

Facebook Ad Results

Cael Byrne





Overview:

Advertisement 1:

- 65 People Reached
- 27 Different States Reached
- Post Engagement: 5
- Link Clicks: 2
- Cost: \$1.78 over 2 days
- About 25 cents per Engagement

Audience was not focused on UWM's central market, which is Wisconsin Residents Age 18 - 35. As a result, it was all over the place which decreased Relevancy and Engagement. Cost per Engagement was too high for the Return on Investment.

Advertisement 2:

- 388 People Reached
- 45 Different States Reached
- Post Engagement: 53
- Link Clicks: 13
- Cost: \$2.00 over 2 days
- About 1/2 of a cent per Engagement

Audience was not focused on UWM's central market, which is Wisconsin Residents Age 18 - 35. However, they did use Milwaukee-specific hashtags, which most likely helped anchor the post to Milwaukee. As a result, The Ad reached many people all over the US with the majority being in Wisconsin. Post was much more cost effective.



UWM Journalism, Advertising & Media Studies - JAMS Program



April 10 · Published by Vivianrose Johnson

UWM Journalism immersion students take off to Eagle Pass, Texas and Piedras Negras, Mexico to cover the border issues! Shoutout to the Milwaukee Press Club Endowment LLC for making this trip possible. [#PantherProud](#) [#JAMS](#)



Advertisement 1: Immersion Students Sendoff

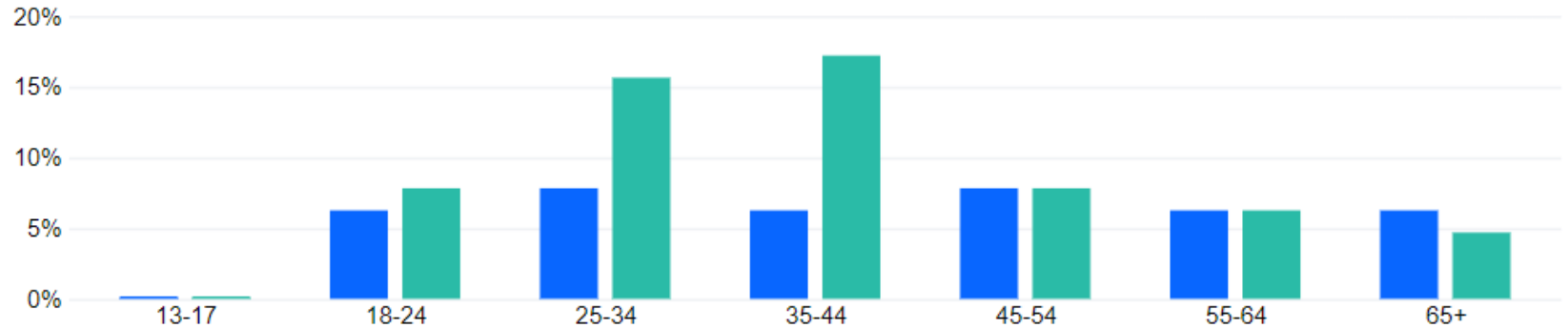
- Posted April 10th
- Boosted with \$1.78
- Target Audience:
 - United States Residents
 - Ages 18 - 65+
 - Interests: Media, Activism, Journalism, or UWM



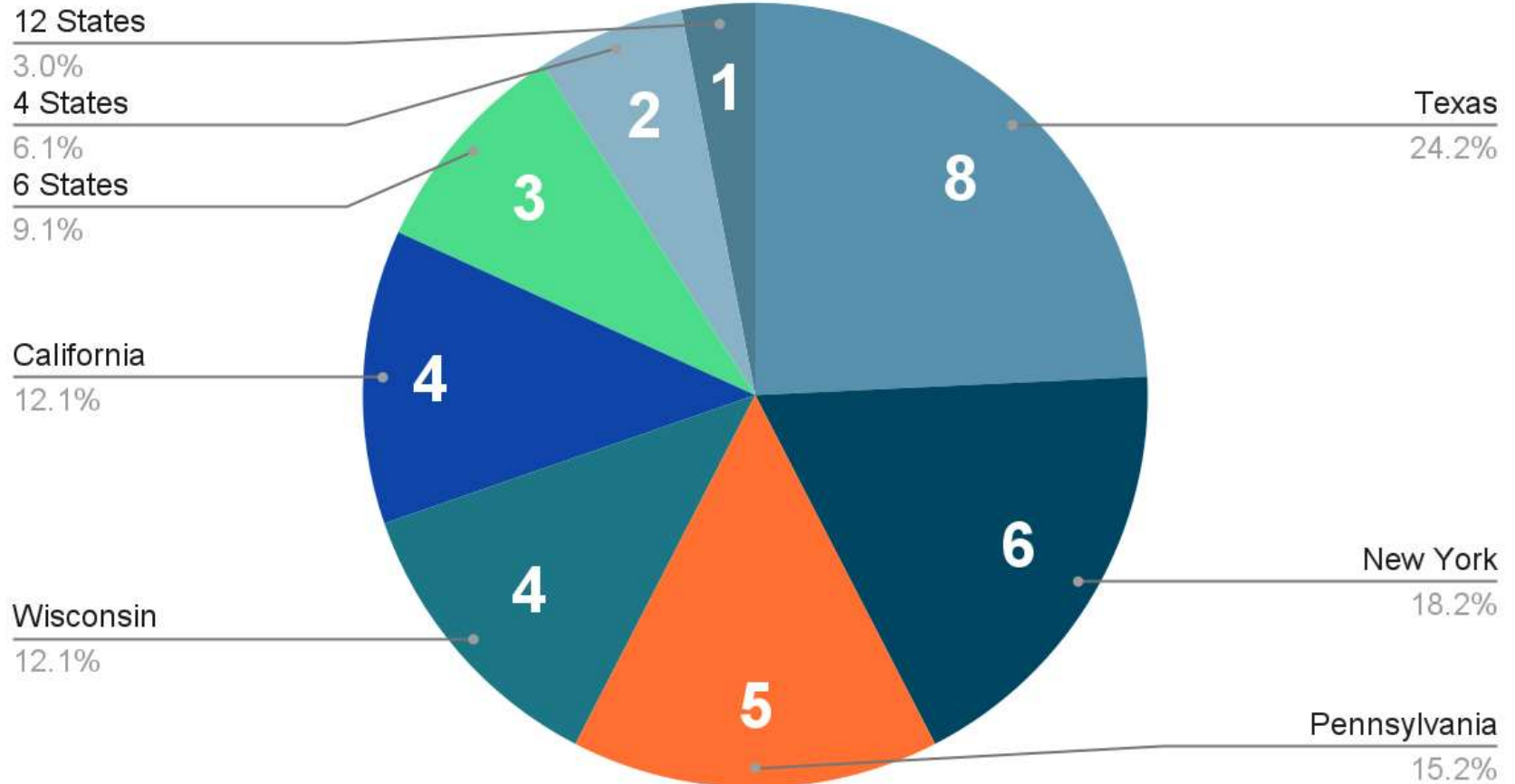
Immersion Students Sendoff Audience

- 65 People Reached
 - 40.6% Women, 59.4% Men
 - Highest draw was men ages 35-44

40.6% Women 59.4% Men



Audience: Reached 65 People in 27 States





Immersion Students Sendoff Engagement

- Post Engagement: 5
- Link Clicks: 2
- Cost: \$1.78 over 2 days
- About 25 cents per Engagement

Conclusion:

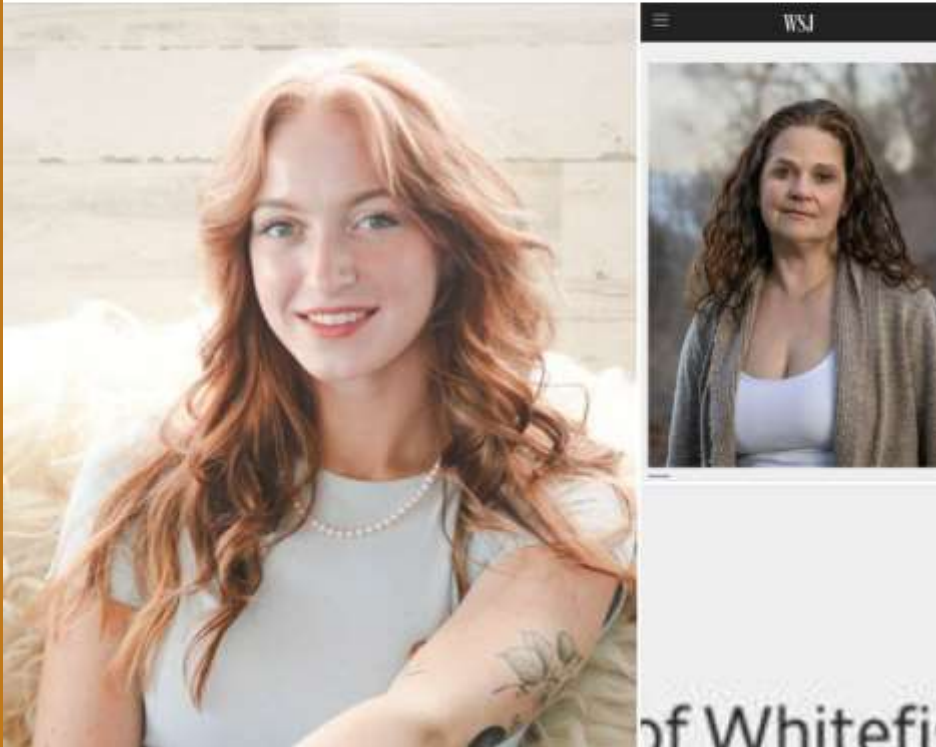
- Audience was not focused on UWM's central market, which is Wisconsin Residents Age 18 - 35.
 - As a result, it was all over the place which decreased Relevancy and Engagement.
- Cost per Engagement was too high for the Return on Investment.



UWM Journalism, Advertising & Media Studies - JAMS Program

April 19 · Published by Anna Oleniczak

JAMS student [Anna Oleniczak](#) was given photo credit in The Wall Street Journal this week in an article where Rachael Jurek was quoted. Hats off to you, Anna! 🎉 #studentsuccess #uwmilwaukee



Advertisement 2: Anna Oleniczak Feature

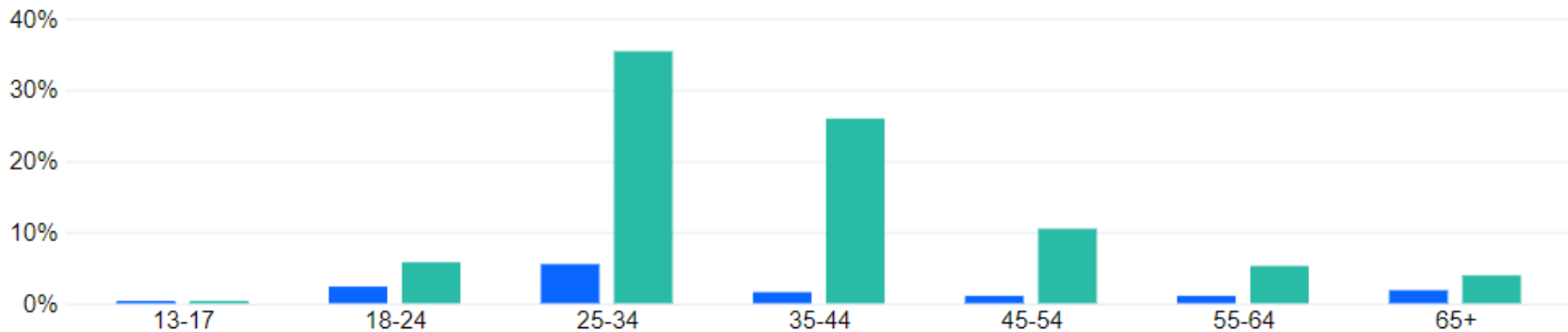
- Posted April 19th
- Boosted with \$2.00
- Target Audience:
 - United States Residents
 - Ages 18 - 65+



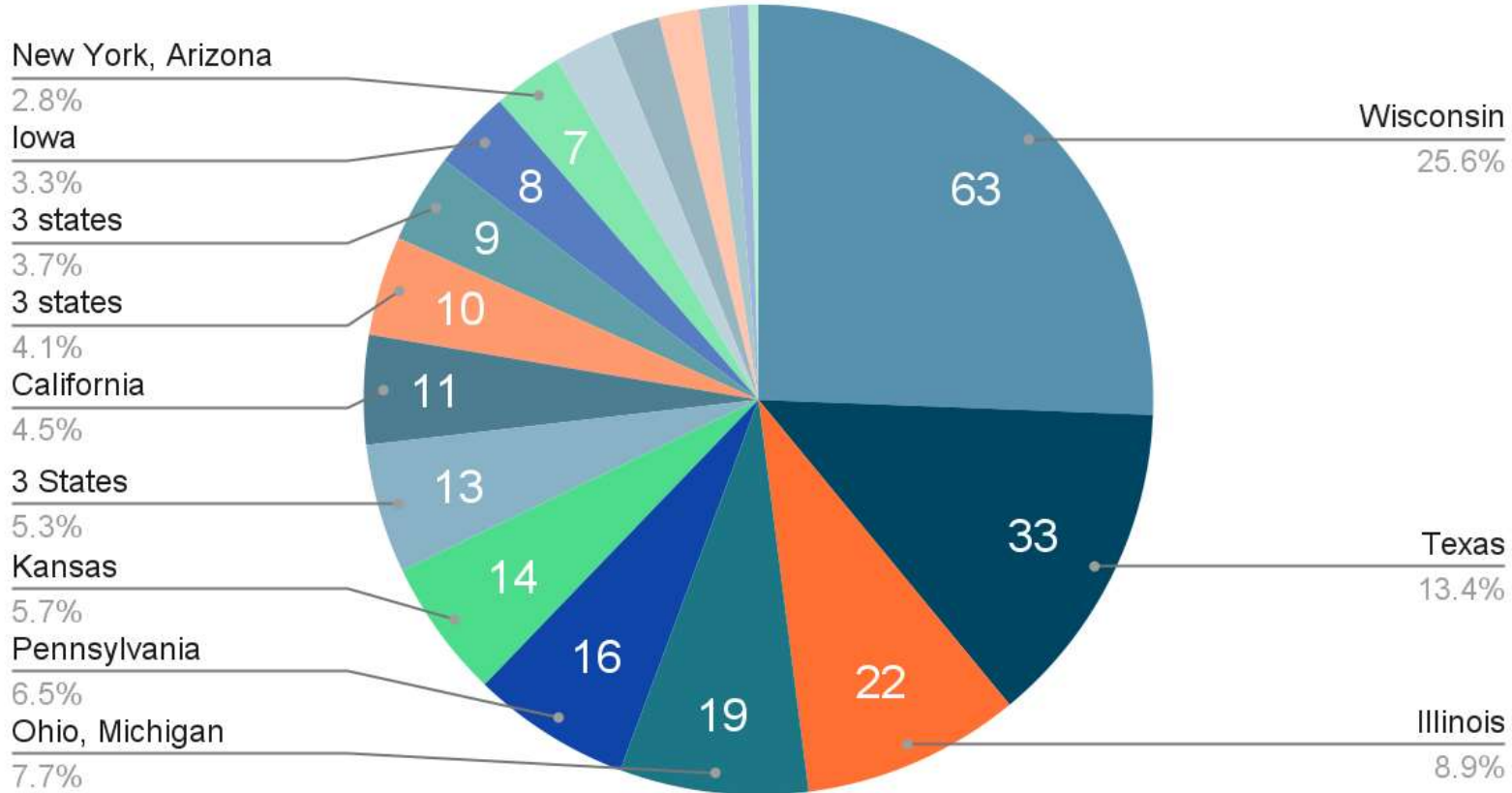
Anna Olencizak Feature Audience

- 388 People Reached
 - 13.4% Women, 86.6% Men
 - Highest Draw was Men ages 25 - 34

13.4% Women 86.6% Men



Audience: Reached 388 People in 45 States





Anna Olencizak Feature Engagement:

- Post Engagement: 53
- Link Clicks: 13
- Cost: \$2.00 over 2 days
- About ½ of a cent per Engagement

Conclusion:

- Audience was not focused on UWM's central market, which is Wisconsin Residents Age 18 - 35.
- However, they did use Milwaukee-specific hashtags, which most likely helped anchor the post to Milwaukee.
 - As a result, The Ad reached many people all over the US with the majority being in Wisconsin.
- Post was much more cost effective.