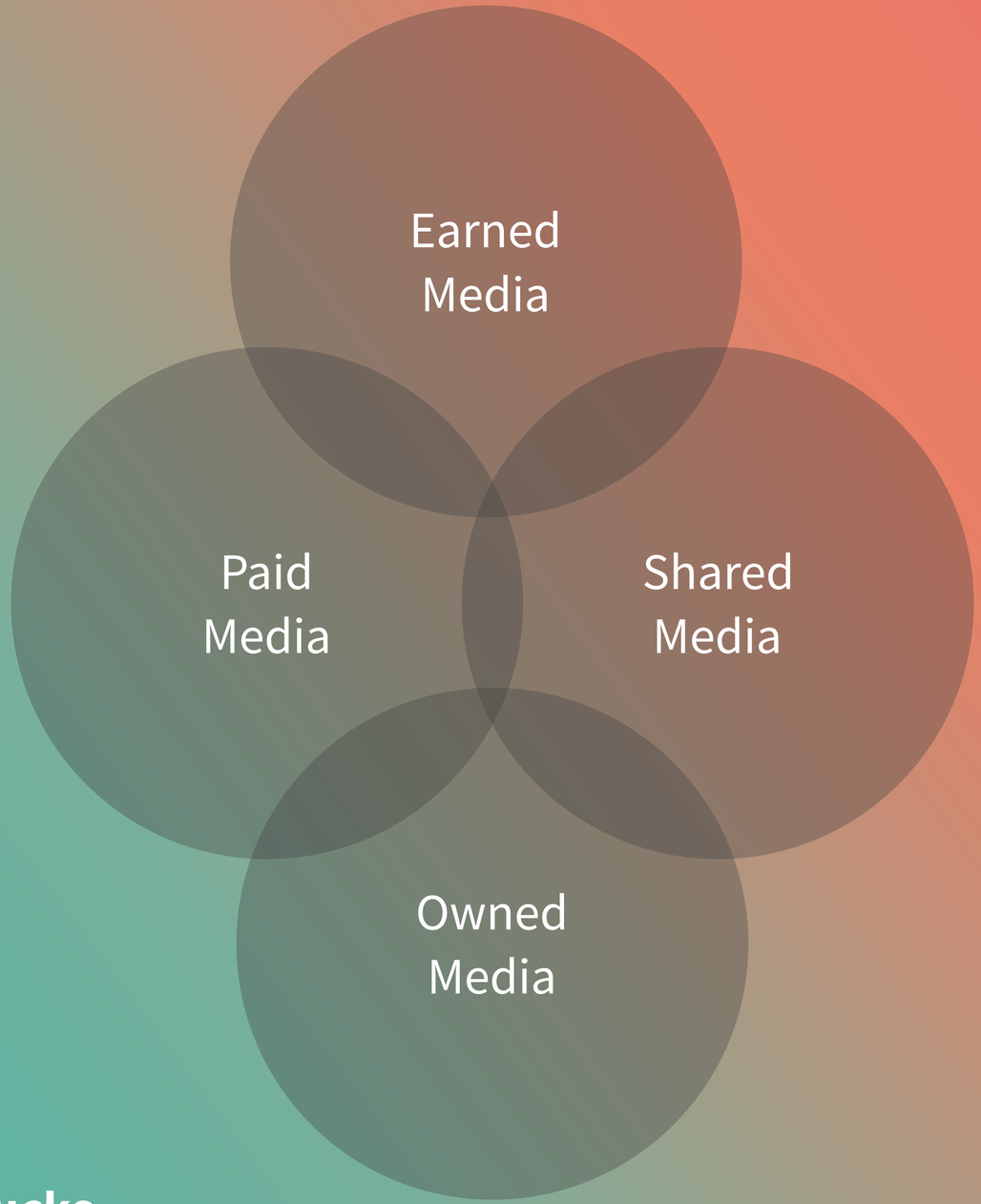
Social

Programmatic

Affiliate

Stagelink

PESO Model



Source: Gini Dietrich - Spin Sucks

Stagelink

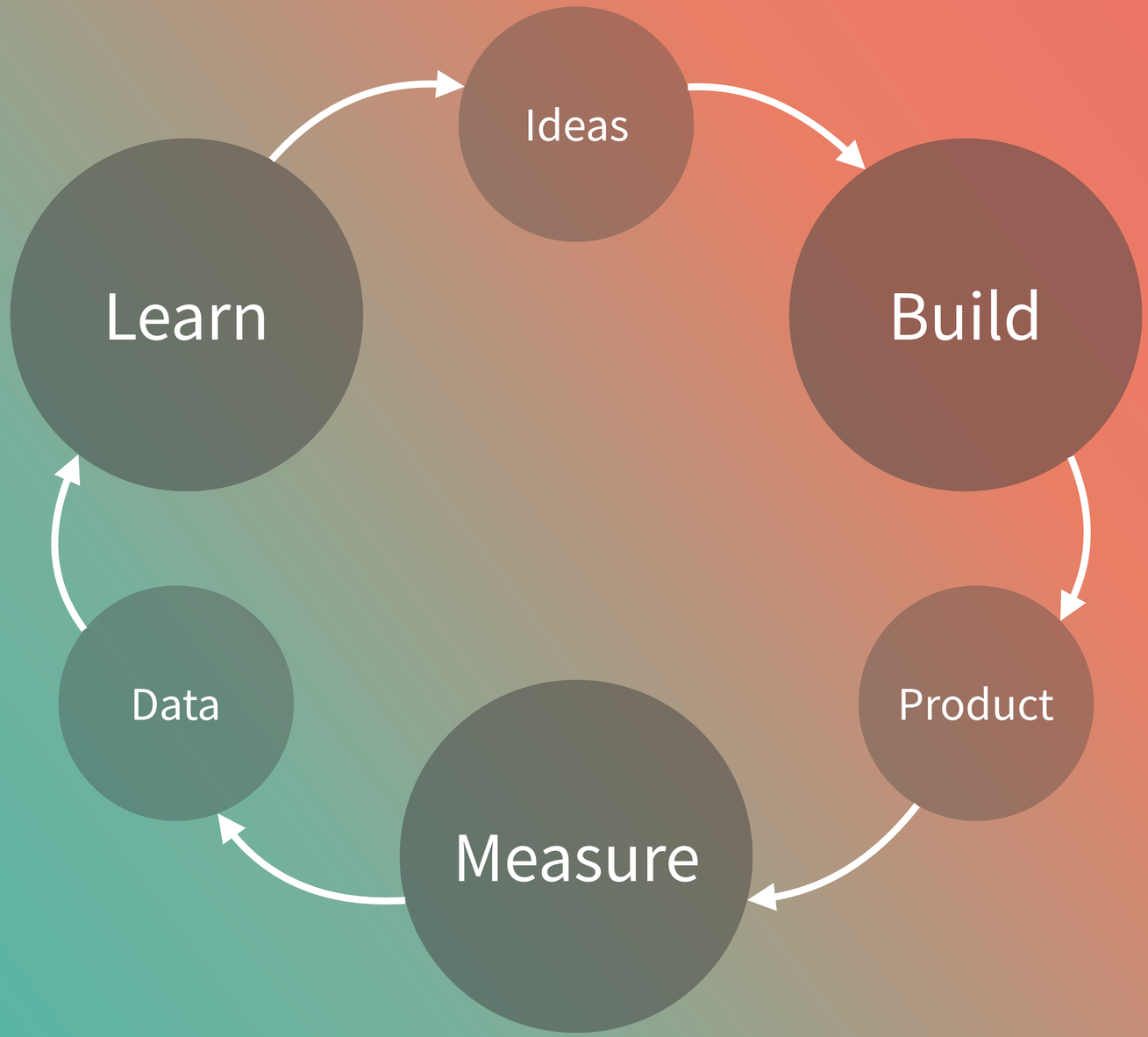
Online Marketing

Strategy

Content

Performance

Stagelink



Source: Eric Ries - The Lean Startup

Stagelink

Campaign Setup

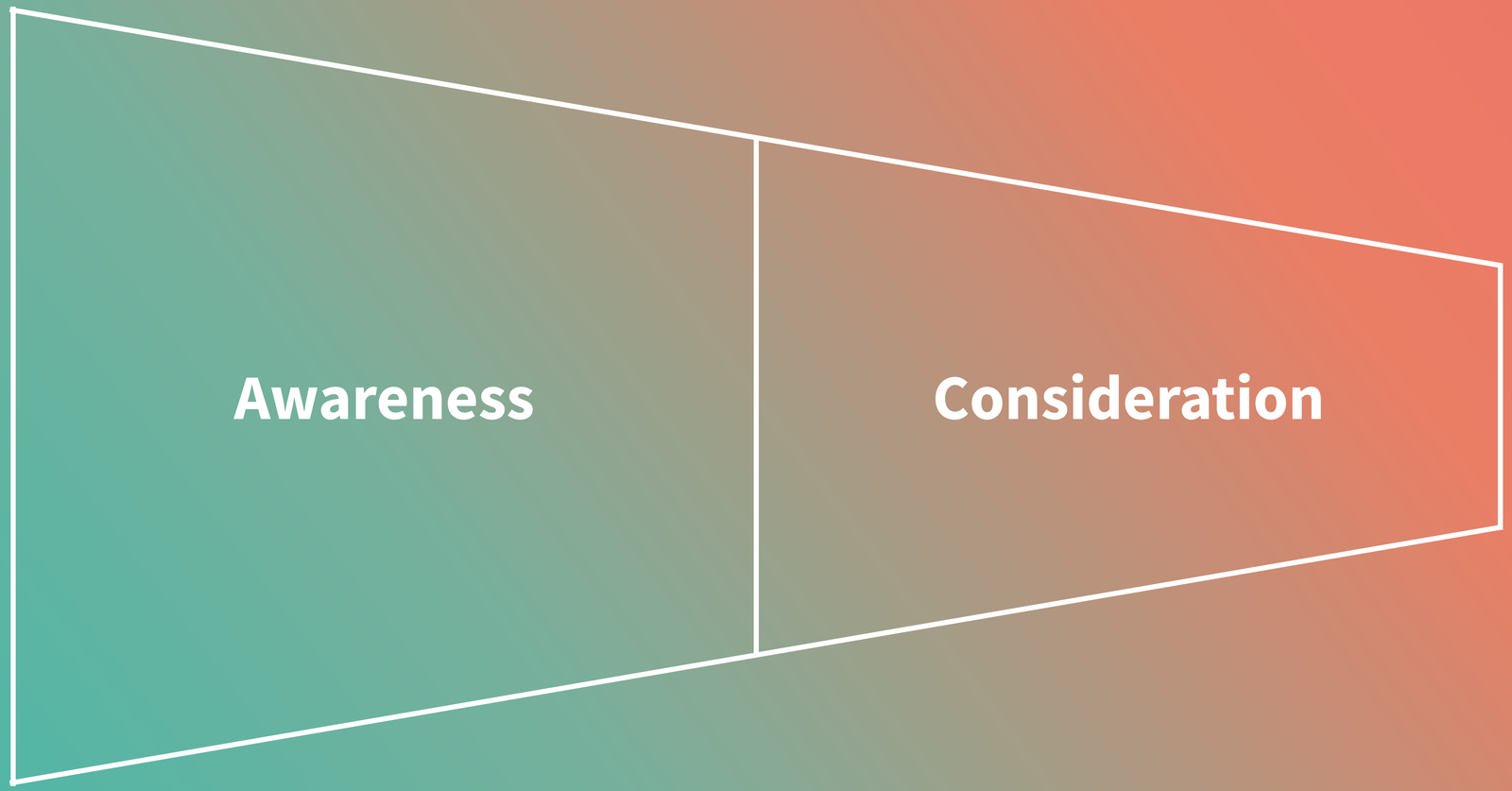
Stagelink

Marketing Funnel

Impression

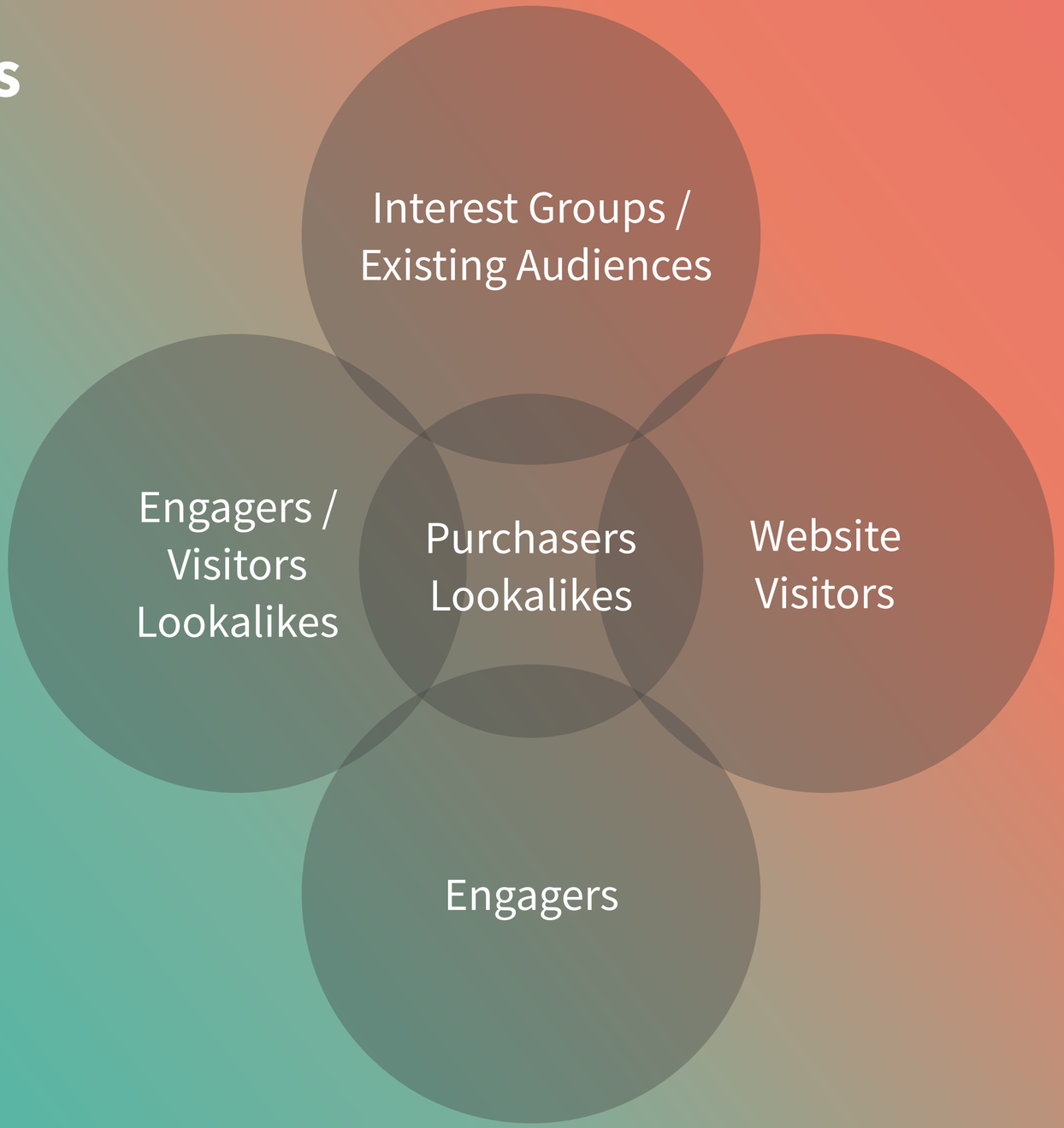
Click

Conversion



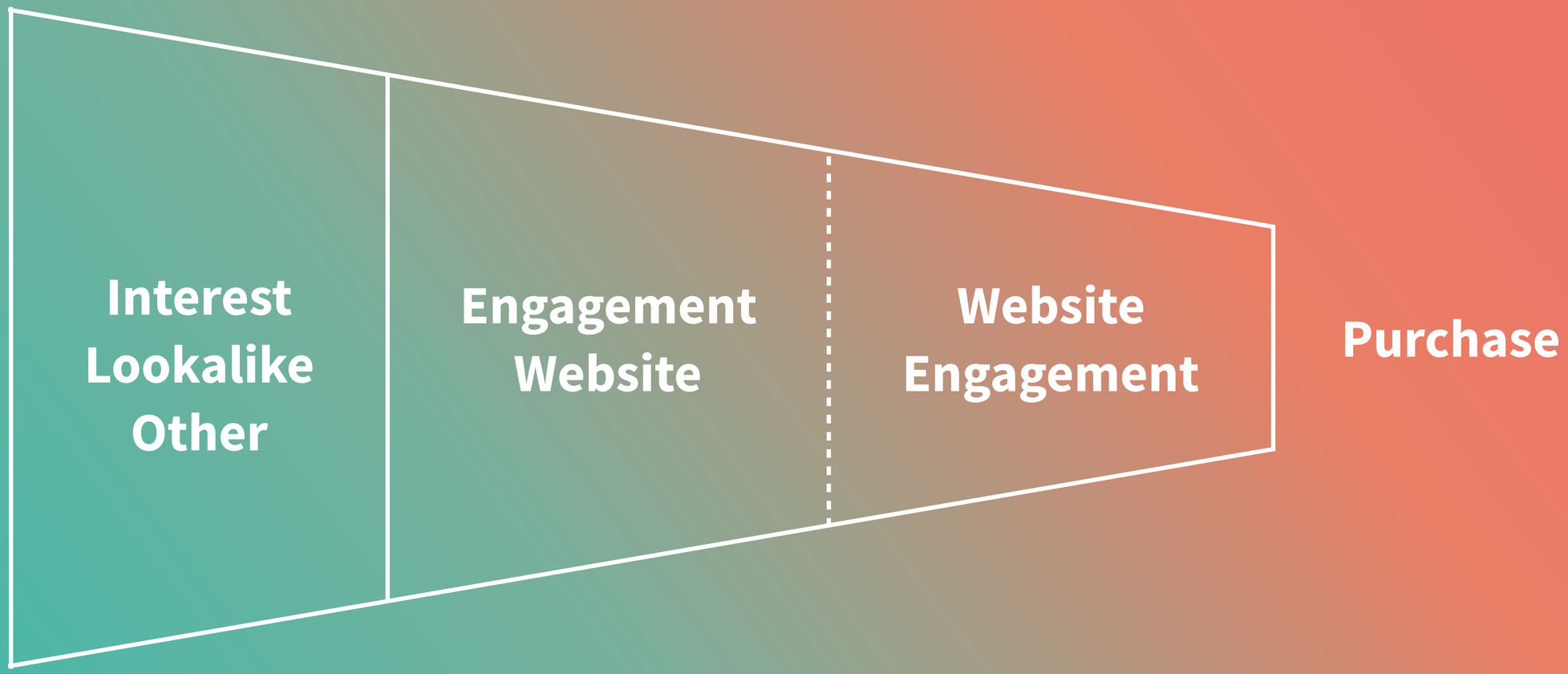
Stagelink

Audiences



Stagelink

Audience Funnel

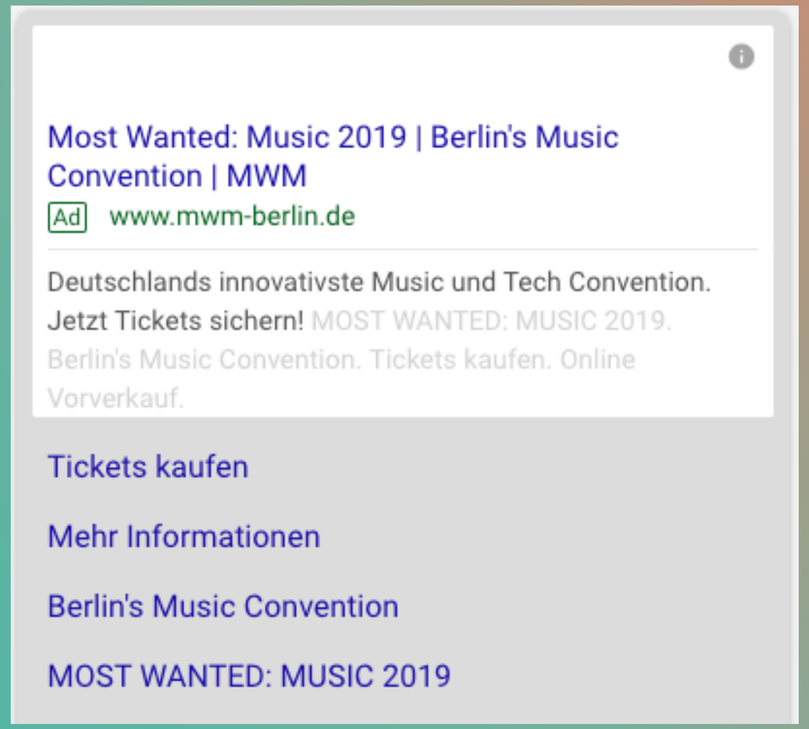


Stagelink

Channels

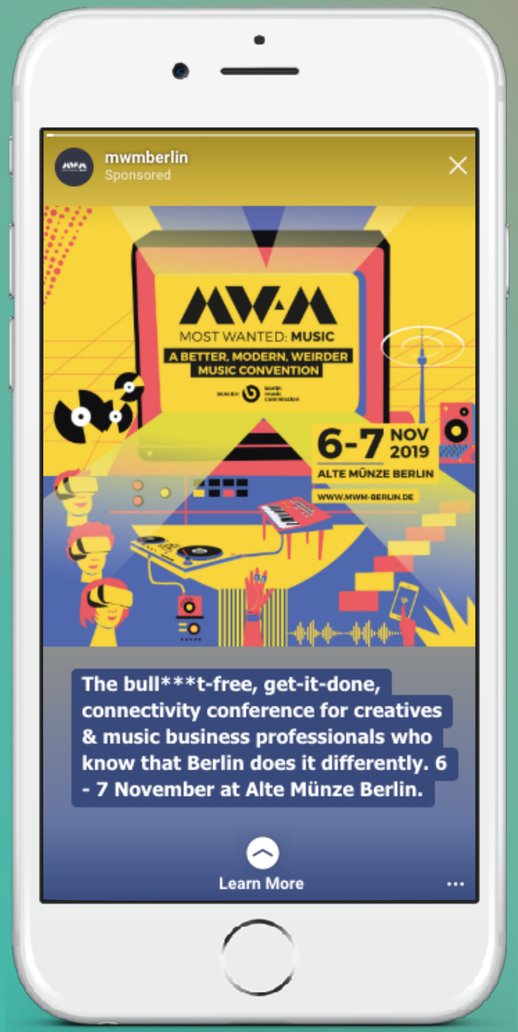
	Click rate	Cost per impression	Cost per click
Facebook	1,8 %	0,008 €	0,40 €
Instagram	0,6 %	0,004 €	1,00 €
Google Search	5,8 %	0,014 €	0,20 €
Google Display	0,9 %	0,002 €	0,20 €
Twitter	2,1 %	0,004 €	0,20 €

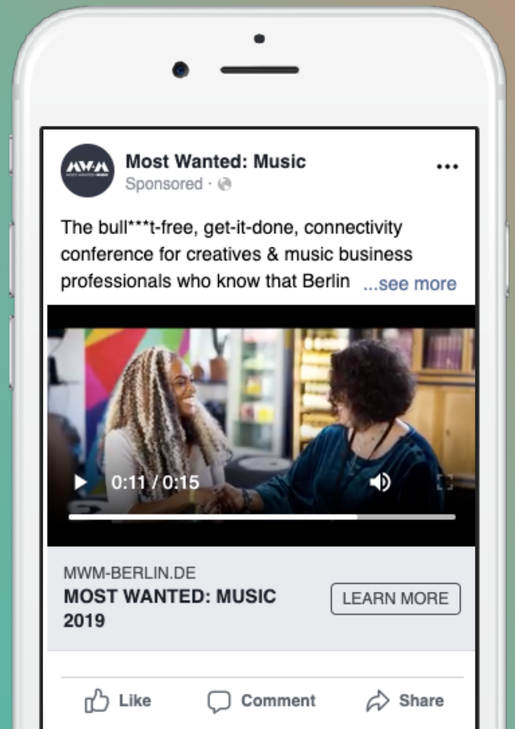
Ad Examples



Stagelink

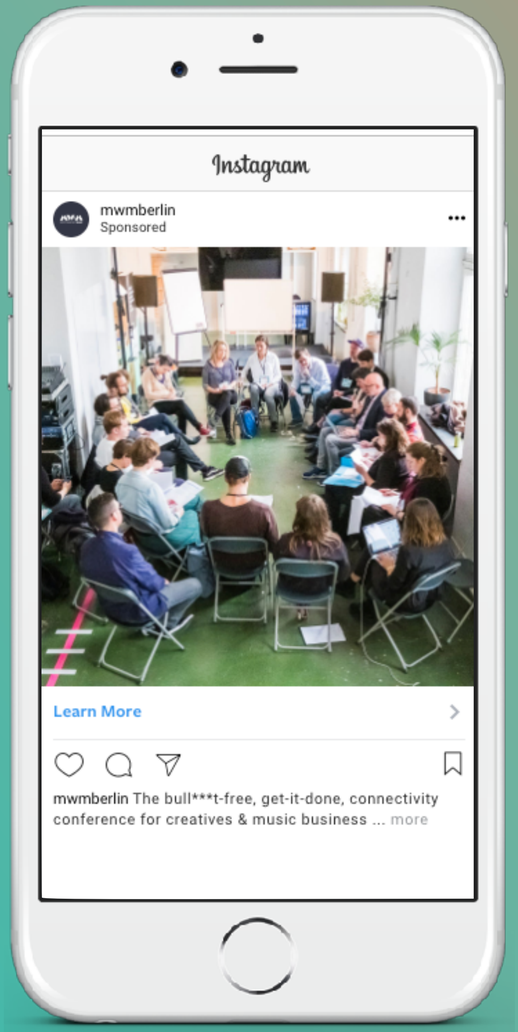
Ad Examples

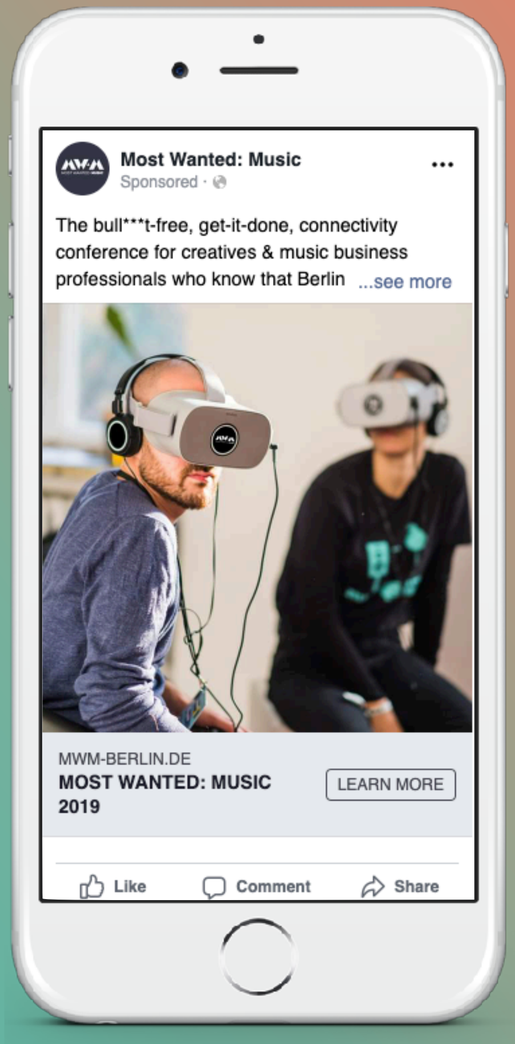




Stagelink

Ad Examples





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Task:

Campaign Draft

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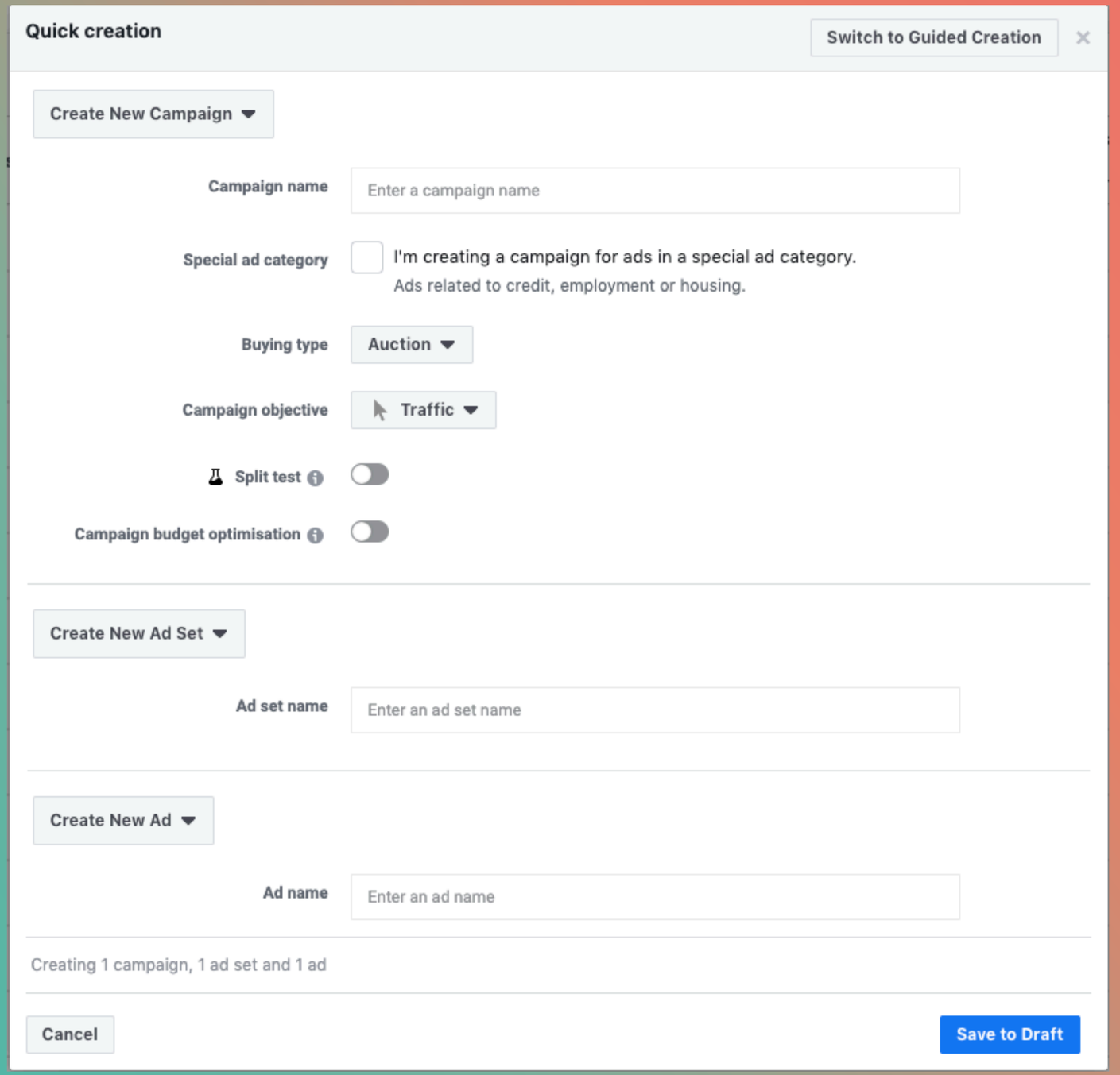
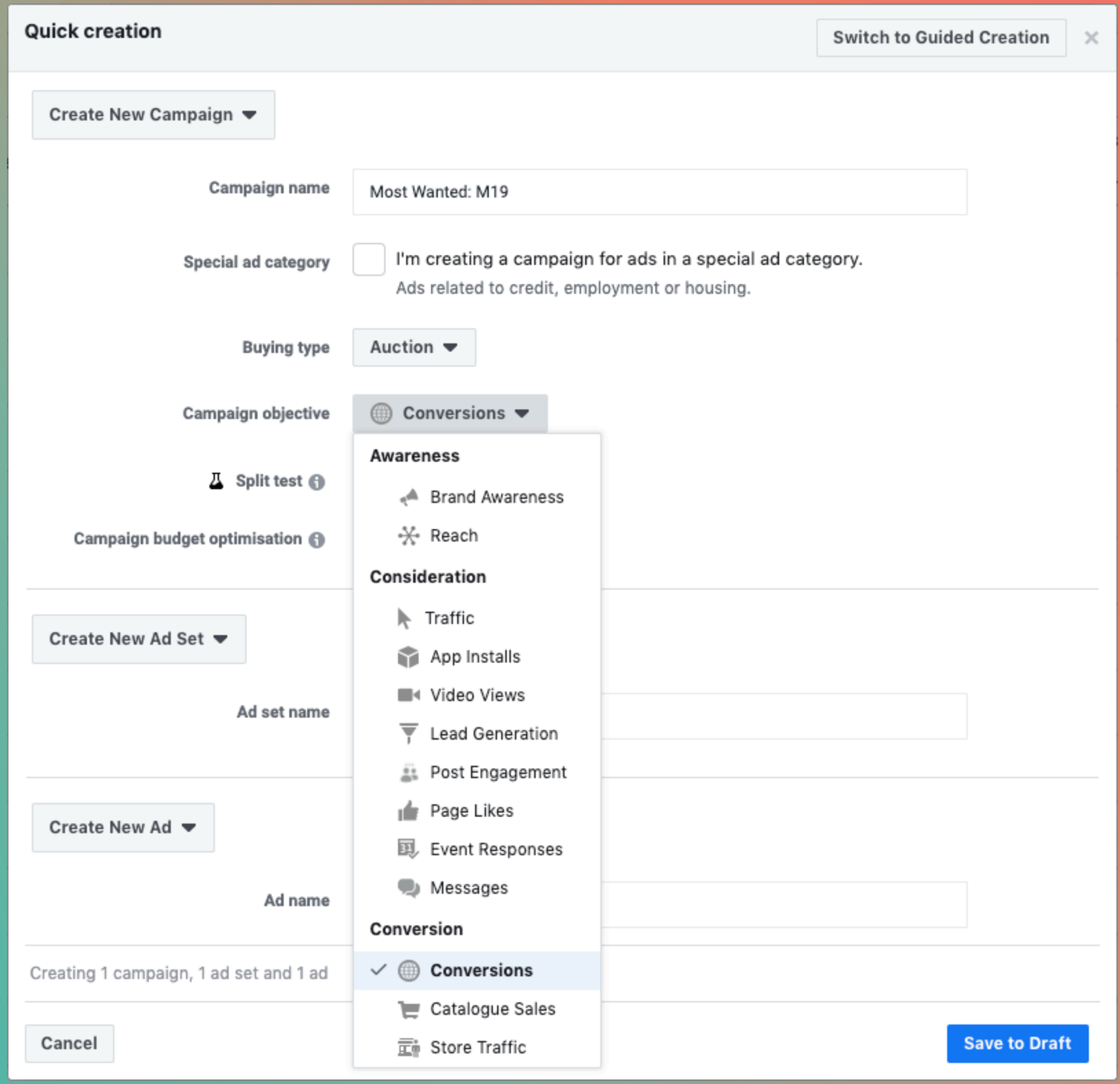
Campaign Creation

Stagelink

business.facebook.com/adsmanager

Stagelink


Quick creation
Switch to Guided Creation
Create New Campaign
Campaign name
Enter a campaign name
Special ad category
I'm creating a campaign for ads in a special ad category.
Ads related to credit, employment or housing.
Buying type
Auction
Campaign objective
Traffic
Split test
Campaign budget optimisation
Create New Ad Set
Ad set name
Enter an ad set name
Create New Ad
Ad name
Enter an ad name
Creating 1 campaign, 1 ad set and 1 ad
Cancel
Save to Draft


Quick creation
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Campaign name
Most Wanted: M19
Special ad category
I'm creating a campaign for ads in a special ad category.
Ads related to credit, employment or housing.
Buying type
Auction
Campaign objective
Conversions
Split test
Campaign budget optimisation
Awareness
Brand Awareness
Reach
Consideration
Traffic
App Installs
Video Views
Lead Generation
Post Engagement
Page Likes
Event Responses
Messages
Conversion
Conversions
Catalogue Sales
Store Traffic
Create New Ad Set
Ad set name
Create New Ad
Ad name
Creating 1 campaign, 1 ad set and 1 ad
Cancel
Save to Draft

Stagelink

Quick creation

Switch to Guided Creation

Create New Campaign

Campaign name: Most Wanted: M19

Special ad category: I'm creating a campaign for ads in a special ad category.
Ads related to credit, employment or housing.

Buying type: Auction

Campaign objective: Conversions

Split test

Campaign budget optimisation

Create New Ad Set

Ad set name: Berlin Purchasers Lookalike

Create New Ad

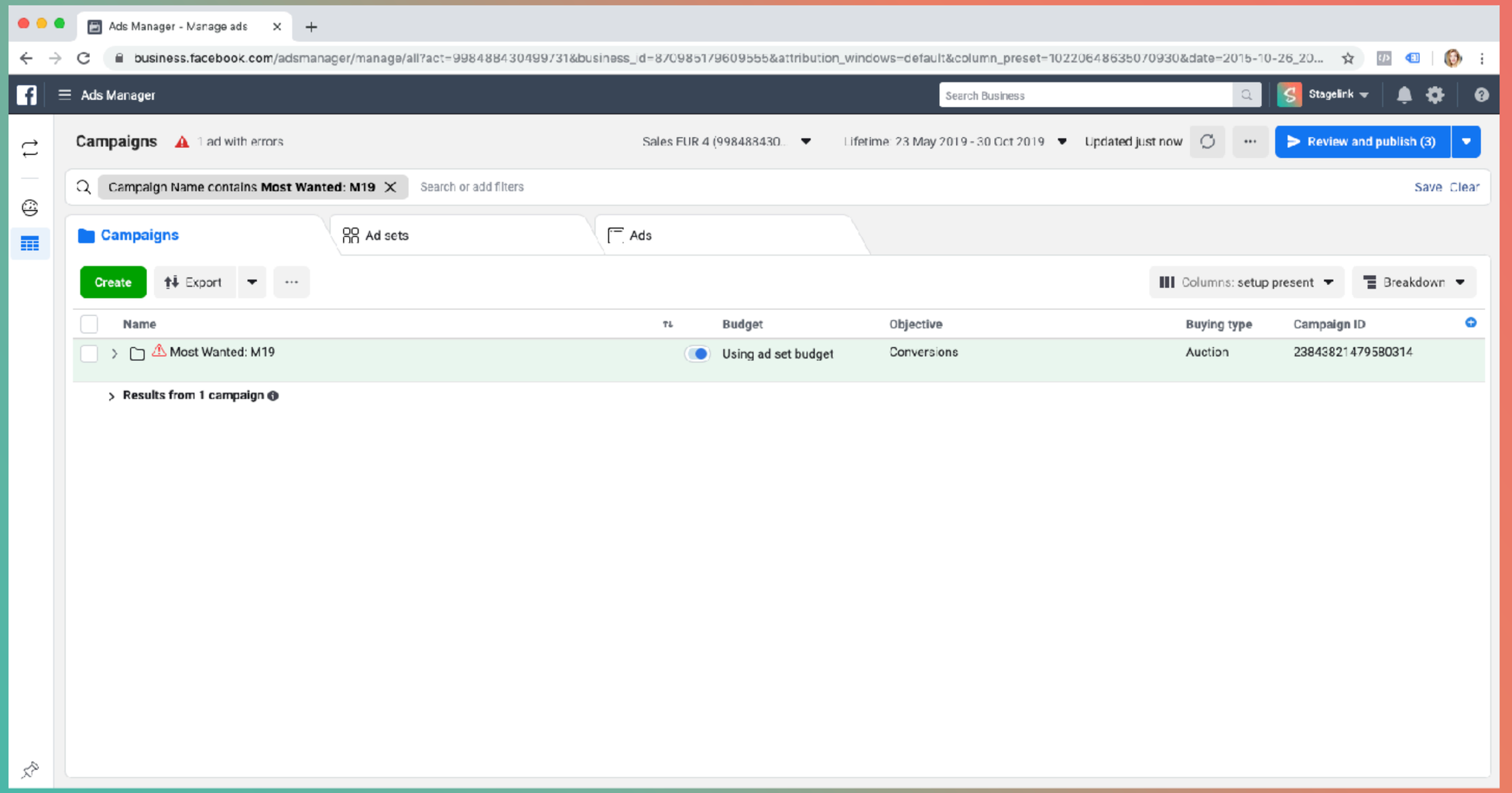
Ad name: ad1 pic1

Creating 1 campaign, 1 ad set and 1 ad

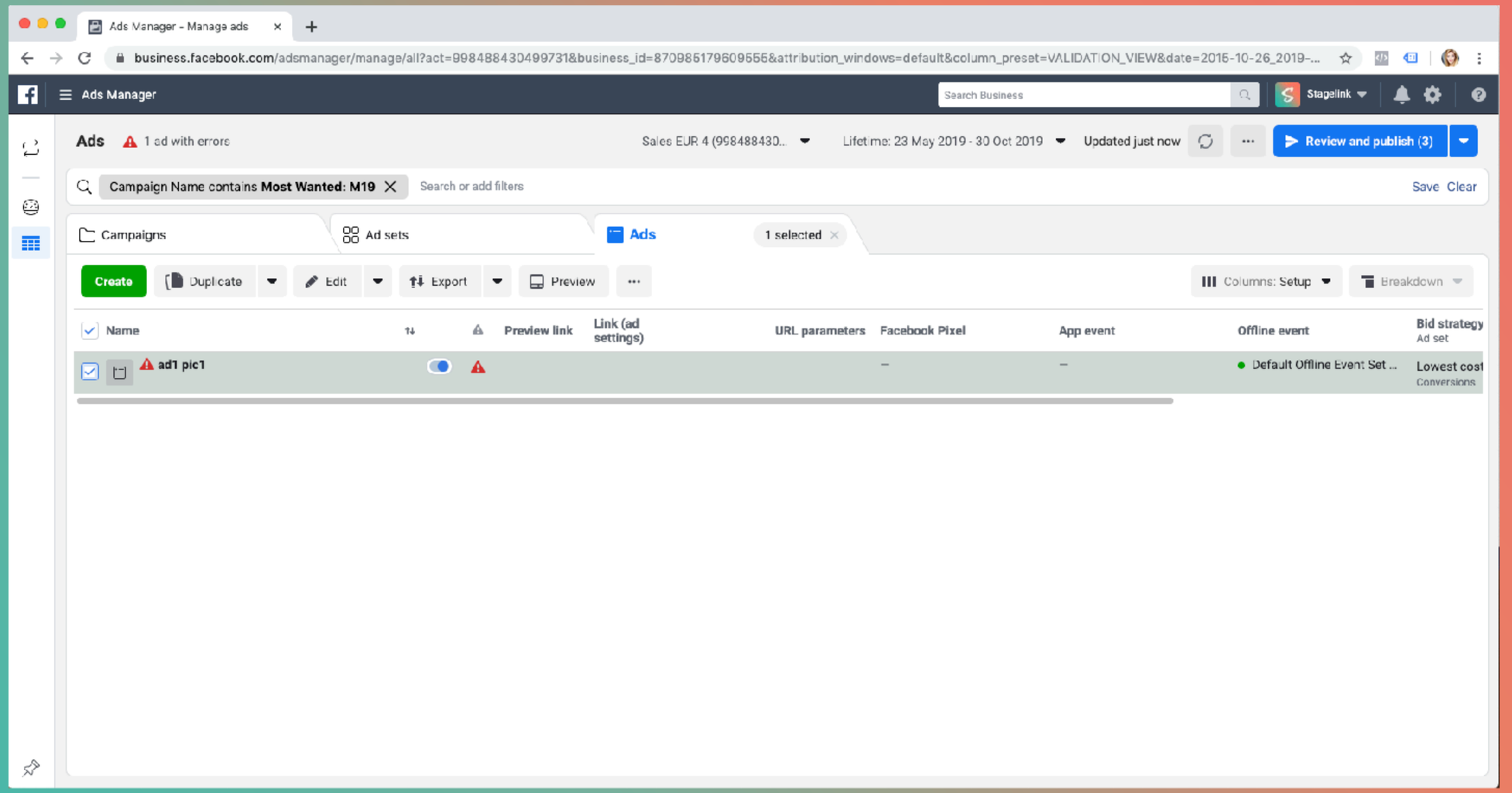
Cancel

Save to Draft

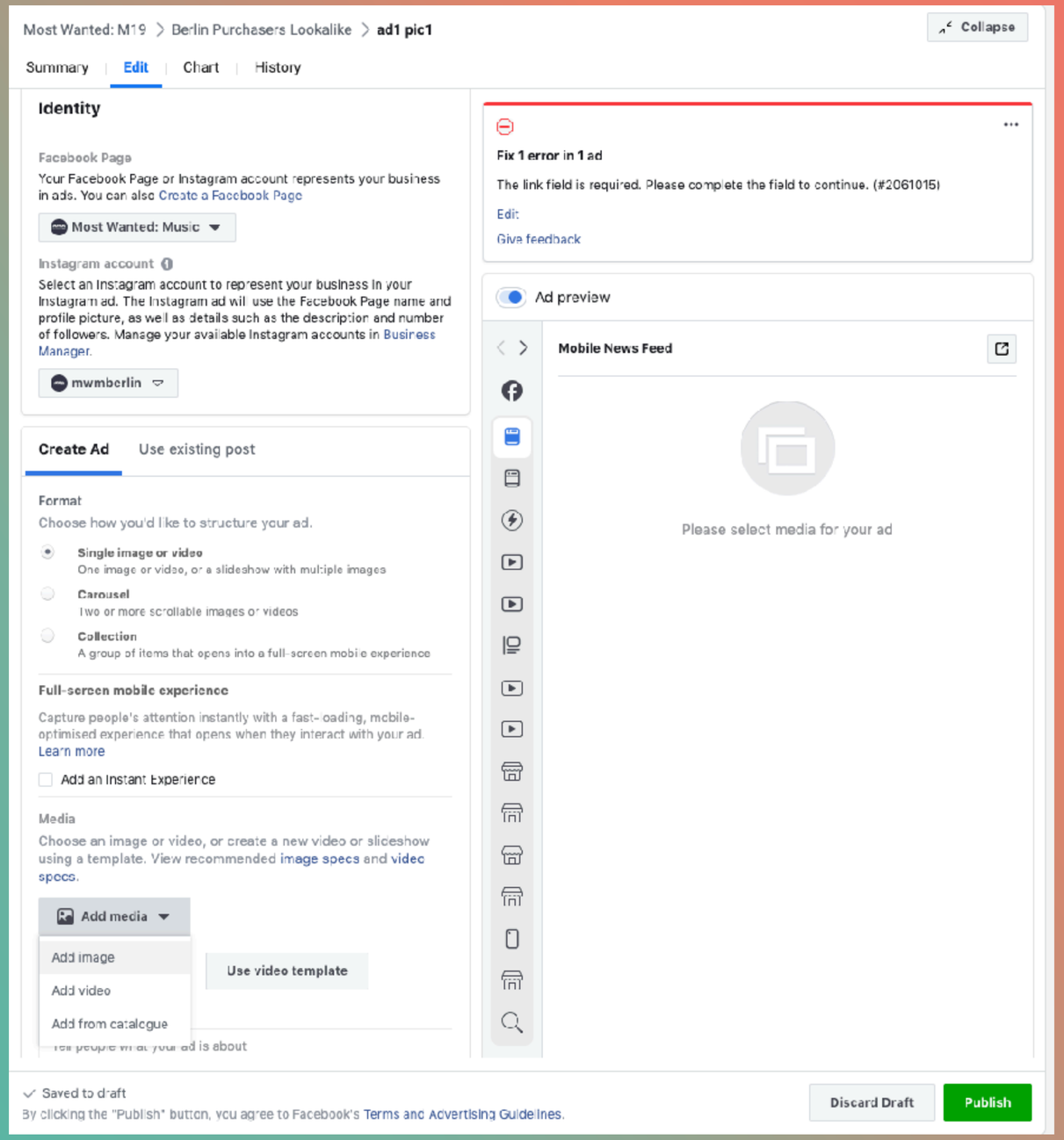
Stagelink


Ads Manager - Manage ads
business.facebook.com/adsmanager/manage/all?act=998488430499731&business_id=870985179609555&attribution_windows=default&column_preset=10220648635070930&date=2015-10-26_20...
Ads Manager
Search Business
Stagelink
Campaigns
1 ad with errors
Sales EUR 4 (998488430...
Lifetime: 23 May 2019 - 30 Oct 2019
Updated just now
Review and publish (3)
Campaign Name contains Most Wanted: M19
Search or add filters
Save
Clear
Campaigns
Ad sets
Ads
Create
Export
Columns: setup present
Breakdown
Name
Budget
Objective
Buying type
Campaign ID
Most Wanted: M19
Using ad set budget
Conversions
Auction
23843821479580314
Results from 1 campaign

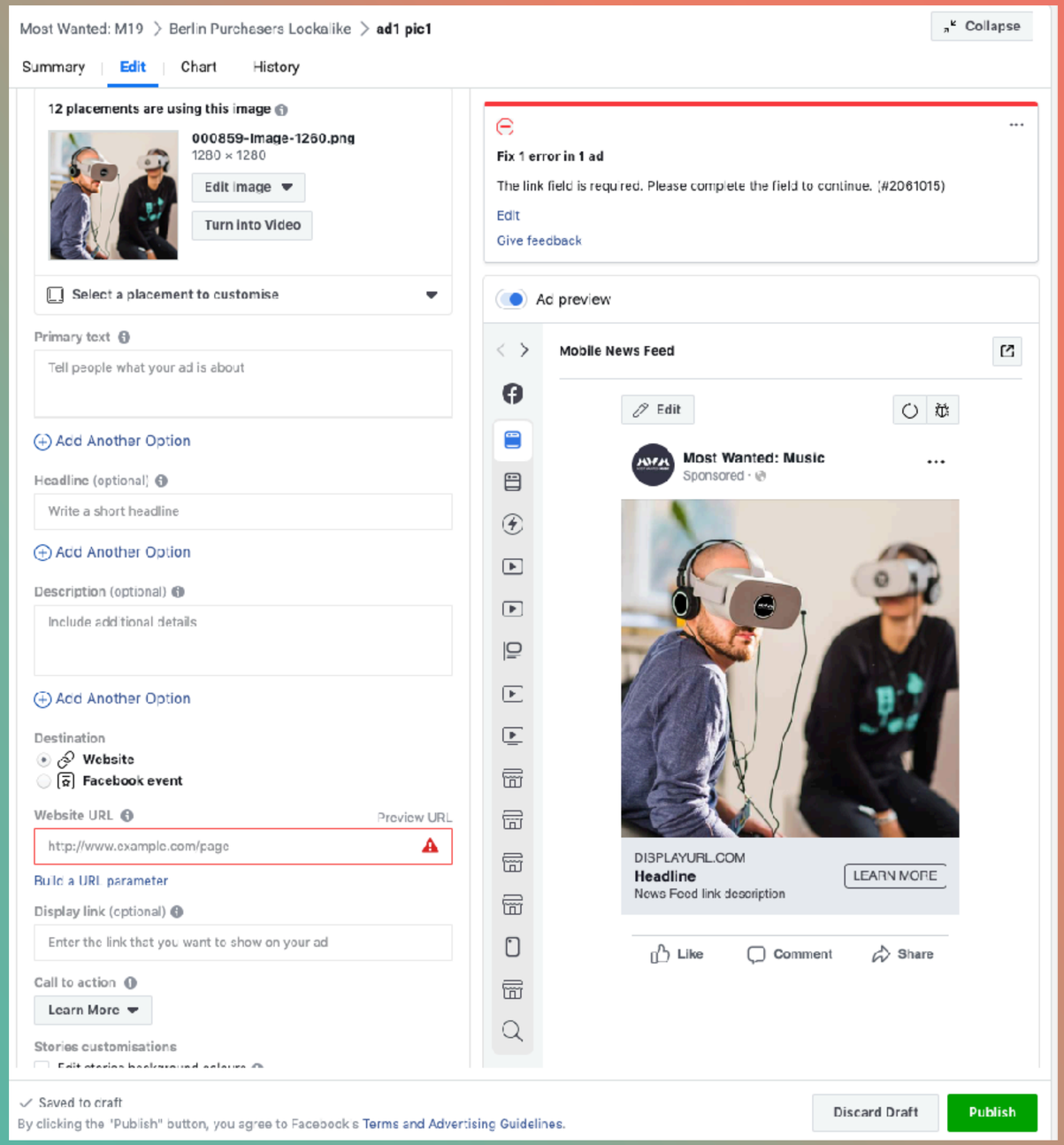
Stagelink


Ads Manager - Manage ads
business.facebook.com/adsmanager/manage/all?act=998488430499731&business_id=870985179609556&attribution_windows=default&column_preset=VALIDATION_VIEW&date=2016-10-26_2019-...
Ads Manager
Search Business
Stagelink
Ads
1 ad with errors
Sales EUR 4 (998488430...
Lifetime: 23 May 2019 - 30 Oct 2019
Updated just now
Review and publish (3)
Campaign Name contains Most Wanted: M19
Search or add filters
Save
Clear
Campaigns
Ad sets
Ads
1 selected
Create
Duplicate
Edit
Export
Preview
Columns: Setup
Breakdown
Name
Preview link
Link (ad settings)
URL parameters
Facebook Pixel
App event
Offline event
Bid strategy
Ad set
ad1 pic1
Default Offline Event Set ...
Lowest cost
Conversions

Stagelink


Most Wanted: M19 > Berlin Purchasers Lookalike > ad1 pic1
Collapse
Summary
Edit
Chart
History
Identity
Facebook Page
Your Facebook Page or Instagram account represents your business in ads. You can also Create a Facebook Page
Most Wanted: Music
Instagram account
Select an Instagram account to represent your business in your Instagram ad. The Instagram ad will use the Facebook Page name and profile picture, as well as details such as the description and number of followers. Manage your available Instagram accounts in Business Manager.
mwmberlin
Create Ad
Use existing post
Format
Choose how you'd like to structure your ad.
Single image or video
One image or video, or a slideshow with multiple images
Carousel
Two or more scrollable images or videos
Collection
A group of items that opens into a full-screen mobile experience
Full-screen mobile experience
Capture people's attention instantly with a fast-loading, mobile-optimised experience that opens when they interact with your ad.
Learn more
Add an Instant Experience
Media
Choose an image or video, or create a new video or slideshow using a template. View recommended image specs and video specs.
Add media
Add image
Add video
Add from catalogue
Use video template
Tell people what your ad is about
Fix 1 error in 1 ad
The link field is required. Please complete the field to continue. (#2061015)
Edit
Give feedback
Ad preview
Mobile News Feed
Please select media for your ad
Saved to draft
By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.
Discard Draft
Publish

Stagelink


Most Wanted: M19 > Berlin Purchasers Lookalike > ad1 pic1
Collapse
Summary
Edit
Chart
History
12 placements are using this image
000859-Image-1260.png
1280 × 1280
Edit Image
Turn Into Video
Select a placement to customise
Primary text
Tell people what your ad is about
Add Another Option
Headline (optional)
Write a short headline
Add Another Option
Description (optional)
Include additional details
Add Another Option
Destination
Website
Facebook event
Website URL
Preview URL
http://www.example.com/page
Build a URL parameter
Display link (optional)
Enter the link that you want to show on your ad
Call to action
Learn More
Stories customisations
Fix 1 error in 1 ad
The link field is required. Please complete the field to continue. (#2061015)
Edit
Give feedback
Ad preview
Mobile News Feed
Edit
Most Wanted: Music
Sponsored
DISPLAYURL.COM
Headline
News Feed link description
LEARN MORE
Like
Comment
Share
Saved to craft
By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.
Discard Draft
Publish

Most Wanted: M19 > Berlin Purchasers Lookalike > **ad1 pic1**

Collapse

Summary | Edit | Chart | History

Edit image

Turn into Video

Select a placement to customise

Primary text

The better, modern, weirder music business convention in Berlin - on 6 - 7 November at Alte Münze Berlin. Get your ticket now!

Add Another Option

Headline (optional)

MOST WANTED: MUSIC 2019

Add Another Option

Description (optional)

6-7th November 2019, Berlin

Add Another Option

Destination

Website

Facebook event

Website URL — Preview URL

https://mwm-berlin.de/

Build a URL parameter

Display link (optional)

Enter the link that you want to show on your ad

Call to action

Learn More

Stories customisations

Edit stories background colours

Branded content

If this post features a third-party brand or product, then you must tag your business partner's Page. See branded content policy

Ad preview

Mobile News Feed

Edit

Most Wanted: Music

Sponsored

The better, modern, weirder music business convention in Berlin - on 6 - 7 November at Alte Münze Berlin. Get your ticket now!

MWM-BERLIN.DE

MOST WANTED: MUSIC 2019

LEARN MORE

Like Comment Share

Saved to draft

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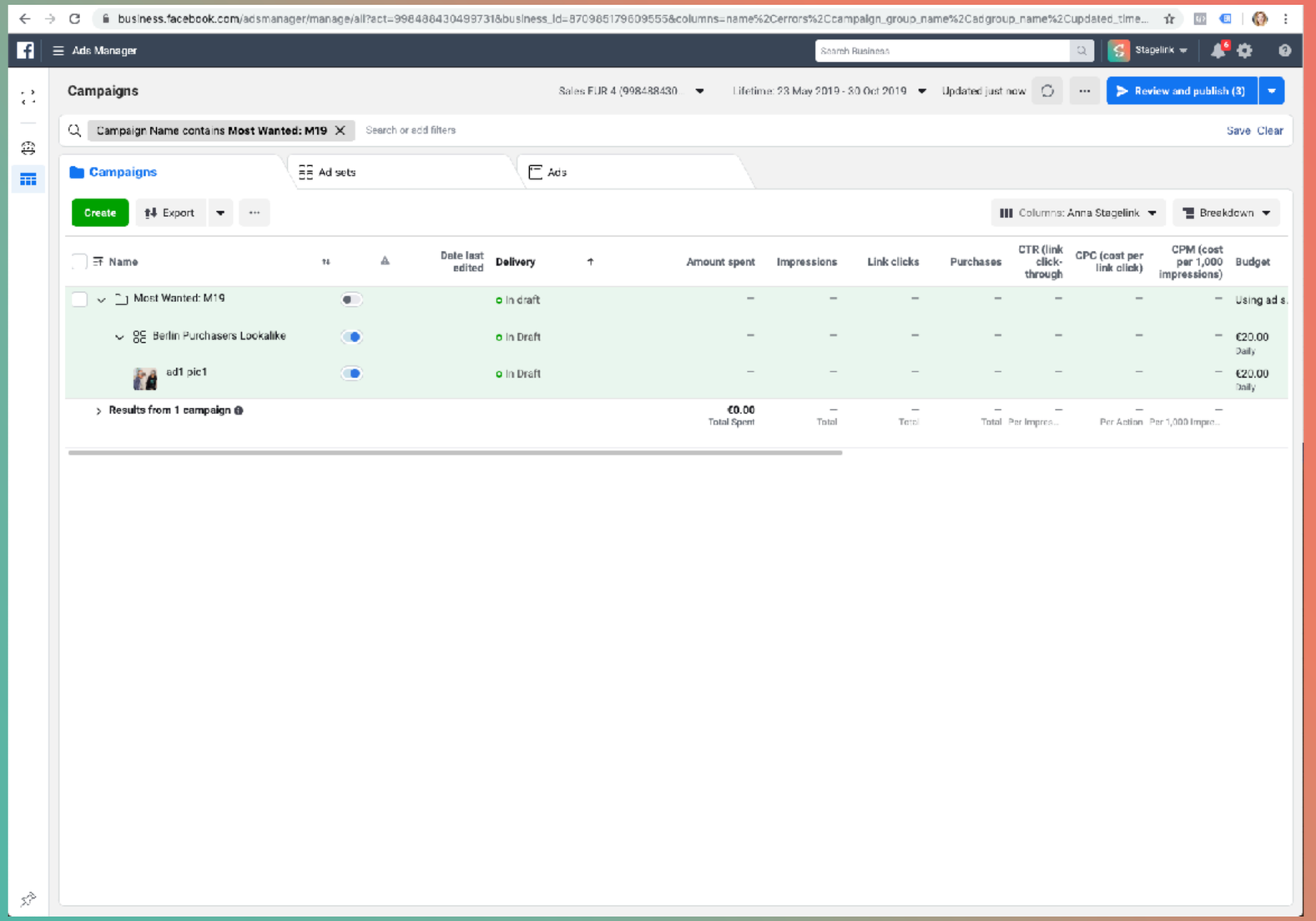
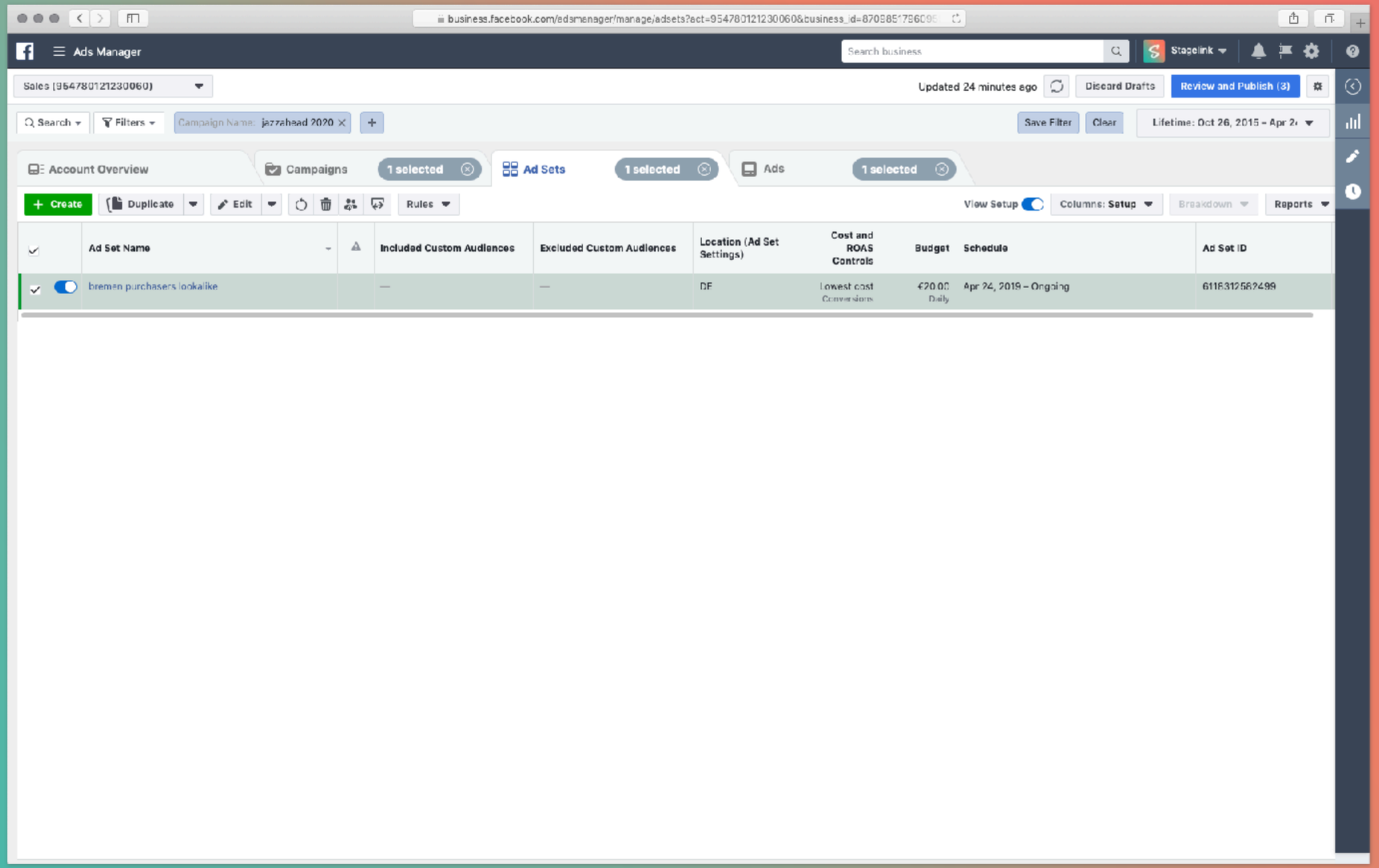
Discard Draft | Publish

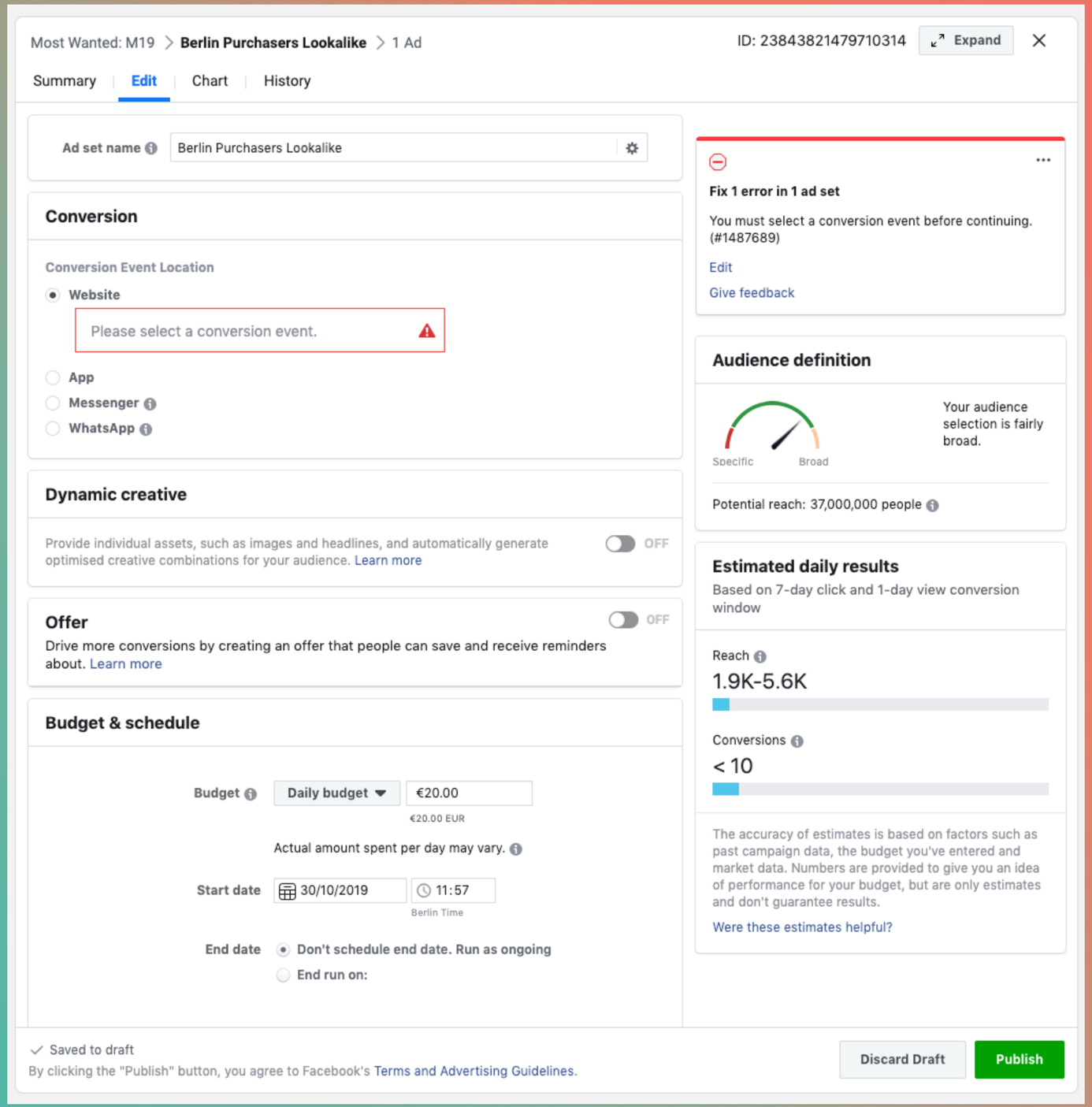
Stagelink


Ads Manager
Campaigns
Review and publish (3)
Campaign Name contains Most Wanted: M19
Search or add filters
Save Clear
Campaigns
Ad sets
Ads
Create
Export
Columns: Anna Stagelink
Breakdown
Name
Date last edited
Delivery
Amount spent
Impressions
Link clicks
Purchases
CTR (link click-through
CPC (cost per link click)
CPM (cost per 1,000 impressions)
Budget
Most Wanted: M19
In draft
Using ad s
Berlin Purchasers Lookalike
In Draft
€20.00
Daily
ad1 pic1
In Draft
€20.00
Daily
Results from 1 campaign
€0.00
Total Spent

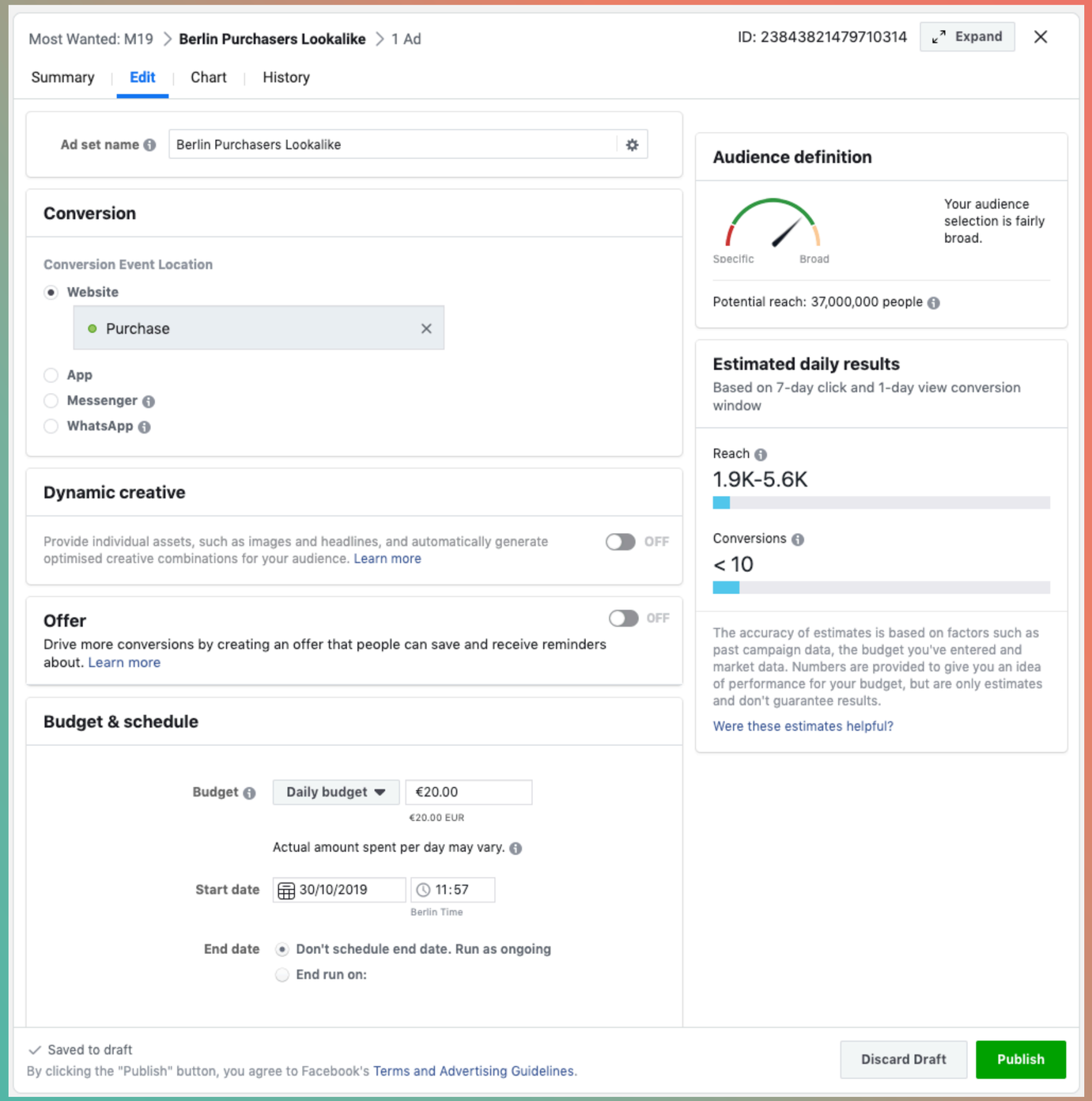
Stagelink


business.facebook.com/adsmanager/manage/adsets?act=954780121230060&business_id=870585179609
Ads Manager
Search business
Stagelink
Sales (954780121230060)
Updated 24 minutes ago
Discard Drafts
Review and Publish (3)
Search
Filters
Campaign Name: jazzahead 2020
Save Filter
Clear
Lifetime: Oct 26, 2015 – Apr 24
Account Overview
Campaigns
1 selected
Ad Sets
1 selected
Ads
1 selected
Create
Duplicate
Edit
Rules
View Setup
Columns: Setup
Breakdown
Reports
Ad Set Name
Included Custom Audiences
Excluded Custom Audiences
Location (Ad Set Settings)
Cost and ROAS Controls
Budget
Schedule
Ad Set ID
bremen purchasers lookalike
—
—
DE
Lowest cost
Conversions
€20.00
Daily
Apr 24, 2019 – Ongoing
6118312562499

Stagelink


Most Wanted: M19 > Berlin Purchasers Lookalike > 1 Ad
ID: 23843821479710314
Expand
Summary
Edit
Chart
History
Ad set name
Berlin Purchasers Lookalike
Conversion
Conversion Event Location
Website
Please select a conversion event.
App
Messenger
WhatsApp
Dynamic creative
Provide individual assets, such as images and headlines, and automatically generate optimised creative combinations for your audience. Learn more
OFF
Offer
Drive more conversions by creating an offer that people can save and receive reminders about. Learn more
OFF
Budget & schedule
Budget
Daily budget
€20.00
€20.00 EUR
Actual amount spent per day may vary.
Start date
30/10/2019
11:57
Berlin Time
End date
Don't schedule end date. Run as ongoing
End run on:
Fix 1 error in 1 ad set
You must select a conversion event before continuing. (#1487689)
Edit
Give feedback
Audience definition
Specific
Broad
Your audience selection is fairly broad.
Potential reach: 37,000,000 people
Estimated daily results
Based on 7-day click and 1-day view conversion window
Reach
1.9K-5.6K
Conversions
< 10
The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.
Were these estimates helpful?
Saved to draft
By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.
Discard Draft
Publish

Stagelink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Website
Purchase
App
Messenger
WhatsApp
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OFF
Offer
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Discard Draft
Publish

Stagelink

Most Wanted: M19 > **Berlin Purchasers Lookalike** > 1 Ad

ID: 23843821479710314 Expand

Summary | Edit | Chart | History

Audience

Define who you want to see your ads. Learn more

Create new audience | Use saved audience

Custom Audiences — Add a previously created Custom or Lookalike Audience

Exclude | Create new

Locations — Everyone in this location

Germany

Germany

Include | Type to add more locations | Browse

Add locations in bulk

Age — 18 - 65+

Gender — All | Men | Women

Languages — Enter a language...

Detailed targeting — Include people who match

Add demographics, interests or behavi | Suggestions | Browse

Exclude people

Expand detailed targeting criteria when it may increase conversions at a lower cost per conversion.

Connections — Add a connection type

Audience definition

Your audience selection is fairly broad.

Potential reach: 37,000,000 people

Estimated daily results

Based on 7-day click and 1-day view conversion window

Reach

1.9K-5.6K

Conversions

< 10

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Discard Draft | Publish

Stagelink

Most Wanted: M19 > **Berlin Purchasers Lookalike** > 1 Ad

ID: 23843821479710314 Expand

Summary | Edit | Chart | History

Audience

Define who you want to see your ads. Learn more

Create new audience | Use saved audience

Custom Audiences — Add a previously created Custom or Lookalike Audience

Exclude | Create new

- Custom Audience
  Reach people who've already interacted with your business.
- Lookalike Audience
  Reach new people on Facebook who are similar to your most valuable audiences.

Locations — Everyon… Germany Ger… Include | Type to add more locations | Browse

Add locations in bulk

Age — 18 - 65+

Gender — All | Men | Women

Languages — Enter a language...

Detailed targeting — Include people who match

Add demographics, interests or behavi | Suggestions | Browse

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Audience definition

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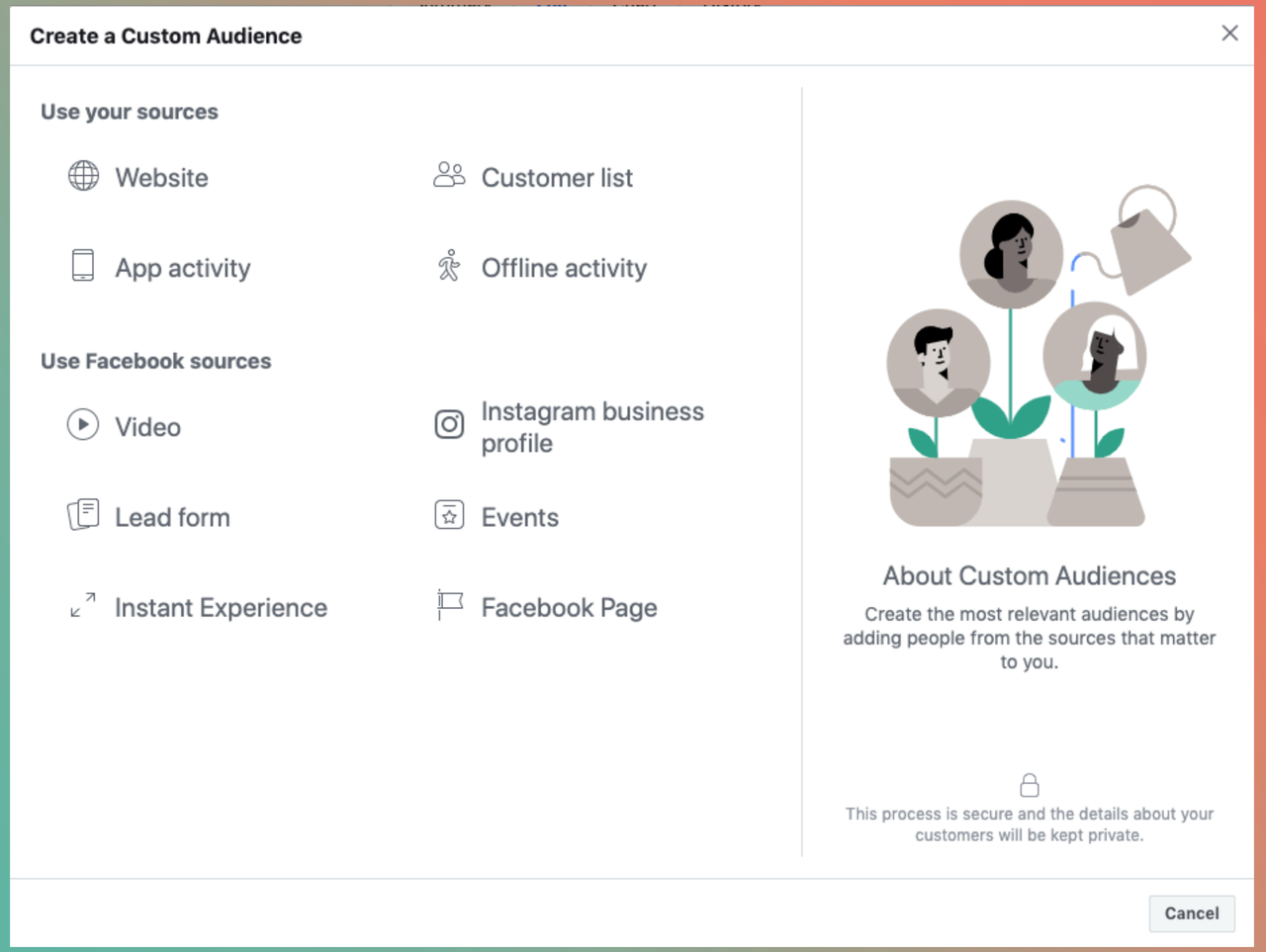
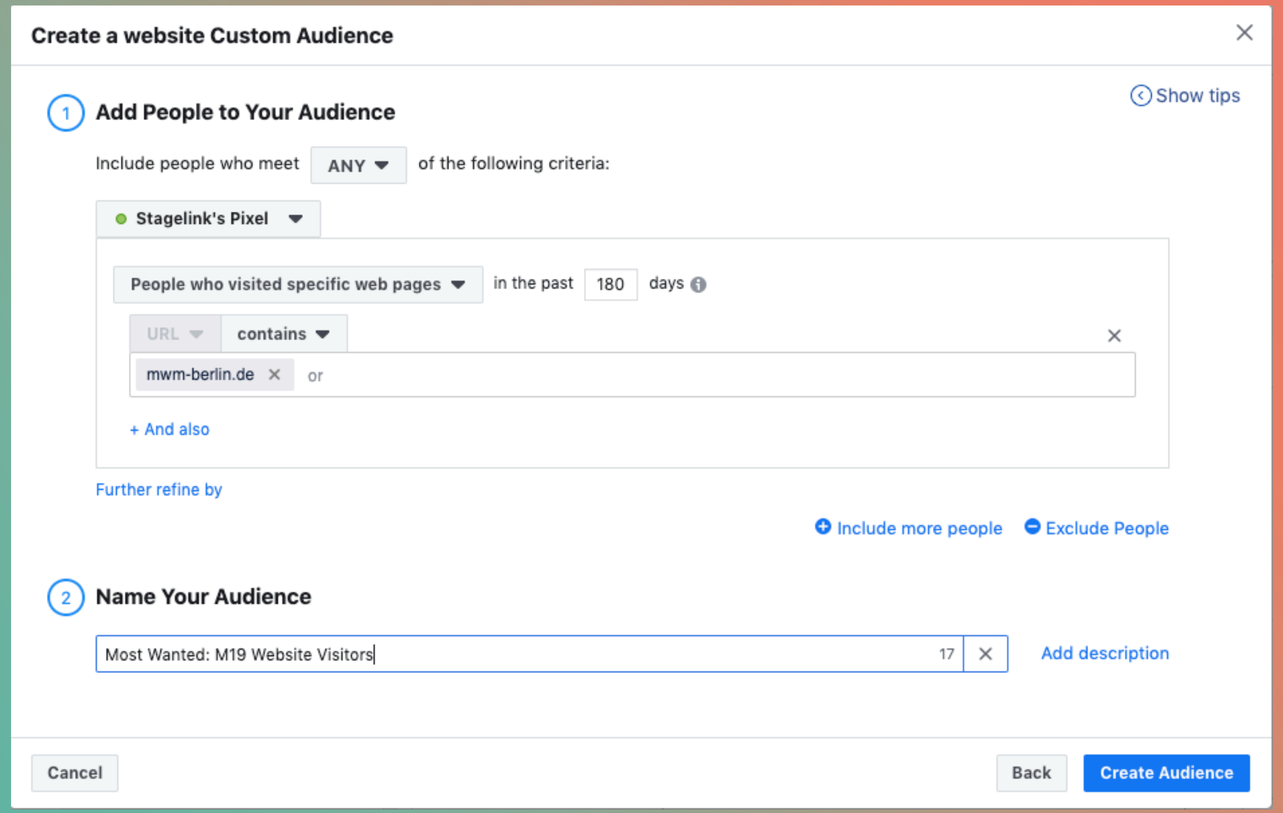
Discard Draft | Publish

Stagelink


Create a Custom Audience
Use your sources
Website
Customer list
App activity
Offline activity
Use Facebook sources
Video
Instagram business profile
Lead form
Events
Instant Experience
Facebook Page
About Custom Audiences
Create the most relevant audiences by adding people from the sources that matter to you.
This process is secure and the details about your customers will be kept private.
Cancel

Stagelink


Create a website Custom Audience
Show tips
1
Add People to Your Audience
Include people who meet
ANY
of the following criteria:
Stagelink's Pixel
People who visited specific web pages
in the past
180
days
URL
contains
mwm-berlin.de
or
+ And also
Further refine by
Include more people
Exclude People
2
Name Your Audience
Most Wanted: M19 Website Visitors
17
Add description
Cancel
Back
Create Audience

Stagelink

Most Wanted: M19 > **Berlin Purchasers Lookalike** > 1 Ad

ID: 23843821479710314 Expand

Summary | Edit | Chart | History

Ad scheduling
- Run ads all the time
- Run ads on a schedule

Audience

Define who you want to see your ads. Learn more

Create new audience | Use saved audience

Custom Audiences

Website
Most Wanted: M19 Website Visitors

Add a previously created Custom or Lookalike Audience

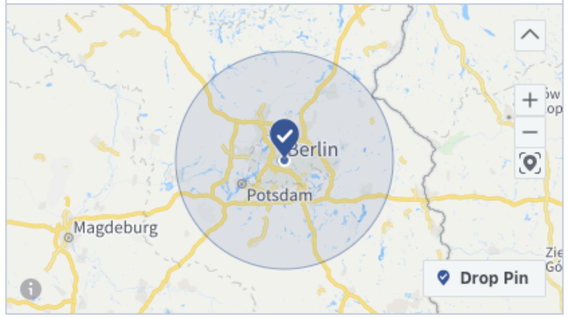
Exclude | Create new

Everyone in this location

Germany
Berlin, Berlin + 60 km

Include | Type to add more locations | Browse

Locations

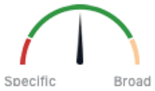


Add locations in bulk

Age: 18 - 65+

Gender: All | Men | Women

Audience definition



Audience definition is not available.

Potential reach: Unavailable

Estimated daily results

Based on 7-day click and 1-day view conversion window

Reach
< 10

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Saved to draft

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Discard Draft | Publish

Stagelink

Most Wanted: M19 > **Berlin Purchasers Lookalike** > 1 Ad

ID: 23843821479710314 Expand

Summary | Edit | Chart | History

Create new audience | Use saved audience

Custom Audiences

Website

Most Wanted: M19 Website Visitors

Add a previously created Custom or Lookalike Audience

Exclude | Create new

Locations

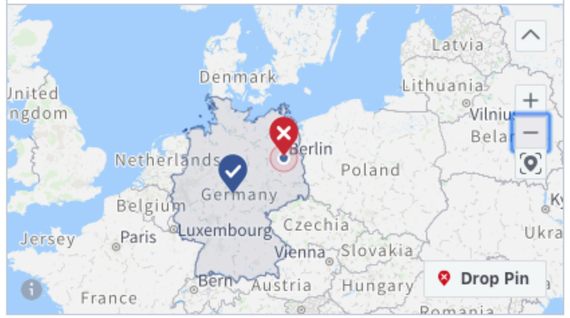
Everyone in this location

Germany

Germany

Berlin, Berlin + 60 km

Exclude | Type to add more locations | Browse



Add locations in bulk

Age 18 - 65+

Gender All | Men | Women

Languages Enter a language...

Include people who match

Add demographics, interests or behavi | Suggestions | Browse

Audience definition

Specific — Broad

Audience definition is not available.

Potential reach: Unavailable

Estimated daily results

Based on 7-day click and 1-day view conversion window

Reach

< 10

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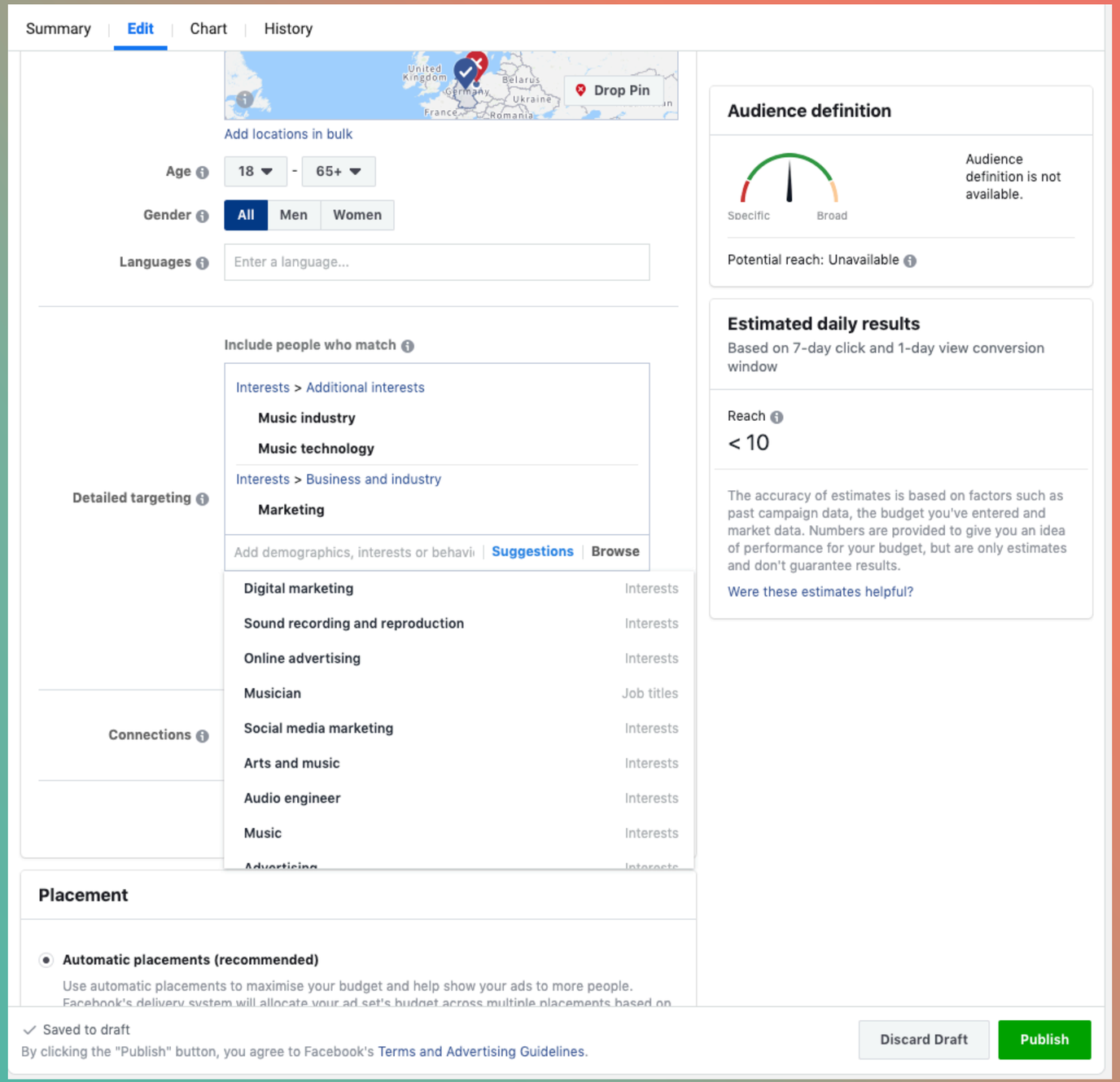
Summary
Edit
Chart
History
Drop Pin
Add locations in bulk
Age
18
65+
Gender
All
Men
Women
Languages
Enter a language...
Include people who match
Interests > Additional interests
Music industry
Music technology
Interests > Business and industry
Marketing
Detailed targeting
Add demographics, interests or behavi
Suggestions
Browse
Digital marketing Interests
Sound recording and reproduction Interests
Online advertising Interests
Musician Job titles
Social media marketing Interests
Arts and music Interests
Audio engineer Interests
Music Interests
Connections
Placement
Automatic placements (recommended)
Use automatic placements to maximise your budget and help show your ads to more people.
Audience definition
Specific
Broad
Audience definition is not available.
Potential reach: Unavailable
Estimated daily results
Based on 7-day click and 1-day view conversion window
Reach
< 10
The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.
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Discard Draft
Publish

Most Wanted: M19 > **Berlin Purchasers Lookalike** > 1 Ad

ID: 23843821479710314 Expand

Summary | Edit | Chart | History

Connections Add a connection type

Save This Audience

Placement

Automatic placements (recommended)

Use automatic placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. Learn more

Edit placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. Learn more

Optimisation and delivery

Optimisation for ad delivery: Conversions

Conversion window: 7 days after clicking or 1 day a...

Cost control (optional): €X.XX average cost per purchase

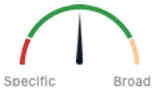
Facebook will aim to spend your entire budget and get the most purchases using the lowest-cost bid strategy. If you want to set a cost control, enter an amount.

Show additional bid strategies

When you are charged: Impression

Delivery type: **Standard (recommended)**
Get results throughout your selected schedule
More options

Audience definition



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Discard Draft Publish

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Most Wanted: M19 > **Berlin Purchasers Lookalike** > 1 Ad

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Summary | Edit | Chart | History

Edit placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. Learn more

Devices

All devices (recommended)

Platforms

- Facebook
- Instagram
- Audience Network
- Messenger

Asset customisation

Select all placements that support asset customisation

Placements

- **Feeds**
  Get high visibility for your business with ads in feeds
  - Facebook News Feed
  - Instagram feed
  - Facebook Marketplace
  - Facebook video feeds
  - Facebook right column
  - Instagram Explore
  - Messenger inbox
- **Stories**
  Tell a rich, visual story with immersive, full-screen vertical ads
  - Facebook Stories
  - Instagram Stories
  - Messenger Stories
- **In-stream**
  Quickly capture people's attention while they're watching videos

Stories

We recommend **full-screen vertical (9:16)** images or videos.

Audience definition

Audience definition is not available.

Potential reach: Unavailable

Estimated daily results

Based on 7-day click and 1-day view conversion window

Reach

< 10

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

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Analytics + Optimization

datastudio.google.com

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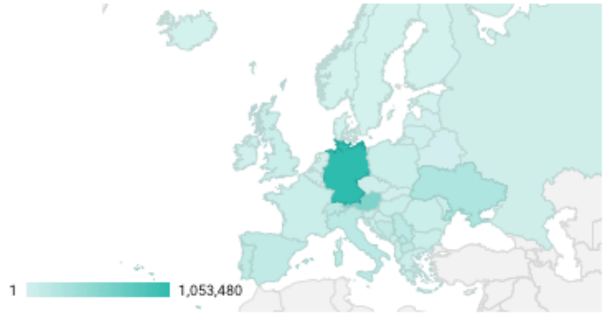
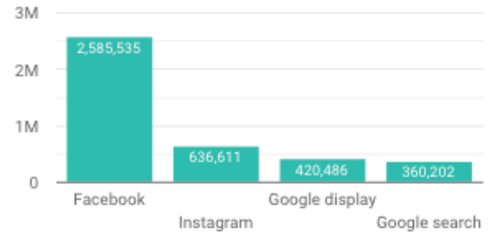
Marketing Campaign

Budget	Impressions
33,173.33 €	4,002,834
Link Clicks	**Purchases**
56,626	368
Purchase Value	**Return-on-invest**
62,074.14 €	187%

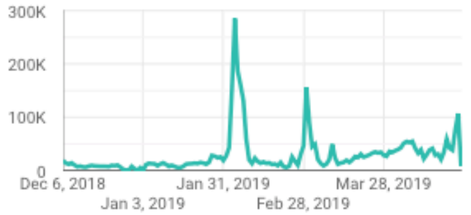
Impressions per region



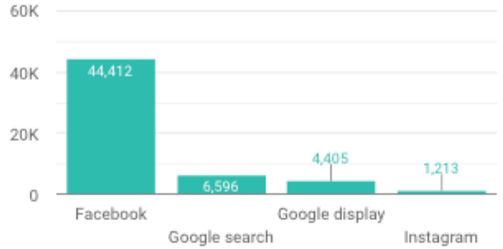
Impressions by channel



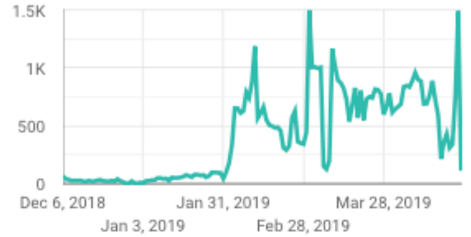
Impressions over time



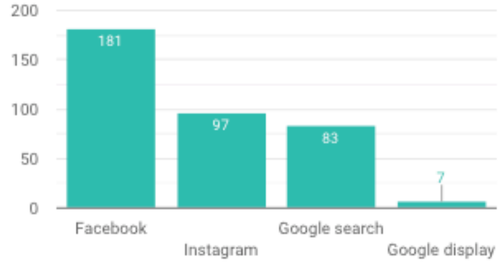
Link Clicks by channel



Link Clicks over time

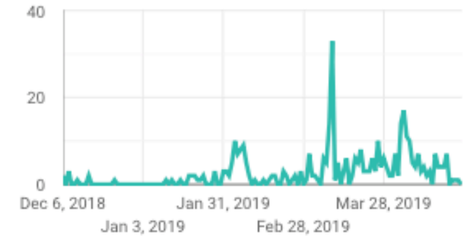


Purchases by channel



Purchases over time

(by date of last impression or link click)



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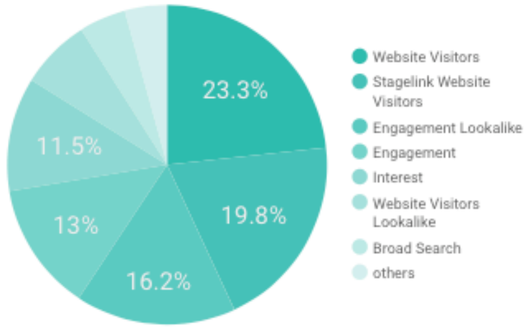
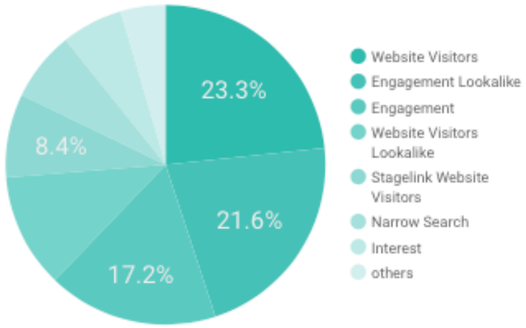
Audiences (Facebook, Instagram, Google)

Audience (last seen)	Impressions	Link Clicks	Purchases	Purchase Value ▾
Website Visitors	930,288	13,182	139	20,126.82 €
Narrow Search	143,533	3,988	34	12,116.31 €
Engagement	520,892	9,726	38	7,829.34 €
City Search	27,685	1,058	17	6,718.51 €
Engagement Lookalike	648,586	12,216	67	5,872.19 €
Website Visitors Lookalike	283,974	6,537	36	3,909.76 €
Stagelink Website Visitors	790,665	4,773	15	2,834.19 €

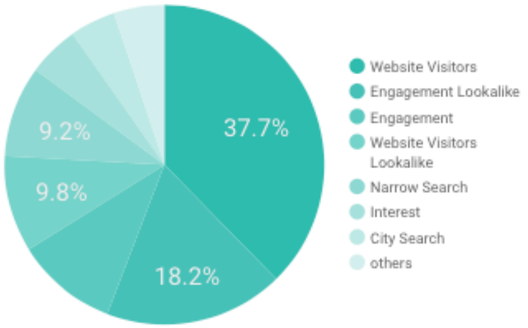
Impressions



Link Clicks



Purchases



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Ads (Facebook, Instagram)

Ad	Impressions	Link Clicks	Purchases	Purchase Value ▼
Ad4 Pic8	78,329	337	21	5,112.7 €
Ad10 Pic8	68,905	302	6	4,547 €
Ad1 Pic1 En	19,496	45	4	3,850.48 €
Ad4 Vid4	401,571	7,156	23	3,663.12 €
Ad7 Pic7	213,743	559	23	3,143.27 €
Ad2 Pic2 En	32,623	62	4	2,974.11 €
Ad4 Vid1	482,644	11,751	18	2,334.35 €
Ad5 Vid1	449,240	6,817	16	2,284.38 €
Ad4 Pic4	50,569	70	5	1,698.26 €
Ad22 Pic20 (easter)	47,243	176	15	1,164.77 €
Ad5 Pic6	39,944	305	3	1,085.86 €
Ad20 Pic20 (easter)	16,908	79	11	1,022.28 €
Ad2 Gif1 En	16,526	28	8	650.03 €
Ad8 Pic8	78,081	230	9	509.79 €
Ad1 Pic2 De	4,622	10	1	504.53 €

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Regions (Facebook, Instagram, Google)

Region	Impressions	Link Clicks	Purchases	Purchase Value ▾
Austria	540,887	10,240	111	19,386.82 €
Germany	1,034,385	18,835	132	17,614.04 €
Hungary	66,821	729	9	9,959.35 €
Switzerland	137,941	1,955	14	2,454.43 €
Unknown	643,860	7,614	17	2,446.72 €
Russia	31,669	104	4	2,411.89 €
Belgium	39,718	153	1	1,740.69 €
France	32,515	222	1	1,487.74 €
Finland	13,174	63	3	1,417.82 €
Poland	60,726	594	18	1,208.43 €
Ireland	16,252	70	1	990.79 €
Czechia	31,943	289	10	304.15 €
Ukraine	240,041	3,361	6	275.96 €
United Kingdom	44,090	179	5	81.17 €
Croatia	39,944	180	3	79.19 €

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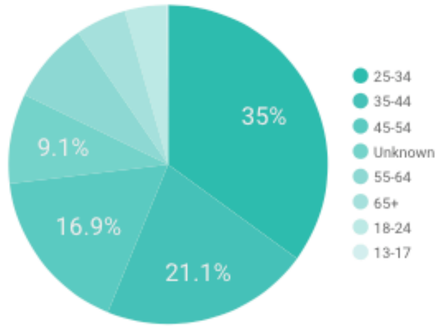
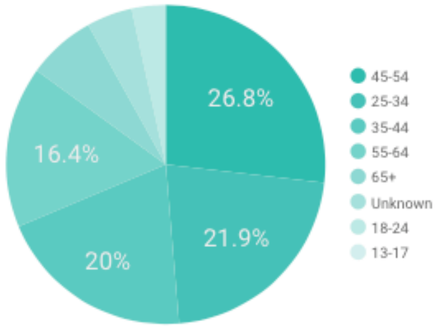
Age Groups (Facebook, Instagram, Google)

Age	Impressions	Link Clicks	Purchases	Purchase Value ▼
25-34	1,399,410	12,347	185	22,320.84 €
Unknown	363,956	2,610	25	14,532.84 €
35-44	844,684	11,290	101	12,191.83 €
45-54	675,609	15,156	29	6,066.03 €
55-64	330,148	9,247	10	6,052.44 €
65+	205,517	3,903	6	490.65 €
18-24	169,967	1,948	11	419.51 €

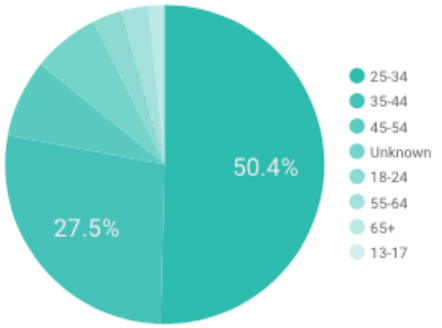
Impressions



Link Clicks



Purchases



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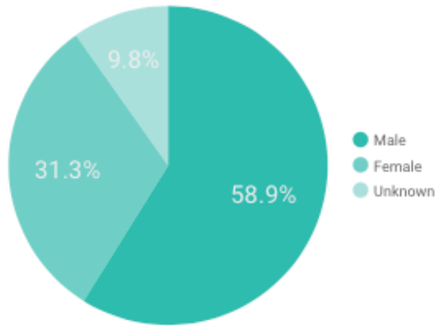
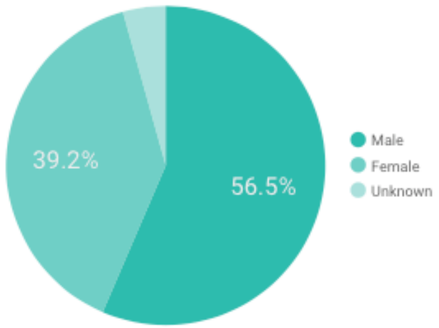
Gender (Facebook, Instagram, Google)

Gender	Impressions	Link Clicks	Purchases	Purchase Value ▾
Male	2,352,475	31,907	192	28,660.31 €
Female	1,250,737	22,147	146	19,189.07 €
Unknown	391,660	2,451	31	14,224.76 €

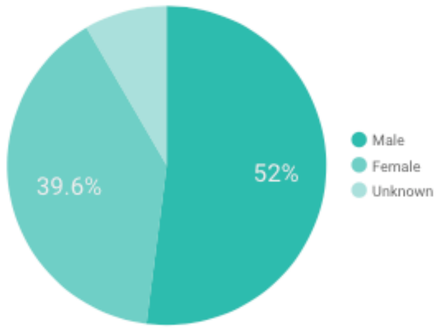
Impressions



Link Clicks



Purchases



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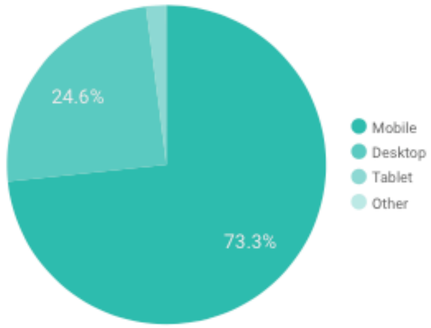
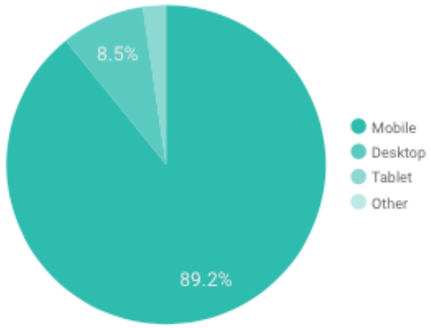
Devices (Facebook, Instagram, Google)

Device	Impressions	Link Clicks	Purchases	Purchase Value ▾
Desktop	983,481	4,798	128	33,051.12 €
Mobile	2,929,057	50,385	232	20,501.95 €
Tablet	80,251	1,308	6	6,407.6 €
Other	2,082	14	1	2,113.46 €

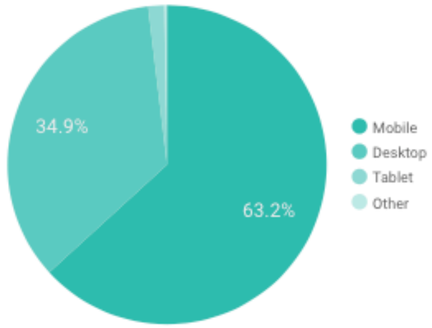
Impressions



Link Clicks



Purchases



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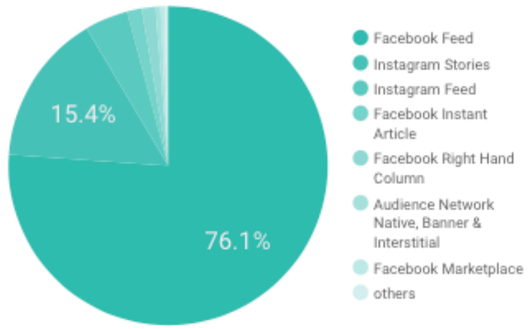
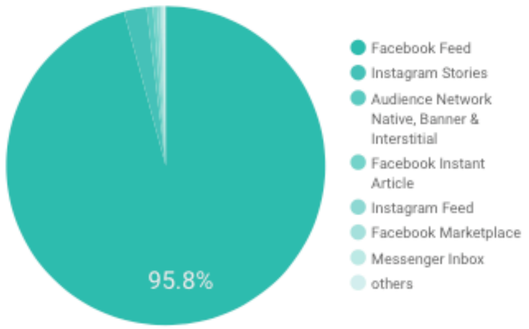
Placements (Facebook, Instagram)

Placement	Impressions	Link Clicks	Purchases	Purchase Value ▼
Facebook Feed	2,447,477	43,665	190	29,746.06 €
Instagram Feed	141,450	167	49	5,548.5 €
Instagram Stories	494,127	1,045	36	2,961.53 €
Facebook Instant Article	47,525	193	1	0 €
Facebook Marketplace	12,316	80	0	0 €

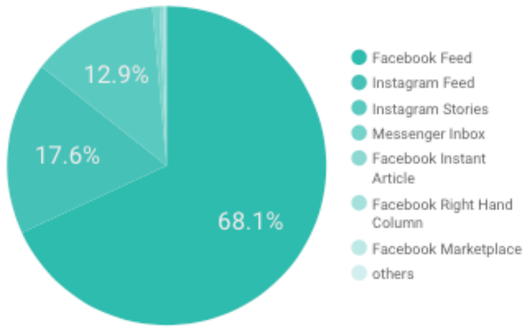
Impressions



Link Clicks



Purchases



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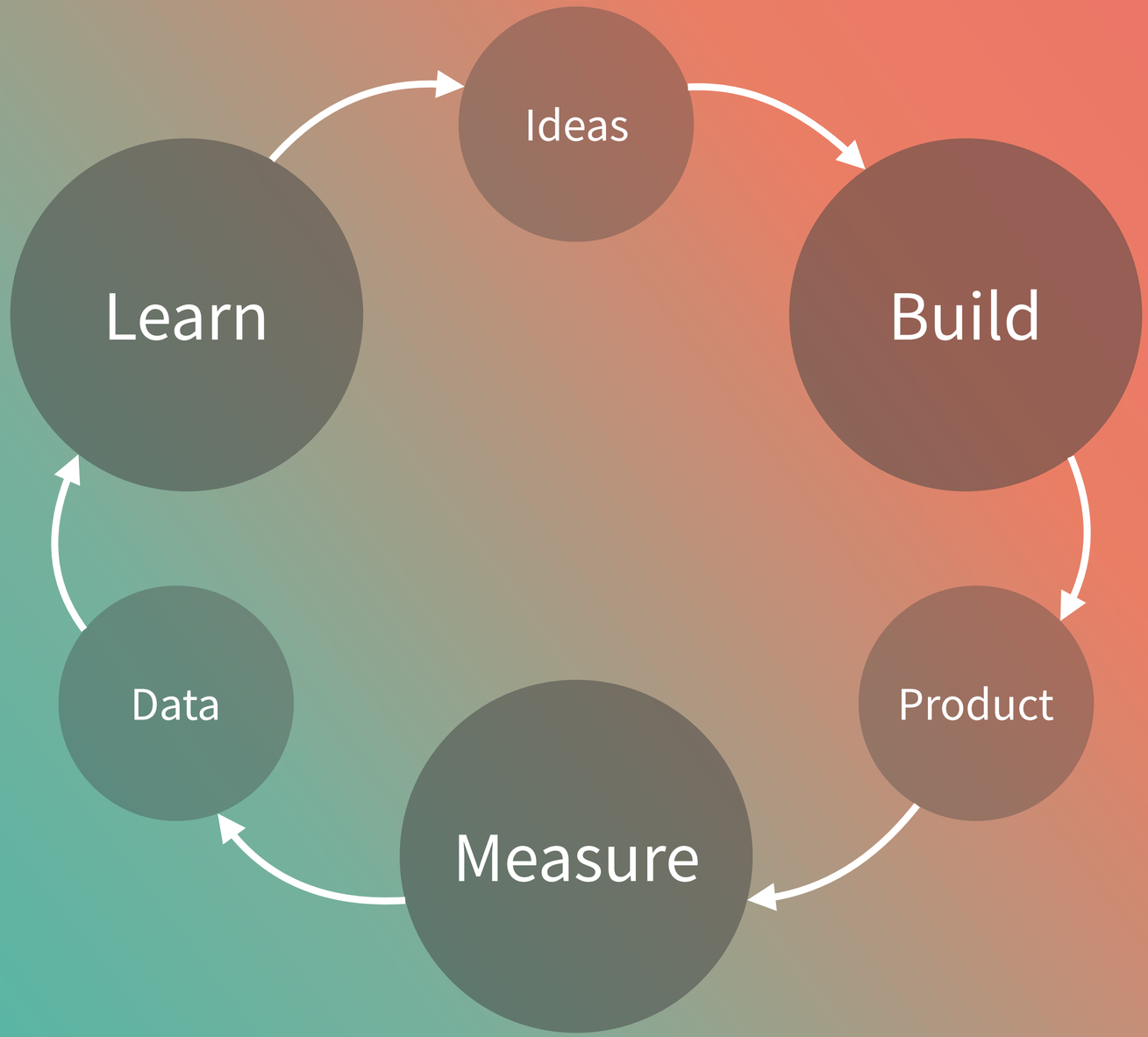
Stagelink



Source: Eric Ries - The Lean Startup

Stagelink

Thank you!

Stagelink