


Campaigns												
1 selected		Ad sets for 1 Campaign			Ads for 1 Campaign							
+ Create	Duplicate	Edit		A/B test	More	Columns	Breakdown	Reports	Export	Charts		
✓	Off / On	Campaign	nt spent	Ends	Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Clicks (all)	CTR (all)	CPC (all)
✓		SPM Electrical EV	£23.05	Ongoing	2,085	£11.06	21	£1.10	1.01%	39	1.87%	£0.59
Results from 1 campaign ⓘ Excludes deleted items			£23.05 Total spent		2,085 Total	£11.06 Per 1,000 Impressions	21 Total	£1.10 Per Action	1.01% Per Impressions	39 Total	1.87% Per Impressions	£0.59 Per Click

Campaigns												
1 selected		Ad sets for 1 Campaign			Ads for 1 Campaign							
+ Create	Duplicate	Edit		A/B test	More	Columns	Breakdown	Reports	Export			
✓	Off / On	Campaign	Delivery	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Imy
✓		SPM Electrical EV	Active 1 recommendation	7-day click or 1...	Website Completed ...	1,304	1.60	Per Complete Registr...	Using ad set bu...	£23.05	Ongoing	
Results from 1 campaign ⓘ Excludes deleted items				7-day click or ...	Website Completed ...	1,304	1.60	Per Complete Registr...		£23.05 Total spent		