

4 Selected X		Ad Sets for 4 Campaigns			Ad Sets for 4 Campaigns			
▼	Edit	▼	More ▼	View Setup	Columns: Performance ▼	Breakdown ▼	Rep	
	Bid strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	E
- Engagement - Start a blog...	Cost cap	₹40.00 Daily	8,522 Post Engagements	18,128	22,035	₹0.27 Per Post ...	₹2,326.29	Ong
art a blog Guide - Worldwid...	Cost cap	₹50.00 Daily	1,612 Post Engagements	4,355	5,645	₹0.43 Per Post ...	₹691.68	Ong
art a blog Guide - Worldwide	Cost cap	₹60.00 Daily	458 Post Engagements	1,114	1,160	₹0.42 Per Post ...	₹194.27	Ong

Sample 1: This campaign was optimized for an increase in Medium blog engagement. The OG social media marketer approached me and as such, was done in collaboration with him on a revenue share basis.

Duplicate	▼	Edit	▼	...	Columns ▼	Breakdown ▼	Reports ▼
Campaign name	Location	Results	Reach	Impressions	Cost per result	Amount spent	En
E-commerce Lead generation			—	—	—	—	
real IG followers campaign1	Link or ...	19 Link Clicks	6,424	6,915	₹10.94 Per link click	₹207.84	
real IG followers campaign2	Link or ...	8 Link Clicks	997	1,052	₹16.89 Per link click	₹135.13	
पोस्ट: "Here are some evergreen Digital Marketi...	Link or ...	659 Post engagements	2,430	2,786	₹0.46 Per Post Engagem...	₹300.00	
पोस्ट: "Here are some evergreen Digital Marketi...	Link or ...	346 Post engagements	932	974	₹0.39 Per Post Engagem...	₹136.28	
Post: "The design of fonts is an integral and cr...	Link or ...	3 Messaging convers...	1,447	1,599	₹72.97 Per messaging con...	₹218.91	

Sample 2: This Ad campaign was set on my Instagram account to get leads for my SMM services. Except for Message conversions, all other results were satisfactory.

Ad sets

Ads

uplicate

Edit

...

Columns

Breakdown

Reports

Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
Post: "Do you own a business?"	Post click	940 Post engagements	4,078	5,139	₹0.32 Per Post Engagem...	₹300.00
Results from 1 campaign ⓘ Includes deleted items	Day click	940 Post engagements	4,078 People	5,139 Total	₹0.32 Per Post Engagement	₹300.00 Total Spent

Sample 3: This campaign was run for engagement boost on one of my Instagram post.

ted X

Search or add filters

Save Clear

Ad Sets

Ads

Columns: Custom

Breakdown

	Delivery	Reaches	Reach	Impressions	Link Clicks	Cost per Result	Amount Spent	Website Purchases	Website Purchases Conversion	Website Purchase ROAS (Return on Ad)
Testing	Active	3 Purchases	3,058	3,281	49	\$14.46 Per Purchase	\$43.37	3	\$243.00	5.60
Interest: Testing	Active	53 Purchases	48,094	70,019	972	\$14.76 Per Purchase	\$782.11	53	\$3,812.75	4.87
campaigns ⓘ		45 Purchases	33,138 People	46,753 Total	706 Total	\$11.38 Per Purchase	\$511.88 Total Spent	45 Total	\$3,470.50 Total	6.78 Average

Sample 4: This work was again outsourced to be and done in collaboration with the original SMM. This was conducted to increase sales on an E-commerce website. The ROAS was more than satisfactory.

11:05

50%

← Ad insights

Reel interactions ⓘ 235

Likes	199
Comments	31
Saves	5
Shares	0

Ad ⓘ

Ad insights only includes insights for the most recent reel ad you boosted through Instagram.

86

Profile visits

Impressions	17,397
Ad plays	16,910

Amount spent ₹165.48
100% of your ₹166.00 budget

Cost per profile visit ₹1.92

Status Completed

Sample 5: This is the latest Ad I ran for 2 days with an objective of profile visits to my Instagram page. (The actual duration of Ad campaign was tad over a day as Meta took more than 24 hours to verify it).

PS: Another Ad campaign was conducted in collaboration with a SMM based in the UK. The objective was APP downloads. I have asked them for the performance data and yet to receive the same.