

<b>MCTC 2020 Our View of Fall Campaign</b>	<b>AXM</b>	<b>Facebook/Instagram</b>	<b>FB/IG Compared to AXM</b>	
Media Cost	\$4,603.65	\$4,403.53	<b>-\$200.12</b>	
Impressions	1,446,886	671,568	<b>-775,318</b>	
CPM (Cost Per Thousnd Impressions)	\$3.18	\$6.56	<b>\$3.38</b>	
Clicks	2,274	7,462	<b>5,188</b>	<b>328.14%</b>
CTR (Clickthrough Rate)	0.16%	2.22%	<b>2.06%</b>	
CPC (Cost Per Click)	\$2.02	\$0.59	<b>-\$1.43</b>	

<b>Media Matters 2019 Fall Campaign</b>	<b>AXM</b>	<b>Facebook/Instagram</b>
Media Cost	\$12,857.00	\$13,012.00
Impressions	2,400,590	1,651,770
CPM (Cost Per Thousnd Impressions)	5.36	7.88
Clicks	3,645	17,866
CTR (Clickthrough Rate)	0.15%	1.08%
CPC (Cost Per Click)	\$3.53	\$0.73

<b>MCTC Compared to Media Matters (Combined)</b>	<b>MMWW (2019)</b>	<b>MCTC (2020)</b>	<b>Difference</b>
Media Cost	\$25,869.00	\$9,007.18	<b>65.18%</b>
Impressions	4,052,360	2,118,454	<b>47.72%</b>
Clicks	21,511	9,736	<b>54.74%</b>
CPC (Cost Per Click)	\$1.20	\$0.93	<b>23.07%</b>