

MCTC 2020 Our View of Fall Campaign	AXM	Facebook/Instagram	Facebook/IG vs to AXM	
Media Cost	\$7,131.51	\$11,858.03	\$4,726.52	
Impressions	1,901,982	1,847,473	-54,509	
CPM (Cost Per Thousand Impression)	\$3.75	\$6.42	\$2.67	
Clicks	3,146	26,099	22,953	829.59%
CTR (Clickthrough Rate)	0.17%	1.41%	1.24%	
CPC (Cost Per Click)	\$2.27	\$0.45	-\$1.82	

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

MCTC Compared to Media Matters (Combined)	MMWW (2019)	MCTC (2020)	
Media Cost	\$25,869.00	\$18,989.54	-26.59%
Impressions	4,052,360	3,749,455	-7.47%
Clicks	21,511	29,245	35.95%
CPC (Cost Per Click)	\$1.20	\$0.65	-46.01%