

Facebook and Instagram ads Campaign

Below Previous Successful Campaign
Results.

The screenshot displays the Facebook Ads Manager interface for a campaign named 'QueenB Ad 1 (419639282542648)'. The campaign is active and has been updated just now. The results are shown for the month of March 2021. The campaign is named 'Bagzi' and has a 7-day click attribution setting. The results table shows 26 purchases, 3,160 reach, 3,215 impressions, a cost per result of \$1.16 per purchase, and a total amount spent of \$30.14.

Campaign name	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Bagzi	7-day click or ...	26 Purchases	3,160	3,215	\$1.16 Per Purchase	\$30.14	
Results from 1 campaign		26 Purchases	3,160 People	3,215 Total	\$1.16 Per Purchase	\$30.14 Total Spent	

Buyer Location: USA
Budget: \$150
Brand: T-shirt

Campaigns Adorn Apparel (852425965378741) Updated just now Discard Drafts Review and Publish

Search and filter This month: Jul 1, 2021 - Jul 26, 2021

Resource Center Campaigns Ad Sets Ads

+ Create Edit A/B Test Rules View Setup Reports

On / Off	Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input checked="" type="checkbox"/>	Traffic-2	422 Link Clicks	9,961	12,360	\$0.18 Per Link Click	\$75.67	Ong
<input checked="" type="checkbox"/>	Sales generate	54 Website Purchases	4,351	5,318	\$2.18 Per Purchase	\$117.67	Ong
<input checked="" type="checkbox"/>	Traffic	502 Link Clicks	8,063	10,269	\$0.21 Per Link Click	\$107.43	Ong
Results from 3 campaigns		Multiple Conversions	21,960 People	27,947 Total	Multiple Conversions	\$300.77 Total Spent	

Buyer Location: CANADA

Budget: \$200

Product: Dry Food

Search and filter This month: Jul 1, 2021 - Jul 25, 2021

Resource Center Campaigns Ad Sets Ads

+ Create Edit A/B Test Rules View Setup Reports

On / Off	Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input checked="" type="checkbox"/>	More traffic	55 Link Clicks	703	724	\$0.17 Per Link Click	\$9.29	Ong
<input checked="" type="checkbox"/>	Traffic-2	244 Link Clicks	7,556	9,208	\$0.24 Per Link Click	\$58.92	Ong
<input checked="" type="checkbox"/>	Sales generate	41 Website Purchases	3,553	4,281	\$2.42 Per Purchase	\$102.29	Ong
<input checked="" type="checkbox"/>	Traffic	430 Link Clicks	7,083	8,711	\$0.21 Per Link Click	\$90.73	Ong
Results from 4 campaigns		Multiple Conversions	18,502 People	22,924 Total	Multiple Conversions	\$261.23 Total Spent	

Client Location: UK

Budget: \$150

Products: Shoes

The screenshot shows a Facebook Ads Manager interface for a campaign named 'Shoes'. The table displays performance metrics for two campaigns: 'Purchases' and 'Cold - Testint Phase - #1'. The 'Results' column is highlighted in red for each row, and the 'Cost per result' and 'Amount spent' columns are also highlighted in red for the summary row.

Campaign name	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Purchases	38 Website purchases	1,573	1,616	\$0.96 Per Purchase	\$36.39	Ongoing
Cold - Testint Phase - #1	Website purchase	744	774	Per Purchase	\$61.55	Ongoing
Results from 2 campaigns	38 Website purchases	2,317 People	2,390 Total	\$2.58 Per Purchase	\$97.94 Total Spent	

Client Location: USA

Budget: \$100

Products: Women Clothes

The screenshot shows a Facebook Ads Manager interface for a campaign named 'Adorn Apparel (852425965378741)'. The table displays performance metrics for three campaigns: 'Traffic- 2', 'Sales generate', and 'Traffic'. The 'Sales generate' row has red boxes around the 'Results' and 'Amount Spent' columns. The summary row also has red boxes around the 'Cost per Result' and 'Amount Spent' columns.

On / Off	Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
	Traffic- 2	422 Link Clicks	9,961	12,360	\$0.18 Per Link Click	\$75.67	Ong
	Sales generate	54 Website Purchases	4,351	5,318	\$2.18 Per Purchase	\$117.67	Ong
	Traffic	502 Link Clicks	8,063	10,269	\$0.21 Per Link Click	\$107.43	Ong
	Results from 3 campaigns	Multiple Conversions	21,960 People	27,947 Total	Multiple Conversions	\$300.77 Total Spent	

Client Location: Poland

Budget: \$200

Products: Matcha

Ad Set Name	Category	Last Significant Edit	Results	Impressions	Cost per Result	Amount Spent	Purchases	Website Purchases	Purchases Conversion Value
Lookalike Conversion (6%) + Exclude Convers...	cost biions	Nov 20, 2020, 5:2... 18 days ago	86 Purchases	8,631	\$0.68 Per Purchase	\$58.68	86	86	\$3,879.16
Lookalike Conversion	cost biions	Nov 12, 2020, 11:1... 26 days ago	407 Purchases	42,201	\$0.73 Per Purchase	\$296.60	407	407	\$17,937.87
Bath Bomb Email List	cost biions	Nov 11, 2020, 2:1... 27 days ago	7 Purchases	1,156	\$2.35 Per Purchase	\$16.48	7	7	\$858.26
Results from 3 ad sets			500 Purchases	51,988 Total	\$0.74 Per Purchase	\$371.76 Total Spent	500 Total	500 Total	\$22,675.29 Total

Client Location: Brazil

Budget: \$400

Products: Baby Care

Off/On	Ad set	Delivery	Bid strategy	Budget	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result
Active	Electro tv May month 2nd ad set	Active	Highest volume conversions	\$35.00 Daily	16 May 2022, 13:18 days ago	7-day click or...	189 Website purchases	20,725	43,711	\$3.40 Per Purchase
Active	Electro tv May month campaign	Active	Highest volume conversions	\$35.00 Daily	16 May 2022, 13:18 days ago	7-day click or...	381 Website purchases	26,635	47,061	\$1.68 Per Purchase
Active	Reseller Campaign usa	Active	Highest volume conversions	\$35.00 Daily	1 Feb 2022, 14:50 122 days ago	7-day click or...	208 Website views co...	164,734	269,965	\$5.24 Per View Contact
Active	Reseller Campaign CAD	Active	Highest volume conversions	\$35.00 Daily	31 Jan 2022, 15:143 days ago	7-day click or...	844 Website views co...	116,248	400,169	\$4.30 Per View Contact
Active	Electro tv homepage detail targate	Active	Highest volume conversions	\$50.00 Daily	7-day click or...	7-day click or...	4,526 Website purchases	131,130	404,803	\$1.56 Per Purchase
Active	Electro tv homepage	Active	Highest volume conversions	\$50.00 Daily	11 Jan 2022, 02:143 days ago	7-day click or...	3,065 Website purchases	166,938	465,085	\$2.30 Per Purchase
Active	Premium 4K IPTV - USA CANADA - checkout	Active	Highest volume conversions	Using campaign...	2 Feb 2022, 11:17 121 days ago	7-day click or...	8,677 Website purchases	460,998	1,325,710	\$1.14 Per Purchase
Active	Canada AID	Active	Highest volume conversions	Using campaign...	29 May 2022, 11:5 days ago	7-day click	290 Website views co...	53,474	211,162	\$6.15 Per View Contact
Learning @	USA AID	Learning @	Highest volume conversions	Using campaign...	29 May 2022, 11:5 days ago	7-day click	323 Website views co...	58,378	207,651	\$6.06 Per View Contact
Campaign off	Lightning TV homepage detail targate	Campaign off	Highest volume conversions	Using campaign...	1 Feb 2022, 14:41 122 days ago	7-day click or...	159 Website purchases	13,800	25,611	\$2.29 Per Purchase
Campaign off	ElectroTV - Vibs	Campaign off	Highest volume conversions	\$10.00 Daily	19 Feb 2022, 15:104 days ago	7-day click or...	410 Website purchases	19,318	65,029	\$4.84 Per Purchase
Campaign off	Retargeting Lightning TV homepage	Campaign off	Highest volume conversions	\$20.00 Daily	11 Jan 2022, 04:512 days ago	7-day click or...	73 Website purchases	5,000	11,461	\$4.07 Per Purchase
Results from 57 ad sets							Multiple attrib...	1,561,681 Reach	4,404,898 Impressions	

Client Location: Italy

Budget: \$100

Products: Phone Straps

Updated 21 minutes ago

Maximum: 18 Oct 2020-3 Jun 2022

Ads

View Setup Columns: Performance Breakdown Reports

Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result
16 May 2022, 13... 18 days ago	7-day click or...	189 Website purchases	20,725	43,731	\$3.40 Per Purchase
16 May 2022, 13... 18 days ago	7-day click or...	381 Website initiates c...	26,635	47,061	\$1.68 Per Initiate Check...
1 Feb 2022, 14:50 122 days ago	7-day click or...	708 Website views co...	104,734	269,965	\$5.24 Per View Contact
31 Jan 2022, 15... 123 days ago	7-day click or...	844 Website views co...	116,248	400,169	\$4.30 Per View Contact
	7-day click or...	4,526 Website initiates c...	131,130	404,803	\$1.56 Per Initiate Check...
11 Jan 2022, 02... 143 days ago	7-day click or...	3,065 Website initiates c...	166,938	465,085	\$2.30 Per Initiate Check...

Client Location: Brazil

Budget: \$250

Products: Power Banks

Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Website Purchase ROAS (Return on Ad)
\$100.00 Daily	2 Purchases	1,333	1,533	\$12.63 Per Purchase	\$25.25	Ongoing	4.40
\$100.00 Daily	146 Adds To Cart	8,262	9,607	\$1.52 Per Add To ...	\$221.32	Ongoing	0.39
\$100.00 Daily	26 Purchases	11,600	14,699	\$9.95 Per Purchase	\$258.78	Ongoing	5.43
\$100.00 Lifetime	8 Purchases	2,585	3,300	\$6.63 Per Purchase	\$53.06	Nov 24, 2019	6.45
\$100.00 Daily	22 Purchases	15,548	19,807	\$21.14 Per Purchase	\$464.97	Ongoing	3.08
\$100.00 Daily	27 Purchases	20,165	28,917	\$19.18 Per Purchase	\$517.88	Ongoing	3.00

Client Location: USA

Budget: \$500

Products: Cargo Pants

Campaign Name	Delivery	Budget	Results	Reach	Impression	Cost per Result
LS - Facebook Targeting Map	Off	Using ad ...	12 On-Face...	437	439	\$0.32 Per On-Facebook Leads
LS - LeadAd - Facebook Audience Targeting G...	Off	Using ad ...	1,019 On-Face...	57,809	109,713	\$0.43 Per On-Facebook Leads
LS - Remarketing - 30% Discount	Off	\$5.00 Daily	6 On-Face...	500	2,263	\$6.79 Per On-Facebook Leads
LS - RM - Lead Ads	Off	\$20.00 Daily	2 On-Face...	904	1,150	\$31.72 Per On-Facebook Leads
LS - Lead Ads - SMS Test	Off	\$20.00 Daily	1 On-Face...	523	672	\$34.58 Per On-Facebook Leads

Client Location: Australia

Budget: \$150

Products: Baby Swings

Off / On	Campaign Name	Delivery	Bid Strategy	Budget	At Set	Results	CTR (All)	Reach	Impressi
<input checked="" type="checkbox"/>	Page like Wo - best	Active	Lowest cost	\$25.00 Daily	7.	22,576 Page Likes	9.09%	394,553	
<input checked="" type="checkbox"/>	page like wo by monu...	Active	Using ad set bid...	Using ad set bu...	7.	27,358 Page Likes	7.97%	547,468	
<input checked="" type="checkbox"/>	Page like Wo	Active	Using ad set bid...	Using ad set bu...	7.	18,746 Page Likes	9.76%	302,865	
<input type="checkbox"/>	page Like 9-26	Off	Bid cap	\$25.00 Daily	7.	301 Page Likes	22.89%	3,139	
<input type="checkbox"/>	Page like 9-14	Off	Bid cap	\$25.00 Daily	7.	44 Page Likes	10.02%	819	
<input type="checkbox"/>	Instagram followers jor...	Off	Using ad set bid...	Using ad set bu...	7.	-- Link Click	--	27	
<input type="checkbox"/>	Instagram Increase foll...	Off	Using ad set bid...	Using ad set bu...	7.	21,358	1.48%	1,288,416	
Results from 38 campaigns Excludes deleted items						M...	--	6.39%	4,822,082 People

Client Location: Germany

Budget: \$200

Products: Custom Keyboard Kits