

## UDM TikTok Report Aug.-Sept. 2024

Date	Client	Ad Name	Clicks	Video Views	Likes	Comments	Shares	`Landing Pg Views
Aug 2024	University of Detroit Mercy [21C-MI]	2024 Graduation Reel	62	7520	9	1	0	5
Aug 2024	University of Detroit Mercy [21C-MI]	313-day-short_Evergreen	398	36178	36	4	1	12
Aug 2024	University of Detroit Mercy [21C-MI]	Copy 1 of SOAR Promo	20	2673	9	1	3	1
Aug 2024	University of Detroit Mercy [21C-MI]	Day in the Life - Jana_Evergreen	980	55446	108	3	4	39
Aug 2024	University of Detroit Mercy [21C-MI]	Day in the Life - Karlin_Evergreen	687	48634	76	4	0	29
Aug 2024	University of Detroit Mercy [21C-MI]	Day in the Life_Evergreen	1051	61970	113	1	2	43
Aug 2024	University of Detroit Mercy [21C-MI]	Late Night Munchies_Evergreen	149	15439	21	1	0	7
Aug 2024	University of Detroit Mercy [21C-MI]	SOAR Promo	29	3144	14	1	4	4
Sep 2024	University of Detroit Mercy [21C-MI]	2024 Graduation Reel	91	13387	28	0	0	6
Sep 2024	University of Detroit Mercy [21C-MI]	313-day-short_Evergreen	174	19859	19	0	1	4
Sep 2024	University of Detroit Mercy [21C-MI]	Copy 1 of SOAR Promo	142	20028	72	2	3	11
Sep 2024	University of Detroit Mercy [21C-MI]	Day in the Life - Jana_Evergreen	838	85144	224	11	4	62
Sep 2024	University of Detroit Mercy [21C-MI]	Day in the Life - Karlin_Evergreen	431	38796	99	1	1	28
Sep 2024	University of Detroit Mercy [21C-MI]	Day in the Life_Evergreen	320	38956	81	1	1	22
Sep 2024	University of Detroit Mercy [21C-MI]	Late Night Munchies_Evergreen	48	5099	13	0	0	6
Sep 2024	University of Detroit Mercy [21C-MI]	SOAR Promo	882	114859	513	7	24	79
		<b>Totals</b>	<b>6302</b>	<b>567132</b>	<b>1435</b>	<b>38</b>	<b>48</b>	<b>358</b>