



**Solution:** Social Audience Extension – Facebook

**Topic:** Vehicle Repair-Paint/Coating

**Target Audience:**

- Title: Owners, Dealers, Mechanics
- Industry: Automotive Repair

- **Facebook Average CTR: 1.91%**
- **Average CTR: 4.23%**
- **Out of 60,342 video plays, PPG video had 38,984 video views of 50% or greater**

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