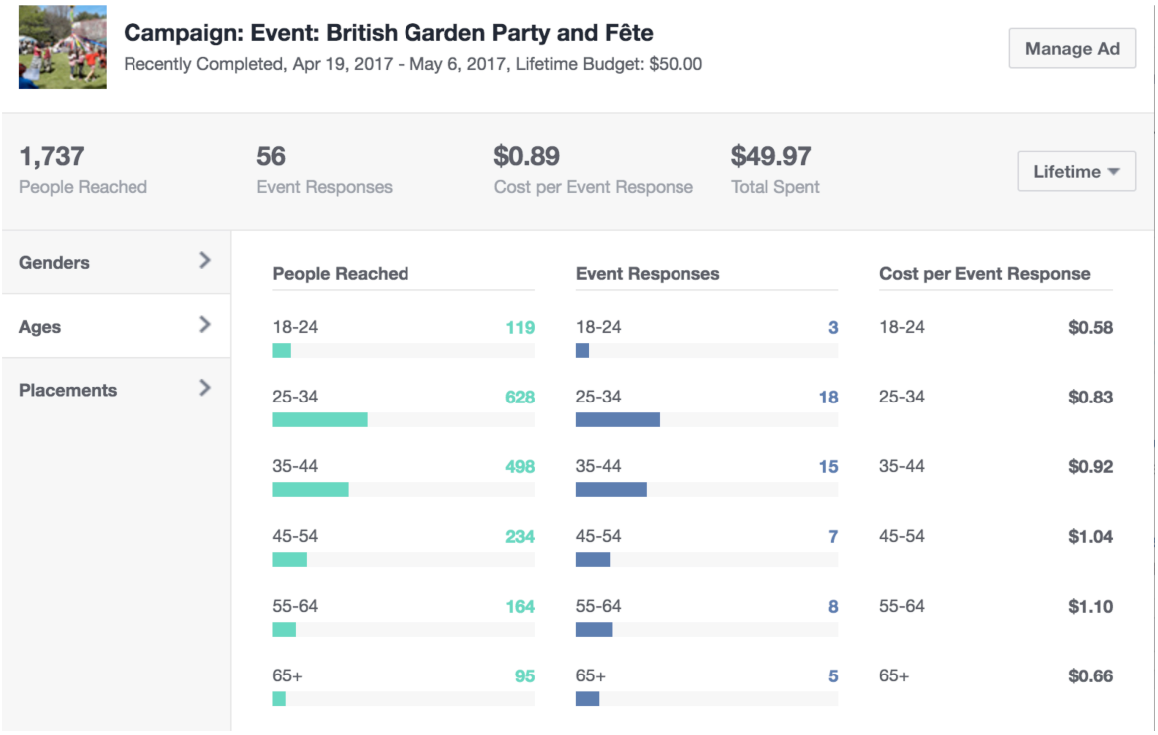
Garden Party Advertising on Facebook

There were two different Facebook campaigns for the 2017 Garden Party. The first was for the Facebook Event, to which people were encouraged to say they were going or they were interested. I boosted this through my own account, because Facebook offered me a $10 bonus to do so. So we actually got $10 worth of free boosting before we started to pay for it.

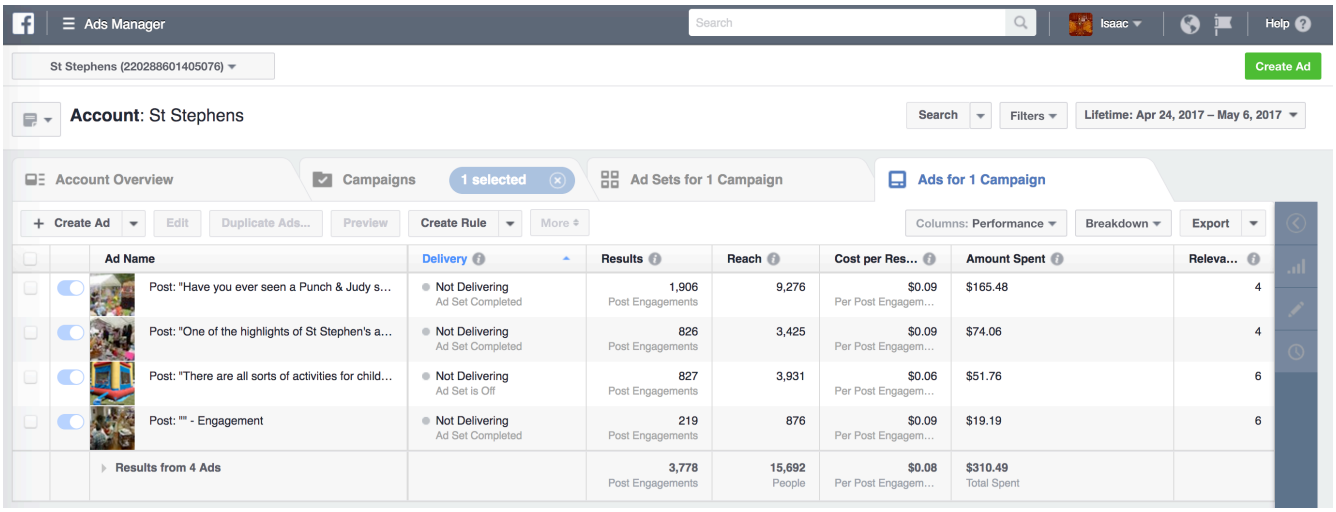
The second campaign was a series of web site posts that got cross-posted to Facebook. These were boosted from Isaac's account. There were four posts in this campaign: one promoting the Punch & Judy show; one promoting the Afternoon Tea; one promoting the Jumble Sale; and one promoting Children's Activities.

Here is a summary of the Event ad:

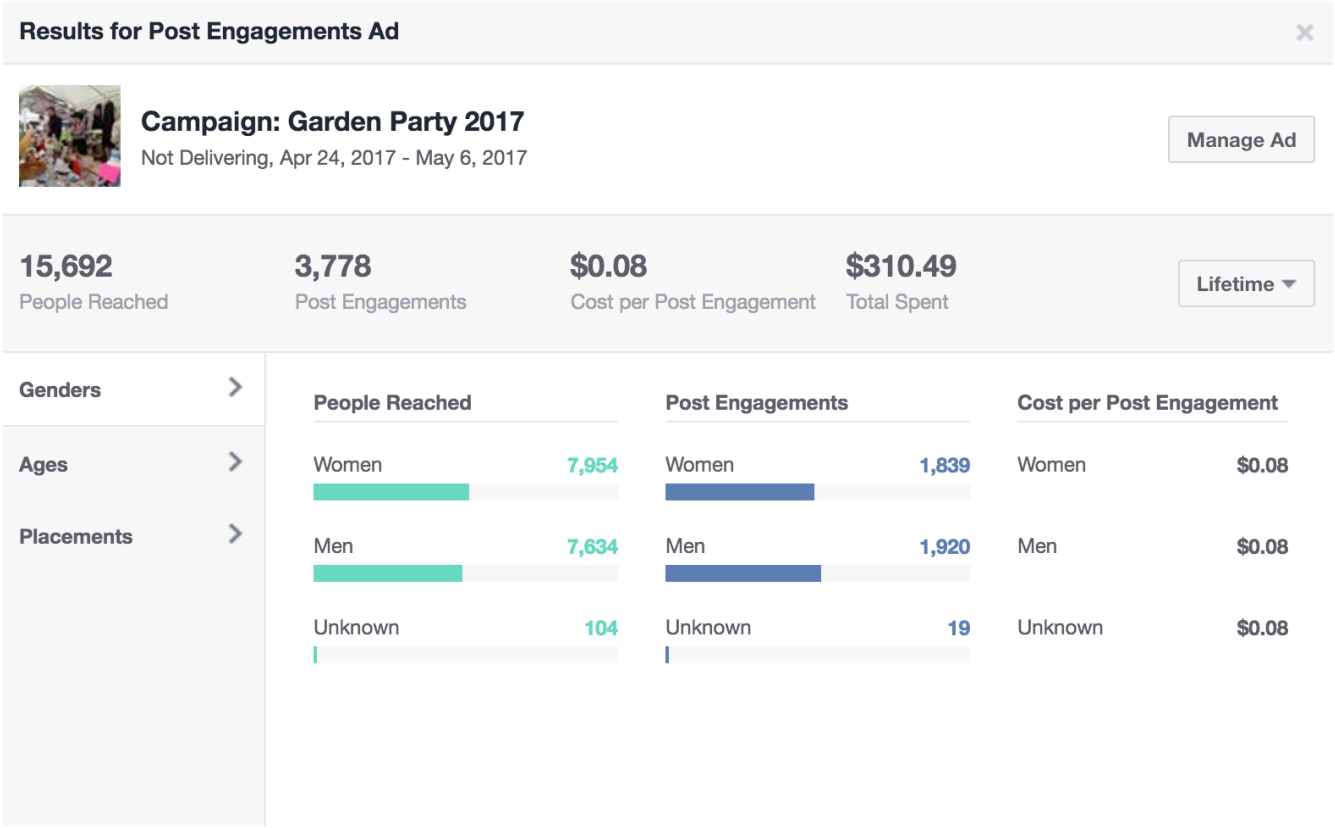
And here's a summary of the Event Ad, broken down by age:



Here's a high-level summary of the four-ad campaign:



Here's an overview of how the ad campaign reached people by gender :



And here's the breakdown by age:

Results for Post Engagements Ad

Campaign: Garden Party 2017
Not Delivering, Apr 24, 2017 - May 6, 2017

Manage Ad

15,692	3,778	$0.08	$310.49	Lifetime
People Reached	Post Engagements	Cost per Post Engagement	Total Spent	

Genders >
Ages >
Placements >

People Reached		Post Engagements		Cost per Post Engagement	
18-24	7,790	18-24	2,033	18-24	$0.08
25-34	3,645	25-34	861	25-34	$0.08
35-44	1,911	35-44	403	35-44	$0.08
45-54	1,087	45-54	206	45-54	$0.09
55-64	628	55-64	140	55-64	$0.07
65+	632	65+	135	65+	$0.08

Here are three of the four ads, showing their reach. (The light orange is the “organic” reach—i.e., because people saw the ad because their friends liked or shared it. The dark orange is the “paid” reach.) I couldn't convince Facebook to show me this view for the Tea Room ad. (Facebook is extremely annoying.)