

Publisher	Creative Concept	Impressions	Clicks	Content Views	Email Sign-ups	Vistor Guide Sign-ups	Spend	CTR	CP Content View
AXM	Whale Creative	770,360	1,845	3,684	0	3	\$4,404	0.24%	\$1.20
Facebook	Whale Creative	765,685	4,832	7,426	8	0	\$3,703	0.63%	\$0.50
TOTALS		1,536,045	6,677	11,110	8	3	\$8,107	0.43%	\$0.73