

women's health research **Australian Longitudinal Study on Women's Health (ALSWH)**
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We don't care what size or shape you are but we do care about your health!



Ladies 18-23 we need you!
Help make Australian women's health policies & practices the best in the world!
Be a champion for your own & future generations' health by taking part in this confidential health survey. Be Awesome!
ALSWH.ORG.AU

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This advertisement was part of the ALSWH promotion. It was shown in the newsfeed and was targeted (by interest) to users who were living in Australia, female, aged 18-23 and interested in cooking. This advertisement was available for users who were using the Facebook application, as well as the Facebook website. The potential audience for this advertisement was 420,000 people. 244,580 users were shown the advertisement and it was presented to each person 1.56 times on average. The website link was clicked 13,937 times. This resulted in a mean click through rate of 4.332%.