# MUSEUM NACHT FRL

ONLINE RAPPORTAGE

MUSEUM NACHT FRL

CAMP AGNE

# Een online campagne gericht op awareness onder jongvolwassenen (tot 35) in Friesland via Meta, TikTok en Google in september 2025.

MUSEUM NACHT FRL

CIJ FERS

| | Vertoningen | Uniek bereik | Budget |
|---|---|---|---|
| **Meta** | 507.493 | 309.209 | €1600 |
| **Google** | 227.191 | 210.977 | €37,69 |
| **TikTok** | 62.012 | 33.075 | €80 |
| **TOTAAL** | **796.696** | **553.261** | |

# MUSEUM NACHT FRL

## META

| | Vertoningen | Uniek bereik | CPM | Adspend |
|---|---|---|---|---|
| **BUMPER** | 176.181 | 138.457 | €3,91 | €541,17 |
| **STAAND** | 65.029 | 62.477 | €2,22 | €138,68 |
| **CARROUSEL** | 249.734 | 188.955 | €4,34 | €820,10 |
| **SPONPOST** | 16.549 | 7.437 | €0,50* | €99,74 |
| **Totaal** | **507.493** | **397.326** | | **€1599,69** |

* GEEN CPM MAAR CPA

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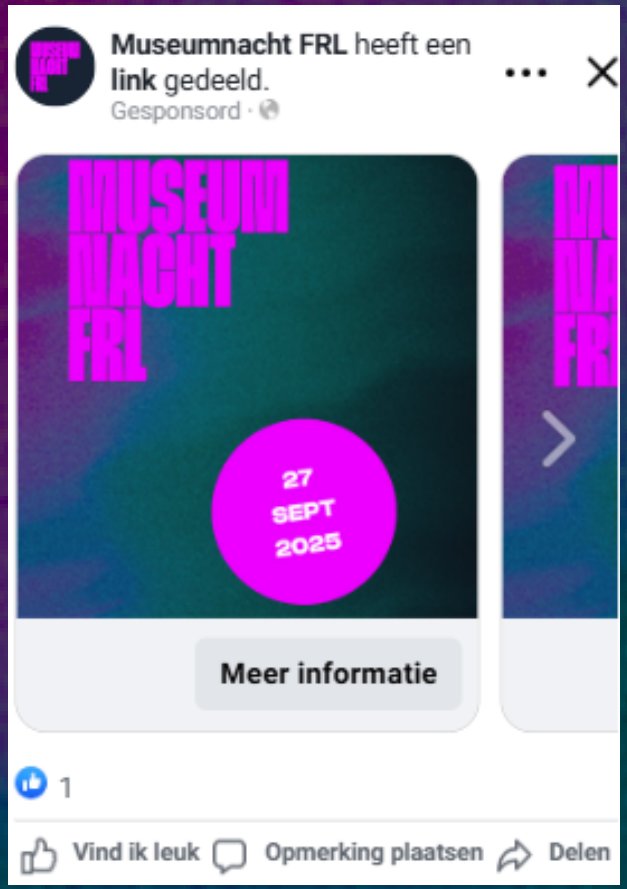
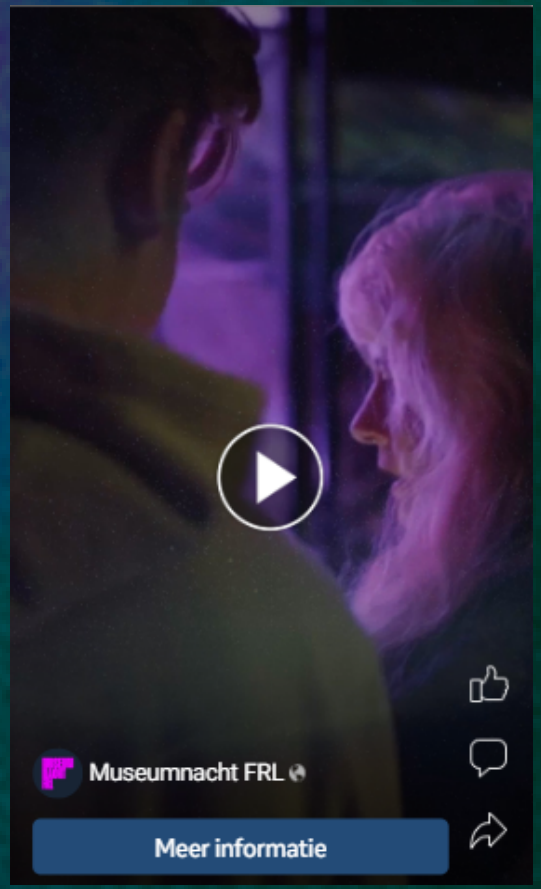
META



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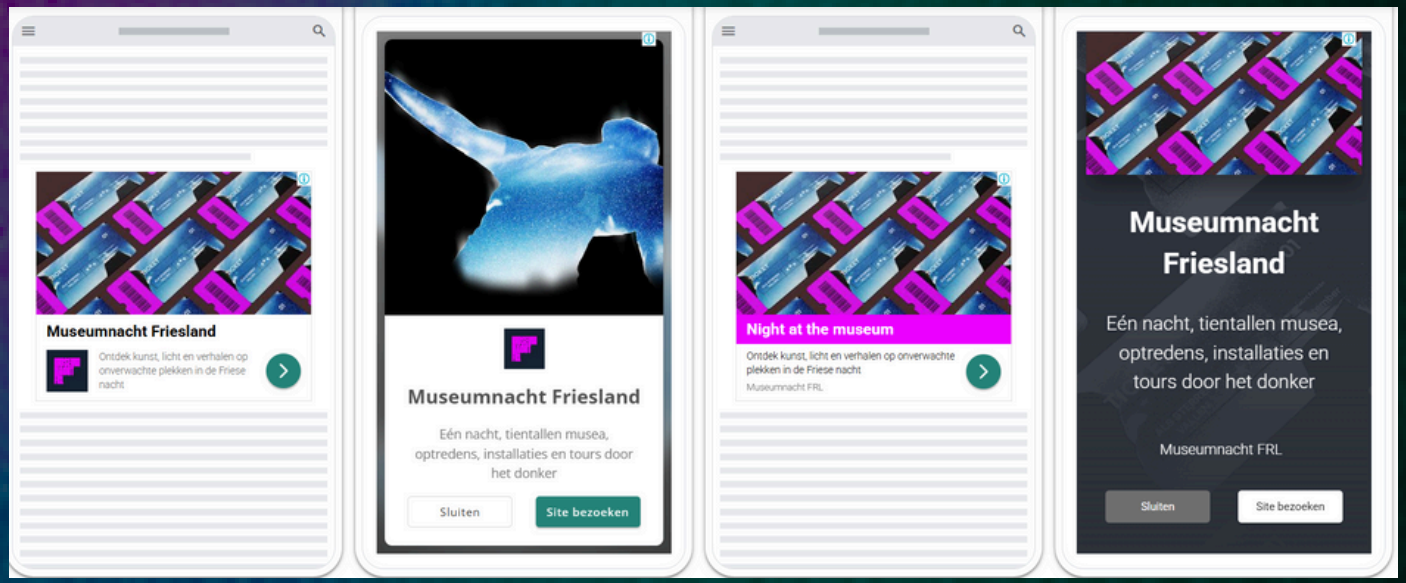
GOOGLE

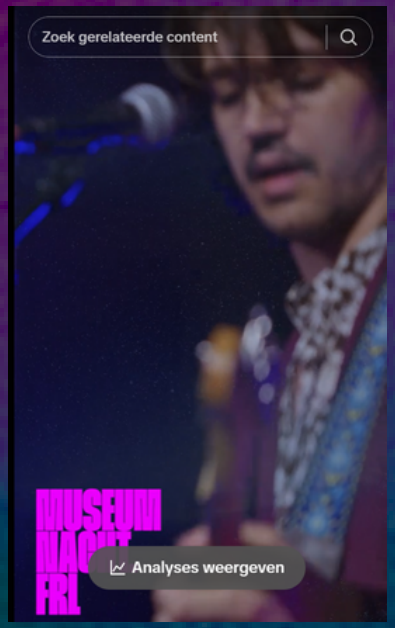
| | Vertoningen | CPM | ADSPEND |
|---|---|---|---|
| DISPLAY AD | 227.191 | €0,18 | €37,69 |



# MUSEUM NACHT FRL

TIKTOK

| | Uniek bereik | CPM | ADSPEND |
|---|---|---|---|
| Video | 33.075 | €1,29 | €80 |




15

2

62.012

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WEBSITE

| | Paginaweergaven |
|---|---|
| Homepage | 7.759 |
| Locaties | 6.307 |
| Natuurmuseum | 1.217 |
| Writer's Block | 926 |
| Museumhuis Eysinga | 877 |
| Totaal | **26.983** |

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WEBSITE

| | 2025 | 2024 | Verschil |
|---|---|---|---|
| Gebruikers | 5.536 | 9.052 | -38,8% |
| Pageviews | 26.983 | 35.064 | -23,5% |
| Organic | 4.526 | 6.100 | -25,8% |
| Direct | 2.576 | 4.944 | -47,9% |