# Paid Media Report



**RPS Exhibition** 

15 March 2023 - 15 May 2023

Valerie

**Bigwave marketing** 









Budget: £700 Objective: Traffic Channel: Facebook

Breakdown: Awareness - £200 Traffic - £500



# Facebook Advertising



#### **OVERALL PERFORMANCE**

Impr.	517,150
Reach	149,472
Clicks	25,426
CTR	4.92%
CPC	£0.03
Landing Page Views	8,824
Cost per Landing Page View	£0.08
Amount spent	£699.88
Museum Referral	440

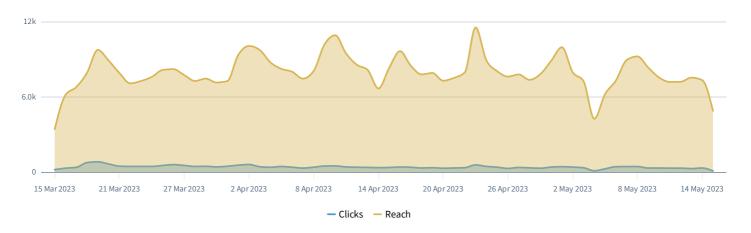
#### **CAMPAIGN PERFORMANCE**

Campaign	Impr.	Reach	Clicks	CTR	CPC	CPM (Cost per 1,000 Impressions)	Landing Page Views	Cost per Landing Page View	Amount spent	Museum Referral
Bigwave   RPS Exhibition   Traffic	317,542	79,952	25,292	7.96%	£0.02	£1.57	8,742	£0.06	£499.88	438
Bigwave   RPS Exhibition   Awareness	199,608	79,984	134	0.07%	£1.49	£1.00	82	£2.44	£200.00	2
	517,150	149,472	25,426	4.92%	£0.03	£1.35	8,824	£0.08	£699.88	440





#### **CLICKS AND REACH BY DAY**



#### **AD CREATIVE PERFORMANCE**

Ad preview	Impr.	Reach	Clicks	CTR	CPC	Landing Page Views	Cost per Landing Page View	Amount spent	Museum Referral
Winter the work	317,542	79,952	25,292	7.96%	£0.02	8,742	£0.06	£499.88	428



### Witness Over 105 Photographic Works www.visitgloucester.co.uk

Come to the Museum of Gloucester to see the world's longest-running photography exhibition in its 163rd edition.

In partnership with the Royal Photographic Society, the International Photography Exhibition features 105 carefully selected works by 60 photographers.

These chosen works pay close attention to the personal impacts of the pandemic, capturing hardship, grief, resilience, and hope.

Don't miss out on this powerful visual presentation demonstrating the breadth of contemporary image-making and storytelling today.

☆ Tickets start from only £2.95- so don't miss out! Book tickets now. ☆



### Incredible Exhibition at Museum of Gl... www.visitgloucester.co.uk

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In partnership with the Royal Photographic Society, the International Photography

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517,150 149,472 25,426 4.92% £0.03

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Ad preview	Impr.	Reach	Clicks	CTR	CPC	Landing Page Views	Cost per Landing Page View	Amount spent	Museum Referral
Exhibition features 105 carefully selected works by 60 photographers.									
These chosen works pay close attention to the personal impacts of the pandemic, capturing hardship, grief, resilience, and hope.									
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	517.150	149.472	25,426	4.92%	£0.03	8.824	£0.08	£699.88	430





#### ■ DYNAMIC AD IMAGE PERFORMANCE [TRAFFIC]

Image	55-64	45-54	65+	35-44	25-34
THE RES	8.15%	7.64%	9.33%	6.99%	6.58%
	9.89%	8.87%	11.65%	8.4%	7.04%
	6.69%	5.36%	9.19%	3.36%	3.23%
	7.41%	6.76%	9.54%	5.86%	4.33%
A state of the sta	7.15%	6.41%	8.53%	6.47%	8.65%
	8.75%	7.92%	9.52%	6.59%	3.17%
	6.63%	6.4%	7.92%	6.23%	7.73%





7.61%	7.92%	8.23%	7.48%	3.27%
9.79%	8.46%	10.08%	5.24%	11.7%
5.93%	4.81%	10.02%	2.64%	2.25%





#### ■ DYNAMIC AD IMAGE PERFORMANCE [AWARENESS]

Image	25-34	18-24	65+	35-44	45-54	55-64
The RPS International Photography Exhibition IPE 65	0.1%	0.07%	0.44%	0.04%	0.04%	-
THE RIS INTERNATIONAL PHOTOGRAPHY EXHIBITION IFE 163	0.07%	0.06%	-	0.09%	0.07%	0.12%
THE RPS INTERNATIONAL PHOTOGRAPHY EXHIBITION IPE 16:3  West the Masser of Clouder to the state of the state o	0.05%	0.05%	0.13%	0.04%	-	0.06%

#### **▼** DYNAMIC TEXT PERFORMANCE

Ad preview	Clicks	CTR	CPC	Landing Page Views	Museum Referral
White W. M. Land	25,292	7.96%	£0.02	8,742	428



Witness Over 105 Photographic Works www.visitgloucester.co.uk

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25,426 4.92% £0.03 8,824 430





Ad preview	Clicks	CTR	СРС	Landing Page Views	Museum Referral
Don't miss out on this powerful visual presentation demonstrating the breadth of contemporary image-making and storytelling today.					
☆ Tickets start from only £2.95- so don't miss out! Book tickets now. ☆					
Come to the Museum of Gloucester to see the world's longest-running photography exhibition in its 163rd edition. In partnership with the Royal Photographic Society, the International Photography Exhibition features 105 carefully selected works by 60 photographers. These chosen works pay close attention to the personal impacts of the pandemic, capturing hardship, grief, resilience, and hope. Don't miss out on this powerful visual presentation demonstrating the breadth of contemporary imagemaking and storytelling today.	16,573	8.81%	£0.02	5,438	268
is Witness a spectacular photographic journey through the lens of 60 innovative photographers. Join us at the Museum of Gloucester to be captivated by stunning photography depicting the personal impacts of the pandemic- such as hardship, resilience, and hope.   □ The International Photography Exhibition is the world's longest-running photography exhibition and is brought to the Museum of Gloucester in partnership with the Royal Photographic Society for its 163rd edition.  □ Explore this thought-provoking visual representation highlighting the breadth of contemporary image-making and storytelling today - tickets start from just £2.95! Book your visit now.   □ The International Photographic Society for its 163rd edition.  □ The International Society of the Museum of Gloucester in the Museum of Gloucester	4,265	7.61%	£0.02	1,766	87
Uncover the extraordinary stories behind our modern reality at the world's longest-running photography exhibition- now in its 163rd edition!   The property of the Museum of Gloucester in Partnership with the Royal Photographic Society, the International Photography Exhibition pays particular attention to the personal impacts of the pandemic – highlighting themes such as grief, resilience, hope, and more.   The Step inside a one-of-a-kind visual experience that celebrates humanity through captivating storytelling for just £2.95 - come to The Museum of Gloucester today!	3,163	7.76%	£0.02	1,114	37
In the International Photography Exhibition is a powerful visual presentation demonstrating the breadth of contemporary image-making and storytelling today. Come to the Museum of Gloucester to witness the 163rd edition of this exhibition. The 105 carefully selected works from 60 photographers pay close attention to the personal impacts of the pandemic, capturing hardship, grief, resilience, and hope. ⋘ ☆ Tickets start from only £2.95-don't miss out on this opportunity! ☆	857	3.56%	£0.03	276	30
io Discover the Royal Photographic Society's showcase of 105 breathtaking works from 60 photographers, exploring themes of identity, cultural heritage, global societal issues, gender politics, mental health, the natural world, and the human condition. ○ Come to the Museum of Gloucester to see the International Photography Exhibition – in its remarkable 163rd edition, which celebrates humanity through visual storytelling! ☆ Tickets are available now starting at just £2.95- so book today! ☆	434	5.11%	£0.03	148	6
The time of the control of the cont	134	0.07%	£1.49	82	2

Come to the Museum of Gloucester to see th world's longest-running photography exhibition in its 163rd edition. 
In partnership with the Royal Photographic Society, the International Photography Exhibition features 105 carefully selected works by 60 photographers.

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† Don't miss out on this powerful visual presentation demonstrating the breadth of contemporary image-making and storytelling today. ↑

■ Tickets start from only £2.95.

The International Photography Exhibition is a powerful visual presentation demonstrating the breadth of contemporary image-	
making and storytelling today. Come to the Museum of Gloucester to witness the 163rd edition of this exhibition. The 105 carefully	

35	0.07%	£1.44	20	0
25,426	4.92%	£0.03	8,824	430





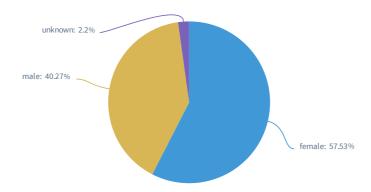
Ad preview	Clicks	CTR	СРС	Landing Page Views	Museum Referral
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witness a spectacular photographic journey through the lens of 60 innovative photographers. Join us at the Museum of Gloucester to be captivated by stunning photography depicting the personal impacts of the pandemic- such as hardship, resilience, and hope.   The International Photography Exhibition is the world's longest-running photography exhibition and is brought to the Museum of Gloucester in partnership with the Royal Photographic Society for its 163rd edition.  ■ Explore this thought-provoking visual representation highlighting the breadth of contemporary image-making and storytelling today - tickets start from just £2.95!    ★	32	0.06%	£1.72	16	0
Come to the Museum of Gloucester to see the world's longest-running photography exhibition in its 163rd edition.  Image In partnership with the Royal Photographic Society, the International Photography Exhibition features 105 carefully selected works by 60 photographers. These chosen works pay close attention to the personal impacts of the pandemic, capturing hardship, grief, resilience, and hope. Don't miss out on this powerful visual presentation demonstrating the breadth of contemporary imagemaking and storytelling today. Image Italian in the start from only £2.95.	29	0.06%	£1.59	24	2
Uncover the extraordinary stories behind our modern reality at the world's longest-running photography exhibition- now in its 163rd edition!   The Brought to the Museum of Gloucester in Partnership with the Royal Photographic Society, the International Photography Exhibition pays particular attention to the personal impacts of the pandemic – highlighting themes such as grief, resilience, hope, and more.   Step inside a one-of-a-kind visual experience that celebrates humanity through captivating storytelling for just £2.95	20	0.08%	£1.30	10	0
Come to the Museum of Gloucester to see the world's longest-running photography exhibition in its 163rd edition. In partnership with the Royal Photographic Society, the International Photography Exhibition features 105 carefully selected works by 60 photographers. These chosen works pay close attention to the personal impacts of the pandemic, capturing hardship, grief, resilience, and hope. Don't miss out on this powerful visual presentation demonstrating the breadth of contemporary imagemaking and storytelling today.	18	0.08%	£1.25	12	0
	25,426	4.92%	£0.03	8,824	430



## **Demographics**



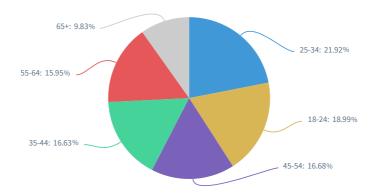
CLICKS BY GENDER



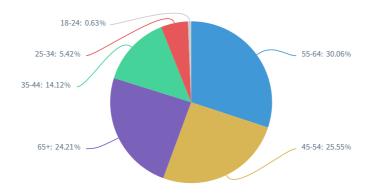




#### ■ REACH BY AGE



#### **CLICKS BY AGE**



#### **CTR BY AGE**

