

Paid Media Report



Knife Angels

13 - 27 February 2023

Valerie

Bigwave marketing



Budget: £200
Objective: Traffic
Channel: Facebook [£200]



Facebook Advertising



OVERALL PERFORMANCE

Impr.	55,536
Reach	18,444
Clicks	4,765
CTR	8.58%
CPC	£0.03
Landing Page Views	1,572
Cost per Landing Page View	£0.10
Amount spent	£155.58

AD CREATIVE PERFORMANCE

Ad preview	Impr.	Reach	Clicks	CTR	CPC	Landing Page Views	Cost per Landing Page View	Amount spent
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55,536	18,444	4,765	8.58%	£0.03	1,572	£0.10	£155.58
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Last Day At Gloucester Cathedral !

www.visitgloucester.co.uk

We are raising awareness of Knife Crime at Gloucester Cathedral. Part of the UK National Anti-Violence Tour, the Knife Angel is on display this February. Join us in a month-long series of events, workshops and other activities across the city.

The Knife Angel is a 27-foot-high contemporary sculpture, made from over 100,000 confiscated knives received from 43 Police Forces across the UK.








Not only does it act as a catalyst for turning the tide on aggressive behaviour, it also acts as a beautiful memorial designed to celebrate lives lost through these violent and thoughtless actions.

Join us for this meaningful event before

55,536	18,444	4,765	8.58%	£0.03	1,572	£0.10	£155.58
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Ad preview	Impr.	Reach	Clicks	CTR	CPC	Landing Page Views	Cost per Landing Page View	Amount spent
the end of this month, click here to view our calendar of events and learn more today.	55,536	18,444	4,765	8.58%	£0.03	1,572	£0.10	£155.58

 DYNAMIC AD IMAGE PERFORMANCE

Image	55-64	45-54	65+	35-44	25-34
	9.49%	8.03%	10.95%	6.08%	6.57%
	11.9%	11.81%	14.6%	9.83%	8.67%
	10.25%	6.99%	8.81%	5.65%	8.57%
	15.32%	10.78%	13.29%	7.08%	5.61%
	14.08%	6.69%	16.78%	6.33%	9.09%
	9.71%	6.71%	14.1%	9.09%	2.27%
	7.32%	7.55%	11.63%	6.85%	13.79%



 DYNAMIC TEXT PERFORMANCE

Ad preview




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Clicks CTR CPC Landing Page Views

4,765 8.58% £0.03 1,572

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3,248 9.23% £0.03 954

 Join us in a month-long series of events, workshops and more to bring awareness to Knife Crime at Gloucester Cathedral this February. Part of the UK National Anti-Violence Tour, The Knife Angel is currently on display. Made from over 100,000 confiscated knives received from 43 Police Forces across the UK, it acts as a beautiful memorial designed to celebrate lives lost through violent and thoughtless actions.  Join us for this meaningful event before the end of this month, [click here to view our calendar of events and learn more today.](#)

1,517 7.46% £0.04 618

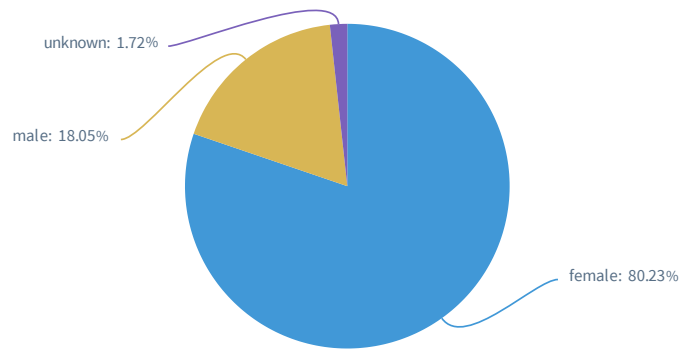
4,765 8.58% £0.03 1,572



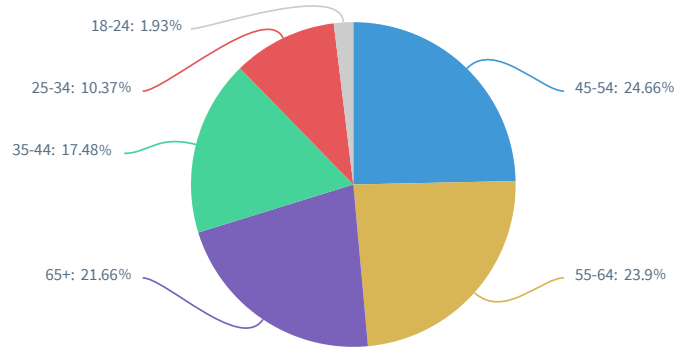
Demographics



📢 CLICKS BY GENDER



📢 CLICKS BY AGE



📢 CTR BY AGE

