



MARKETING REPORT

2022

10,763,797**Total Ad Impressions across all platforms**

Platforms: Facebook, Instagram, Youtube, LinkedIn, Google search and display

**over
2,272,040****Total users reached via Facebook & Instagram alone**

This is data for both ads and organic social.

24,059**Link clicks from ads**

People are sent to the C.F. Burger Creamery website when an ad link is clicked.

61.38%**YouTube Average View Rate**

Compared to a YouTube average of **31.9%**.

3.78**Ad Frequency**

This shows how frequently a user sees an ad before we take a break from showing them ads. This limits ad fatigue.



ORGANIC DATA

The data below is from March 2021-December 2022. All of C.F. Burger Creamery social media accounts were created in March of 2021.

FACEBOOK

- 18,000 Followers
- 22,847 Page Engagements
- 471,362 Impressions
- Post frequency: 3x/week

INSTAGRAM

- 1,430 Followers
- 130 Content Interactions
(Likes/Comments)
- 3,381 Profile Views
- 141 Avg. Reach/Day
- 164,510 Impressions
- Post frequency: 3x/week

LINKEDIN

- 135 Followers
- Content Interactions
(Likes/Comments)
- 507 Profile Views
- 251 Reach
- 41.9k Impressions
- Post frequency: 3x/week

