



National Certification Commission
for Acupuncture and Oriental Medicine



NCCAOM Facebook Ad Campaign Highlights

July 27th, 2017

Facebook Ad Campaign #1

June 19, 2017 to August 19, 2017

Goal: Drive website traffic to the NCCAOM Resource Center

Target consumers with an interest in acupuncture and get them to go to the Resource Center page. The campaign will drive traffic to the [News and Resource Center](#) web page.

Current campaign highlights can be found below :

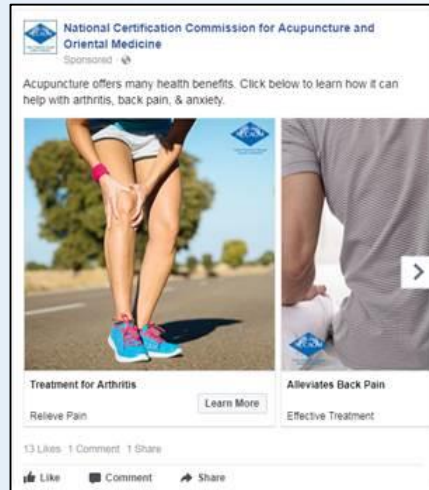
- Reach: 60,270 people
 - Impressions: 80,418
 - Unique Link Clicks: 1,196
 - Unique CTR: 1.98%
 - CPM: \$8.51
 - CPC: \$0.30
 - 95 people clicked on 'Find a Practitioner' web page
 - 7 people submitted information on the online contact form
 - 2 people were re-directed to the 'Thank You' page
- * Industry Average
- CTR: 0.83%
 - CPC: \$1.32
 - CPM: \$6 - \$8

CTR – Link Click-Through Rate
CPC – Cost per Link Click
CPM – Cost per 1,000 Impressions



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Best Performing Ad



- Results: 726 clicks
- Reach: 24,701
- Clicks (All): 1,036
- CTR (All): 3.15%

CTR – Link Click-Through Rate
CPC – Cost per Link Click
CPM – Cost per 1,000 Impressions



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Facebook Retargeting Campaign

July 3, 2017 to August 19, 2017

Goal: Drive website traffic to the Find a Practitioner page

Target people who visited the Resource Center in Campaign 1 and serve them an ad driving them to the [Find a Practitioner](#) web page.

Current campaign highlights can be found below :

- Reach: 56,643 people
- Impressions: 78,971
- Unique Link Clicks: 818
- Unique CTR: 1.50%
- CPM: \$7.29
- CPC: \$0.42
- 242 people clicked on 'Find a Practitioner' web page
- 38 people submitted information on the online contact form

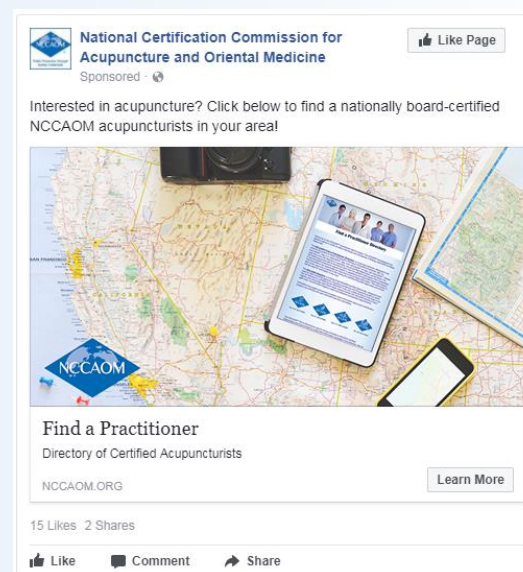
* Industry Average

- CTR: 0.83%
- CPC: \$1.32
- CPM: \$6 - \$8

Best Performing Ads



- Results: 375 clicks
- Reach: 16,943
- Clicks (All): 594
- CTR (All): 2.72%



- Results: 442 clicks
- Reach: 30,375
- Clicks (All): 551
- CTR (All): 1.32%

CTR – Link Click-Through Rate
CPC – Cost per Link Click
CPM – Cost per 1,000 Impressions



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