

EXHIBIT 7

facebook

Email Password

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[Sign Up](#) Facebook helps you connect and share with the people in your life.

- Facebook Ads (0)
- Get Started (0)
- Manage Your Budget**
- Costs and Budgeting (0)
- Scheduling (0)
- Delivery (0)
- Billing (0)
- Payment (0)
- Track Your Performance**
- Reporting (0)
 - Table data/Graphs (0)
 - Reports/Tracking (0)**
- Improve Your Ads**
- Ad Types (0)
- Ad Creative (0)
- Reach and Targeting (0)
- Get Help**
- Ads Help Center (0)
- Ads Team (0)
- Learn More**
- Success Stories (0)
- Webinar Center (0)



Reporting

Our data will help you make the most informed decisions

[Create an Ad](#)
or manage existing ad

Reports

Click on Reports on the left side bar in your Ads Manager to view reports that can help you learn more about your audience. You have the option to view these reports as:

- a Webpage (.html)
- an exported Excel file (.xls)
- Comma Separated Values (.csv)

The "**Advertising Performance**" report will give you real-time, detailed information about your ads performance in terms of impressions, clicks, click-through rates, etc.

The "**Responder Demographics**" report will give you more information about the types of users who are viewing or taking action on your ads.

The "**Responder Profiles**" report will give you information about the profile content of users who are already interacting with your ads, to help you look for other commonalities that you may want to use which will improve your targeting.

Scheduled Reports

You can schedule any of the above reports to be sent to you either weekly or daily. You can have these reports sent to any email address you choose by adding the emails in the "subscribe via" email field.

Need Assistance? Visit our additional [help](#) section or contact our [Sales Team](#)

