

Portfolio

Facebook Ads

Campaigns

Ad Sets

Ads

1-200 of 263



Columns: 1

Reports



Bid Strategy	Budget	Attribution Setting	Purchase ROAS (Return on Ad Spend)	Results	Reach	Impressions	Cost per Result	Am
Lowest cost Conversions	Using campaig...	7-day click or...	42.65 [2]	1 Website Purchase	392	482	\$2.61 Per Purchase	
Lowest cost Conversions	Using campaig...	7-day click or...	5.17 [2]	5 Website Purchases	4,135	4,937	\$12.17 Per Purchase	
Lowest cost Conversions	Using campaig...	7-day click or...	4.74 [2]	6 Website Purchases	875	1,448	\$5.75 Per Purchase	
Lowest cost Conversions	Using campaig...	7-day click or...	3.72 [2]	7 [2] Website Purchases	4,886	6,919	\$17.82 [2] Per Purchase	
Lowest cost Conversions	Using campaig...	7-day click or...	3.19 [2]	24 Website Purchases	5,844	23,541	\$14.40 Per Purchase	

Sets

Ads

View Setup

Columns: ROI ▾

Breakdown ▾

Reports ▾

Unique Link Clicks ▾	Purchases ▾	Amount Spent ▾	Purchases Conversion Value ▾	Purchase ROAS (Return on Ad Spend) ▾	+
940	26	\$1,199.80	\$3,999.10	3.33	
190	48	\$373.39	\$5,384.28	14.42	
3,004	452	\$5,892.27	\$43,612.61	7.40	
1,133	369	\$2,719.11	\$34,489.25	12.68	
—	—	\$0.00	\$0.00	—	
—	—	\$0.00	\$0.00	—	
4,990 Total	895 Total	\$10,184.57 Total Spent	\$87,485.24 Total	8.59 Average	

Campaigns

Ad Sets

1 selected X

Ads for 1 Ad Set

A/B Test



Rules

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View Setup



Columns: 2

Breakdown

Reports

	Delivery	Bid Strategy	Date Created	Budget	Attribution Setting	Purchase ROAS (Return on Ad Spend)	Results	Reach	Impressions	Cost per Result	Amount Spent	Frequency
Wars	Learning ⓘ	Lowest cost Conversions	Nov 7, 2020	\$40.00 Daily	7-day click or ...	10.43 [2]	4 Website Purchases	379	634	\$5.72 Per Purchase	\$22.89	1.6
paws customer list	Learning ⓘ	Lowest cost Conversions	Nov 2, 2021	\$20.00 Daily	7-day click or ...	9.33 [2]	2 Website Purchases	564	656	\$5.89 Per Purchase	\$11.78	1.16
	Learning ⓘ	Lowest cost Conversions	Nov 3, 2021	\$35.00 Daily	7-day click or ...	7.84 [2]	3 Website Purchases	919	1,153	\$8.50 Per Purchase	\$25.49	1.25
	Learning ⓘ	Lowest cost Conversions	Nov 1, 2021	\$40.00 Daily	7-day click or ...	7.73 [2]	2 Website Purchases	1,117	1,299	\$13.58 Per Purchase	\$27.16	1.16
TC,PUR - US - 2	Learning ⓘ	Lowest cost Conversions	Oct 28, 2021	\$12.00 Daily	7-day click or ...	6.51 [2]	1 Website Purchase	750	977	\$27.65 Per Purchase	\$27.65	1.30
	Learning ⓘ	Lowest cost Conversions	Nov 4, 2021	\$60.00 Daily	7-day click or ...	4.62 [2]	3 Website Purchases	2,239	2,786	\$16.95 Per Purchase	\$50.85	1.24
	Learning ⓘ	Lowest cost Conversions	Oct 30, 2021	\$30.00 Daily	7-day click or ...	4.54 [2]	4 Website Purchases	1,547	2,185	\$11.69 Per Purchase	\$46.77	1.41
ars	Learning ⓘ	Lowest cost Conversions	Oct 25, 2021	\$30.00 Daily	7-day click or ...	4.22 [2]	3 Website Purchases	344	792	\$11.04 Per Purchase	\$33.13	2.30
	Learning ⓘ	Lowest cost Conversions	Oct 19, 2021	\$40.00 Daily	7-day click or ...	3.04 [2]	2 Website Purchases	1,712	2,327	\$18.07 Per Purchase	\$36.13	1.36
	Learning ⓘ	Lowest cost Conversions	Nov 3, 2020	\$12.00 Daily	7-day click or ...	2.28 [2]	1 Website Purchase	990	1,170	\$21.93 Per Purchase	\$21.93	1.18

2 Selected X

Ad Sets for 2 Campaigns

Ads for 2 Campaigns

View Setup












Columns: Steve

Breakdown

Reports

Amount Spent	Purchases Conversion Value	Purchase ROAS (Return on Ad Spend)	Link Clicks	CTR (Link Click-Through Rate)	CPC Link
\$7.97	\$207.98 ^[2]	26.10 ^[2]	2	0.68%	
\$8.26	\$155.98 ^[2]	18.88 ^[2]	1	0.52%	
\$139.59	\$935.90 ^[2]	6.70 ^[2]	79	1.22%	
\$34.21	\$155.98 ^[2]	4.56 ^[2]	8	0.62%	
\$106.25	\$423.20 ^[2]	3.98 ^[2]	79	1.42%	
\$168.92	\$519.93 ^[2]	3.08 ^[2]	107	1.44%	
\$1,557.66 Total Spent	\$4,001.03 ^[2] Total	2.57 ^[2] Average	641 Total	0.95% Per Impressions	

 Customise

 Amount spent ↓ 	 Website purchases 	 Purchases Conversion Value 	 Purchase ROAS (return on ad spend) 
£29,561.51	7,094	£127,182.74	4.30
£19,319.28	5,391	£100,725.98	5.21
£8,031.92	2,664	£45,720.85	5.69
£7,723.71	3,163	£52,507.62	6.80
£2,031.51	617	£9,878.96	4.86
£2,031.17	557	£13,006.10	6.40
£468.27	181	£3,281.41	7.01
£356.82	140	£3,659.41	10.26
£326.66	77	£1,287.04	3.94

Campaigns

Ad Sets

Ads



Edit



A/B Test



Rules

View Setup



Columns: 1



Breakdown

Report

Name	Attribution Setting	Purchase ROAS (Return on Ad Spend)	Results	Reach	Impressions	Cost per Result	Amount Spent	Frequency
Retention - UK	7-day click or...	23.35 ^[2]	14 ^[2] Website Purchases	876	4,370	£2.60 ^[2] Per Purchase	£36.36	
FB 180 days - UKA+	7-day click or...	17.94 ^[2]	9 ^[2] Website Purchases	1,404	5,485	£3.40 ^[2] Per Purchase	£30.56	
Retention - US	7-day click or...	12.34 ^[2]	3 ^[2] Website Purchases	500	1,428	£7.75 ^[2] Per Purchase	£23.24	
IG 180 days - UK	7-day click or...	9.47 ^[2]	4 ^[2] Website Purchases	1,721	7,056	£7.79 ^[2] Per Purchase	£31.14	
All website visitors 30 days - UK	7-day click or...	8.30 ^[2]	5 ^[2] Website Purchases	2,858	7,741	£8.14 ^[2] Per Purchase	£40.69	
Interest - Craft Pages - Women - 18...	7-day click or...	4.75 ^[2]	2 ^[2] Website Purchases	3,740	8,545	£15.30 ^[2] Per Purchase	£30.59	
LAL 5% shopify customers + Hand...	7-day click or...	3.77 ^[2]	1 ^[2] Website Purchase	1,993	3,208	£18.55 ^[2] Per Purchase	£18.55	
IG 180 days - US	7-day click or...	2.44 ^[2]	1 ^[2] Website Purchase	1,746	4,621	£32.15 ^[2] Per Purchase	£32.15	
Interest - Epoxy,Resin - All genders ...	7-day click or...	2.25 ^[2]	2 ^[2] Website Purchases	2,487	7,274	£15.24 ^[2] Per Purchase	£30.48	

Discard Drafts Review

you are seeing.

This month: 1

Ad sets

1 selected

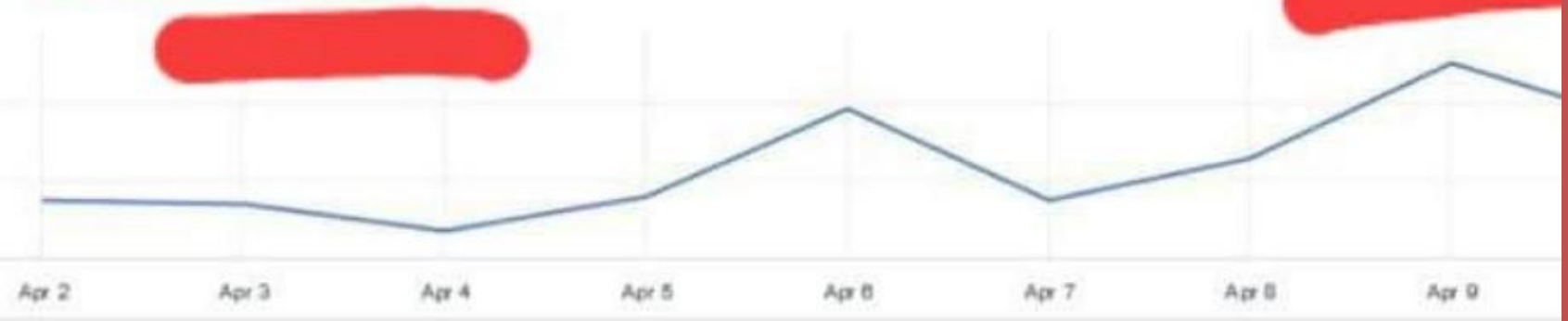
Ads for 1 Ad set

Amount spent ⓘ
\$1,003.65 ▲ 141.55%

Website purchases ⓘ
243 ▲ 285.71%

Purchases Conversion %
\$10,639.84 ▲

Cost per unique purchase \$4.56



Results

215 ▲ 246.8%
Purchases

Cost per result

\$4.21 ▼ 36.0%
Per Purchase

Reach

87,121 ▲ 48.4%

View Setup



Columns: Purchase



Breakdown



Reports



Amount Spent	CTR (All)	CPC (All)	Purchases Conversion Value	Purchase ROAS (Return on Ad Spend)	
\$349,024.61	2.38%	\$0.71	\$7,477,384.26	21.42	
\$349,024.61 Total Spent	2.38% Per Impres...	\$0.71 Per Click	\$7,477,384.26 Total	21.42 Average	

+ Create

Duplicate

Edit

A/B Test



Rules

View Setup



Reports

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Budget	Amount Spent	Purchases Conversion Value	Website Purchases Conversion...	On-Facebook Purchase Conversion...	Purchase ROAS (Return on Ad Spend)	Website Purchas ROAS (F
<input type="checkbox"/>	<input checked="" type="checkbox"/>	WDS_PH1_NR_100221	sing ad set bu...	\$831.36	\$76.00	\$76.00	\$0.00	0.09	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	WDS_PROSPECT_CC(\$20)_BROAD_010221	sing ad set bu...	\$358.56	\$7,267.50	\$7,267.50	\$0.00	20.27	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	WDS_RET_TEST_170121	sing ad set bu...	\$3,056.78	\$48,635.00	\$48,635.00	\$0.00	15.91	
<input type="checkbox"/>	<input type="checkbox"/>	WDS_NR_PH1_170121	sing ad set bu...	\$136.10	\$0.00	\$0.00	\$0.00	-	
<input type="checkbox"/>	<input type="checkbox"/>	WDS_NR+RET_PF2_050120	sing ad set bu...	\$0.00	\$0.00	\$0.00	\$0.00	-	
<input type="checkbox"/>	<input type="checkbox"/>	WDS_NR_010121	sing ad set bu...	\$0.00	\$0.00	\$0.00	\$0.00	-	
		> Results from 6 campaigns ⓘ		\$4,382.80 Total Spent	\$0.00 Total	\$0.00 Total	\$0.00 Total	- Average	