

myPG Goals and Actions Review - Facebook Advertising

Facebook Advertising and Youth Statistics

Preview



During the Goals and Actions review, Facebook advertising was used from March 16 to April 19th. The Facebook ad changed somewhat, first promoting the mall open house on March 27th, to the more general ad as shown here.

Our target market to see the ad on Facebook during the Goals and Actions review was anyone in PG or within 50k of PG, 15yrs or older. The ad was on someone's computer screen (or "impression") over 4.5 million times from March 26 to April 19, 2010. Of the people seeing the over 4.5 million ad showings on their Facebook page, 38% were female under 24 and 23% were male under 24. Of the 960 people that clicked on the ad (the "clickers") to arrive at the myPG website and check out the survey, 62% were under 24.

Recorded as anecdotal information only on youth engagement.

Campaign Name	Demographic	Gender	Age	% of Impressions	% of Clickers
myPG Goals Review	gender_age	F	13-17	22.51%	21.53%
myPG Goals Review	gender_age	F	18-24	16.88%	14.43%
myPG Goals Review	gender_age	F	25-34	7.11%	5.26%
myPG Goals Review	gender_age	F	35-44	5.88%	6.57%
myPG Goals Review	gender_age	F	45-54	5.43%	4.44%
myPG Goals Review	gender_age	F	55-64	3.57%	4.29%
myPG Goals Review	gender_age	F	65-100	1.55%	3.89%
myPG Goals Review	gender_age	M	13-17	13.05%	17.68%
myPG Goals Review	gender_age	M	18-24	10.25%	10.55%
myPG Goals Review	gender_age	M	25-34	3.34%	3.86%
myPG Goals Review	gender_age	M	35-44	3.14%	3.13%
myPG Goals Review	gender_age	M	45-54	1.89%	2.81%
myPG Goals Review	gender_age	M	55-64	1.25%	1.29%
myPG Goals Review	gender_age	M	65-100	0.67%	0.00%
myPG Goals Review	gender_age	Unknown	13-17	0.59%	0.29%
myPG Goals Review	gender_age	Unknown	18-24	0.72%	0.00%