

Date Range	Campaign	Campaign ID	Impressions	Social		Clicks	Click-		CTR	CPC	CPM	Spent	Social		Page	App	Event
				Impressions	Social %		Through	Social					Reach	Actions			
01/01/2013-03/05/2013	MJTST Social Activity - British Columbia General Campaign Promoted Posts	6.00545E+12	290060	90161	31.08%	20756	6811	0.07156	7.55%	0.04	2.73	\$ 791.07		20634	552		
01/01/2013-03/05/2013	MJTST Social Activity - Ontario General Campaign Promoted Posts	6.00545E+12	593737	116374	19.60%	35543	4932	5.99%	4.24%	0.04	2.65	\$ 1,574.25		20150	586		
01/01/2013-03/05/2013	MJTST Social Activity - Washington General Campaign Promoted Posts	6.00545E+12	225757	37564	16.64%	4096	1800	1.81%	4.79%	0.15	2.74	\$ 617.55		5238	38		
01/01/2013-03/05/2013	MJTST Social Activity - California General Campaign Promoted Posts	6.00545E+12	371463	60856	16.38%	7428	2532	2.00%	4.16%	0.16	3.13	\$ 1,161.65		10193	48		
01/01/2013-03/05/2013	MJTST Social Activity - British Columbia Ski Campaign Promoted Posts	6.00547E+12	284973	98893	34.70%	8482	5032	2.98%	5.09%	0.08	2.46	\$ 699.69		29676	535		
01/01/2013-03/05/2013	MJTST Social Activity - Ontario Ski Campaign Promoted Posts	6.00547E+12	696062	163026	23.42%	12222	5132	1.76%	3.15%	0.13	2.29	\$ 1,596.03		32284	498		
01/01/2013-03/05/2013	MJTST Social Activity - California Ski Campaign Promoted Posts	6.00547E+12	437455	70076	16.02%	9224	2056	2.11%	2.93%	0.17	3.65	\$ 1,594.79		12855	261		
01/01/2013-03/05/2013	MJTST Social Activity - Washington Ski Campaign Promoted Posts	6.00547E+12	151501	23125	15.26%	1846	677	1.22%	2.93%	0.23	2.79	\$ 422.11		3210	53		
01/01/2013-03/05/2013	MJTST Social Activity - UK General Campaign Promoted Posts	6.00642E+12	11362	55	0.48%	98	1	0.86%	1.82%	0.29	2.48	\$ 28.21		336	0		