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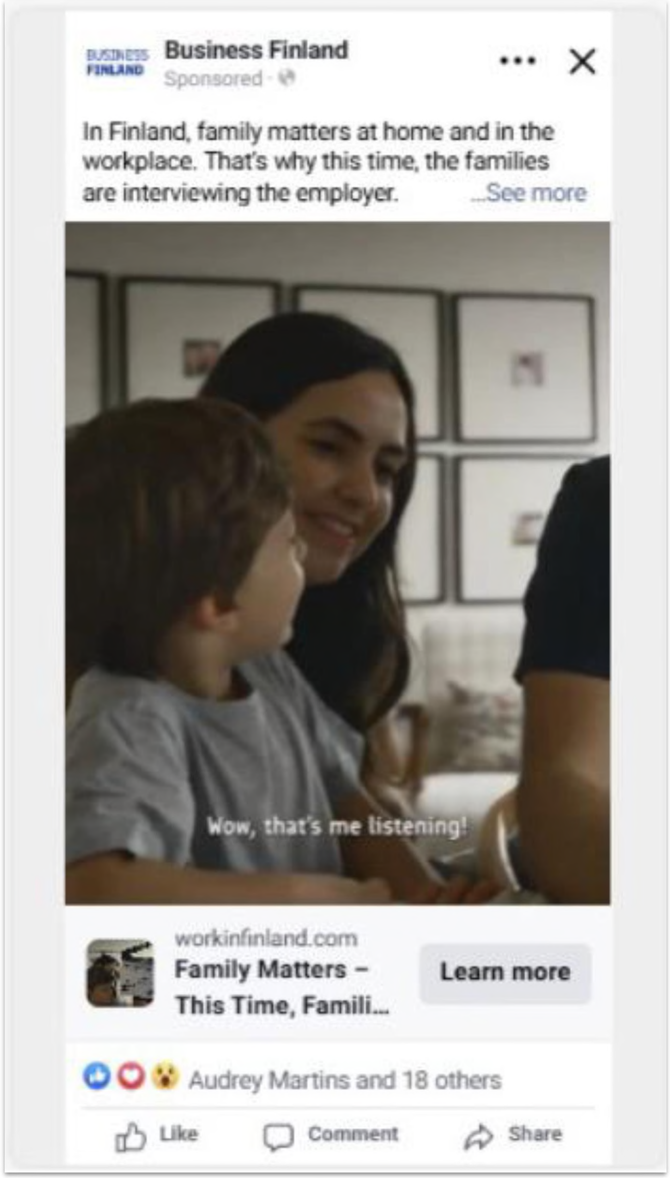
Family matter campaing at Meta

SUOMI
FINLAND

- Family matter campaign ads at Meta in US during May-June 2025, 5000 euros
- Landin page: https://www.workinfinland.com/en/campaigns/family-matters/
- Themes: “Career and Family” and “Work-Life Balance”
- The topic of Finnish leisure time and snowboarding got the most impressions and clicks.
- The topic of Finnish job market got the highest CTR
- In addition SEM starting 5th May 2025, 500 euros monthly (for ads see separate documents WIF SEM)



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In Finland, family matters at home and in the workplace. That's why this time, the families are interviewing the employer. They're asking about careers, schools, and life in Finland to see what truly makes it a great place to work and live.

#FamilyMatters #WorkLifeBalance #WorkInFinland

Family Matters – This Time, Families Interview the Employer
Learn more

929
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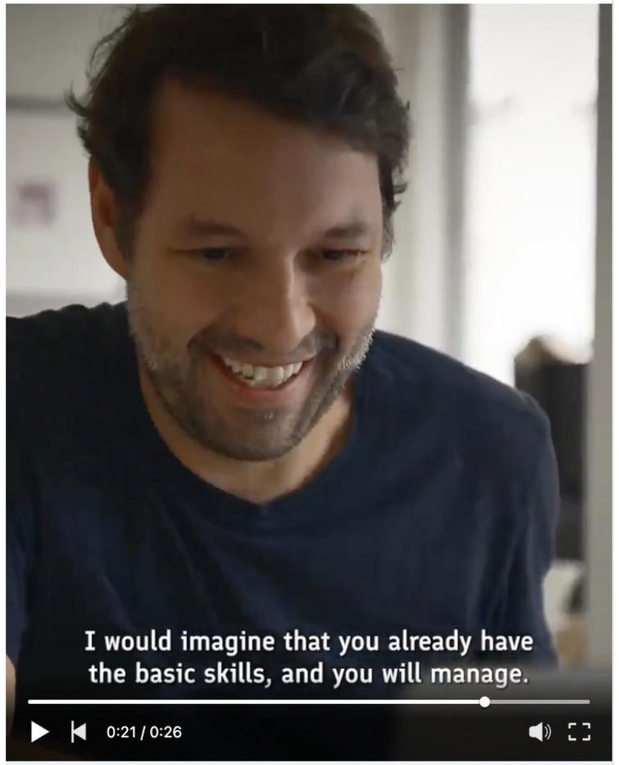

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Meta USA May-June 2025

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USA	Delivered
Spend	€ 4,988
Impressions	272,208
Link Clicks	4,646
Video Views (ThruPlays)	72,085
CTR	1.71%
CPLC	€ 1.07
Reach	113,197

WORK IN
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