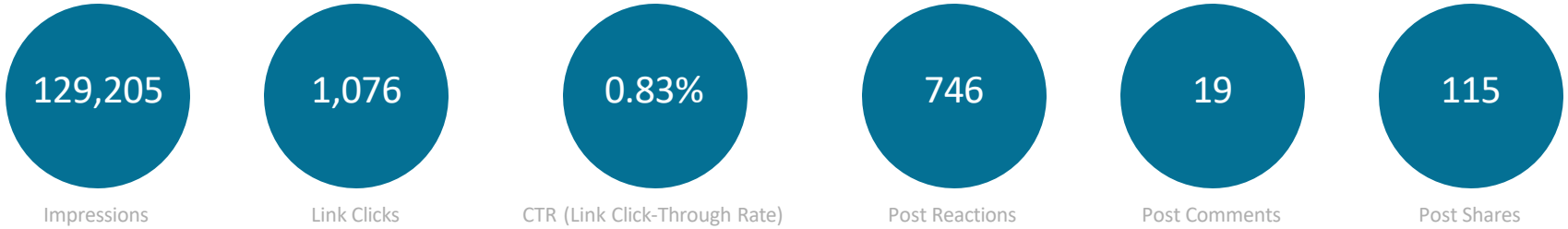


Facebook Ads

Overview



Campaign Summary

Campaign	Impressions	Link Clicks	CTR (Link Click-Through Rate)	Post Reactions	Post Comments	Post Shares
Conversions - Feb/March 2023	129,205	1,076	0.83%	746	19	115

Facebook Ads

Conversion Summary

Custom Conversions

Total

SJ Film Festival - 'Full Details + Trailer' Click

116

SJ Film Festival - 'In-Person Ticket' Click

39

SJ Film Festival - 'Virtual Ticket' Click

38

Total

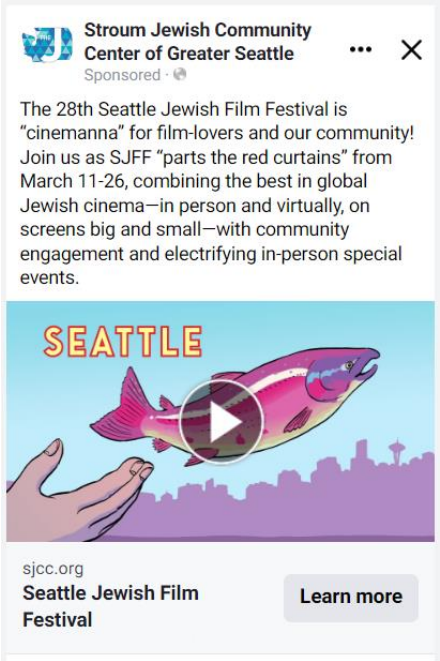
193

Facebook Ads

Ad	Impressions	Link Clicks	CTR (Link Click-Through Rate)	Post Reactions	Post Comments	Post Shares
Carousel 1	1,266	4	0.32%	7	0	1
Video 1 - Trailer	7,159	51	0.71%	37	0	9
Single Image - Film Strip	32,444	215	0.66%	157	3	6
Single Image - Curtain	44,805	360	0.80%	206	7	36

Facebook Ads

Creative Summary



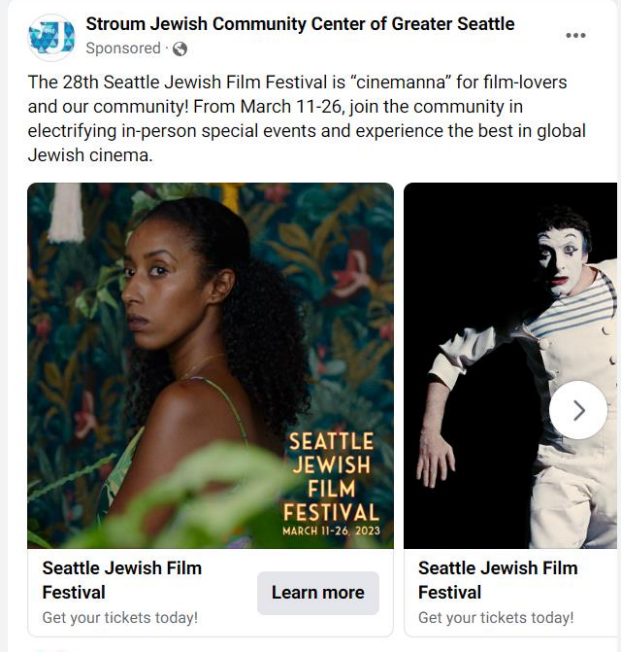
Video 1 - Trailer



Single Image – Film Strip

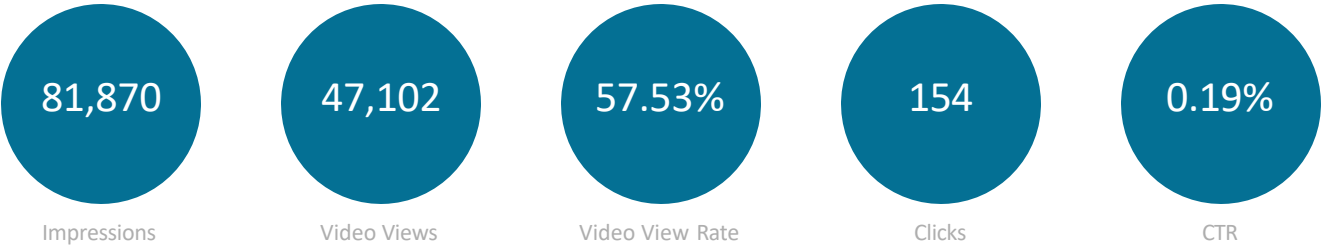


Single Image – Curtain



Carousel 1

Overview



Campaign Summary

Campaign Name	Impressions	Video Views	Video View Rate	Average Video 25% Completes	Average Video 50% Completes	Average Video 75% Completes	Average Video 100% Completes
Stroum Jewish Film Festival - 2023	81,870	47,102	57.53%	65.99%	54.29%	47.26%	38.83%