

CASE STUDY - November 2025

Campaign Performance Overview

Attached below is your Matchback Performance Summary for the current campaign period. This outlines total activity, influence, and confirmed sold matches attributed to the campaign.

Your campaign is actively re-engaging real in-market shoppers across Facebook and SMS.

So far we've generated:

- **242,154 Impressions**
- **107,733 Reach**
- **5,080 Clicks**
- **1,770 Engagements**
- **483 Leads Generated**
- **214 Appointments Set**



214
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