

App	# Ads Run	# Days Ads Run	# Weeks Ads Run	Total Impressions	CPM (Cost per 1,000 impressions)	Total Clicks	Overall CTR	Total Amount Spent	Cost/Click	# Reported Van Participants (Eligible)	Cost/Van Participant	Cost/Week/Van Participant	Impressions/Van Participant	Clicks/Van Participant	# Van Participants interested in PrEP	Cost/PrEP Interest	Cost/Week/PrEP Interest	Impressions/PrEP Interest	Clicks/PrEP Interest
FB+Messenger	47	334	48	786428	10.38	10201	1.30%	8165.30	0.80	17.00	480.31	10.01	46260	600	11	742.30	15.46	71493	927
IG	47	334	48	340833	8.57	2897	0.85%	2922.26	1.01	2.00	1461.13	30.44	170417	1449	2	1461.13	30.44	170417	1449
FB+IG	47	334	48	1127261	9.84	13098	1.16%	11087.56	0.85	19.00	583.56	12.16	59330	689	13	852.89	17.77	86712	1008
Grindr (Pop-up - FREE) (2/4-4/12)	9	9	9	34983	0.00	1465	4.19%	0.00	0.00	4.00	0.00	0.00	8746	366	3	0.00	0.00	11661	488
Grindr (Interstitial) (2/4-4/12)	10	39	10	79649	15.00	5403	6.78%	1194.70	0.22	4.00	298.68	29.87	19912	1351	3	398.23	39.82	26550	1801
Grindr (Overall)	19	48	10	114632	10.42	6868	5.99%	1194.70	0.17	4.00	298.68	29.87	28658	1717	3	398.23	39.82	38211	2289
AAA	25	45	27	114817	128.47	2556	2.23%	14750.00	5.77	35.00	421.43	15.61	3280	73	9	1638.89	60.70	12757	284
Scruff	7	98	14	20683	174.06	658	3.18%	3600.00	5.47	3.00	1200.00	85.71	6894	219	3	1200.00	85.71	6894	219

\*bitly issues late March/early April > used Grindr click data for that time period

\*No way to differentiate between interstitial and pop-up ads