

# Facebook Ads Campaign Result

Performance overview

Day ▾ Activity types: All ▾ Customise

ThruPlays	Cost per result ⓘ	Amount spent ⓘ
3,800	\$0.001	\$5.00
—	—	—



# Facebook Ads Campaign Result

## Performance overview

Customize metrics

Website Adds To Cart ⓘ

403

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Per Add To Cart ⓘ

\$1.07

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Amount spent ⓘ

\$429.79

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Website Adds To Cart



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# Facebook Ads Campaign Result

Additional information

Does your business, MyncBoutique, focus on politics or on advocating for issues of national importance? We'll use this information to improve the quality of ads shown to people.

Yes No

Search and filter

This month Nov 1, 2021 – Nov 26, 2021

Campaigns 1 selected Ad Sets 1 selected Ads for 1 Ad Set

create Duplicate Edit A/B Test Rules View Setup Columns: Performance Breakdown Reports

Off / On	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Attribution Setting	Results	Reach	Impressions	Cost per Result	Amount
<input checked="" type="checkbox"/>	jacket_Traffic Ad Set	Lowest cost Link clicks	Using campaig...	Nov 25, 2021, 7:00 Yesterday	7-day click or ...	— Link Click	17	17	— Per Link Click	
<input checked="" type="checkbox"/>	two pieces set_Traffic Ad Set	Lowest cost Link clicks	Using campaig...	Nov 25, 2021, 6:00 Yesterday	7-day click or ...	6 Link Clicks	76	82	\$0.07 Per Link Click	
<input checked="" type="checkbox"/>	Dresses_Traffic Ad Set	Lowest cost Link clicks	Using campaig...	Nov 25, 2021, 7:00 Yesterday	7-day click or ...	19 Link Clicks	316	324	\$0.11 Per Link Click	
<input checked="" type="checkbox"/>	Bottoms_Traffic Ad Set	Lowest cost Link clicks	Using campaig...	Nov 25, 2021, 7:00 Yesterday	7-day click or ...	1 Link Click	44	44	\$0.12 Per Link Click	
<input checked="" type="checkbox"/>	Top_Traffic Ad Set	Lowest cost Link clicks	Using campaig...	Nov 25, 2021, 7:00 Yesterday	7-day click or ...	58 Link Clicks	4,335	4,813	\$0.10 Per Link Click	
<b>Results from 5 ad sets</b>						<b>84</b> Link Clicks	<b>4,787</b> People	<b>5,280</b> Total	<b>\$0.10</b> Per Link Click	

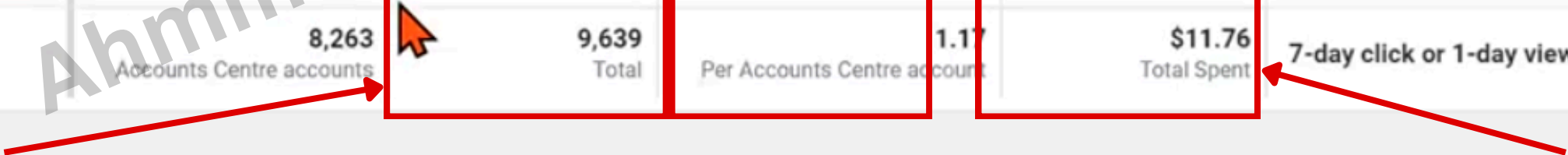
# Facebook Ads Campaign Result

Search and filter This month: 1

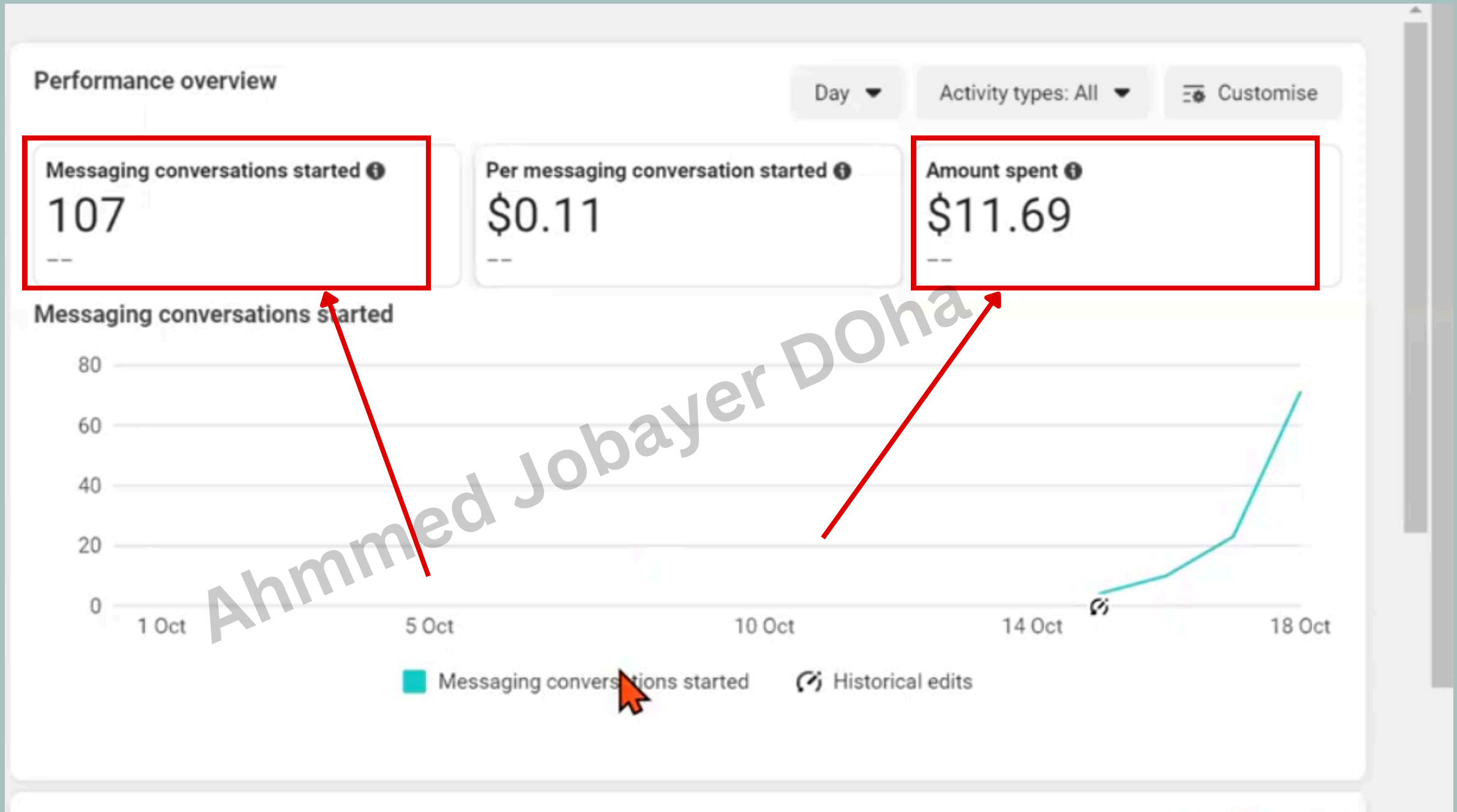
Ungroup Breakdowns Reset Column Widths

Gender	Reach	Impressions	Frequency	Amount spent	Attribution setting
All	8,263	9,639	1.17	\$11.76	7-day click or 1-day view
Male	5,846	6,835	1.17	\$8.55	7-day click or 1-day view
Female	2,403	2,783	1.16	\$3.17	7-day click or 1-day view
Uncategorised	14	21	1.50	\$0.04	7-day click or 1-day view
<b>8,263</b> Accounts Centre accounts		<b>9,639</b> Total	<b>1.17</b> Per Accounts Centre account	<b>\$11.76</b> Total Spent	<b>7-day click or 1-day view</b>

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# Facebook Ads Campaign Result



# Facebook Ads Campaign Result

Messaging conversations started ⓘ  
120

Per Messaging Conversation Started ⓘ  
\$0.11

Amount spent ⓘ  
\$13.72

Messaging conversations started



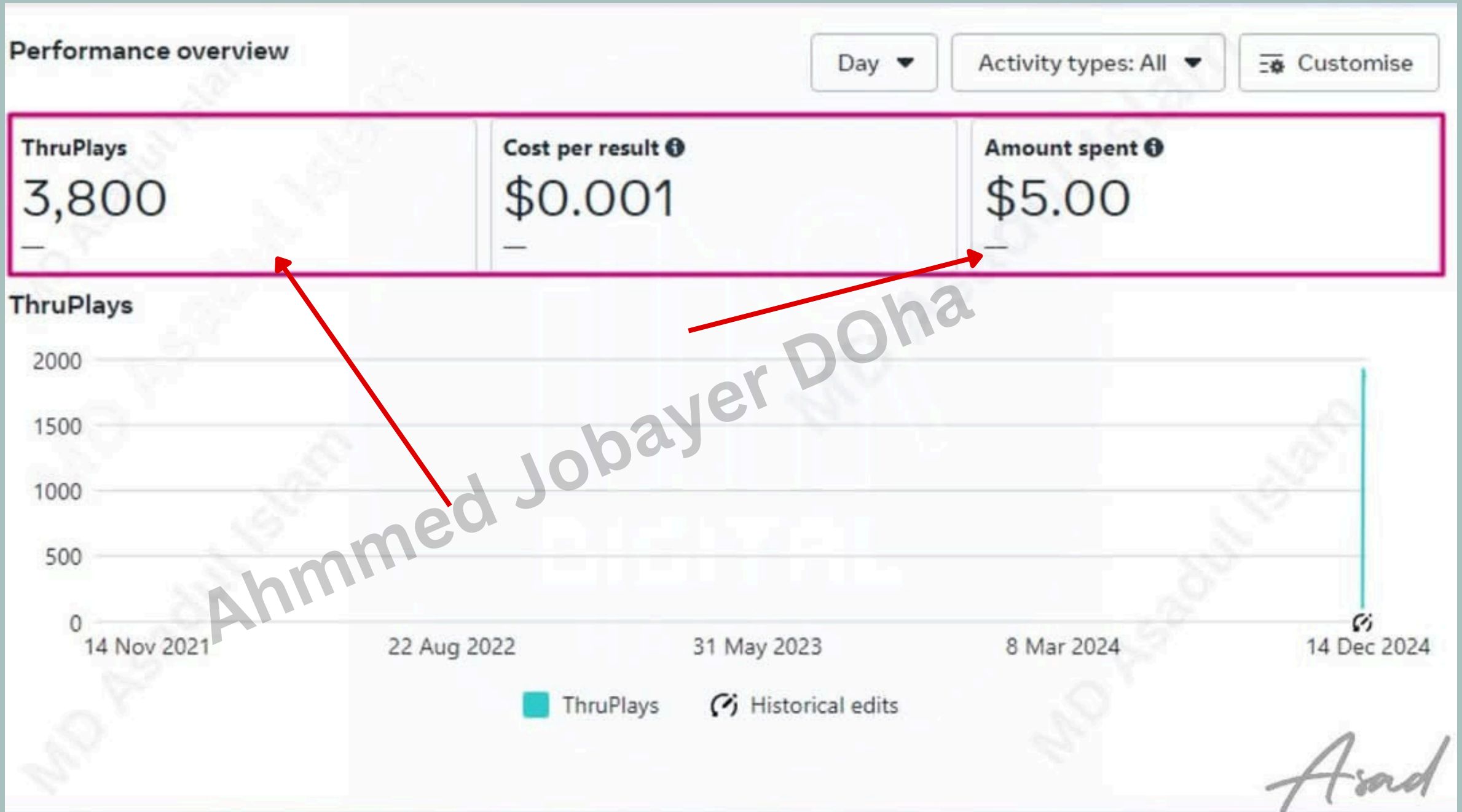
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Turn on automatic adjustments to optimize campaign performance across your account

Save time and stay optimized by automatically applying the most impactful



# Facebook Ads Campaign Result



# Facebook Ads Campaign Result

12 Dec 2024 - 17 Dec 2024

## Performance overview

Day

Activity types: All

Customise

Follows or likes

1,787

Per follow or like

\$0.01

Amount spent

\$24.97

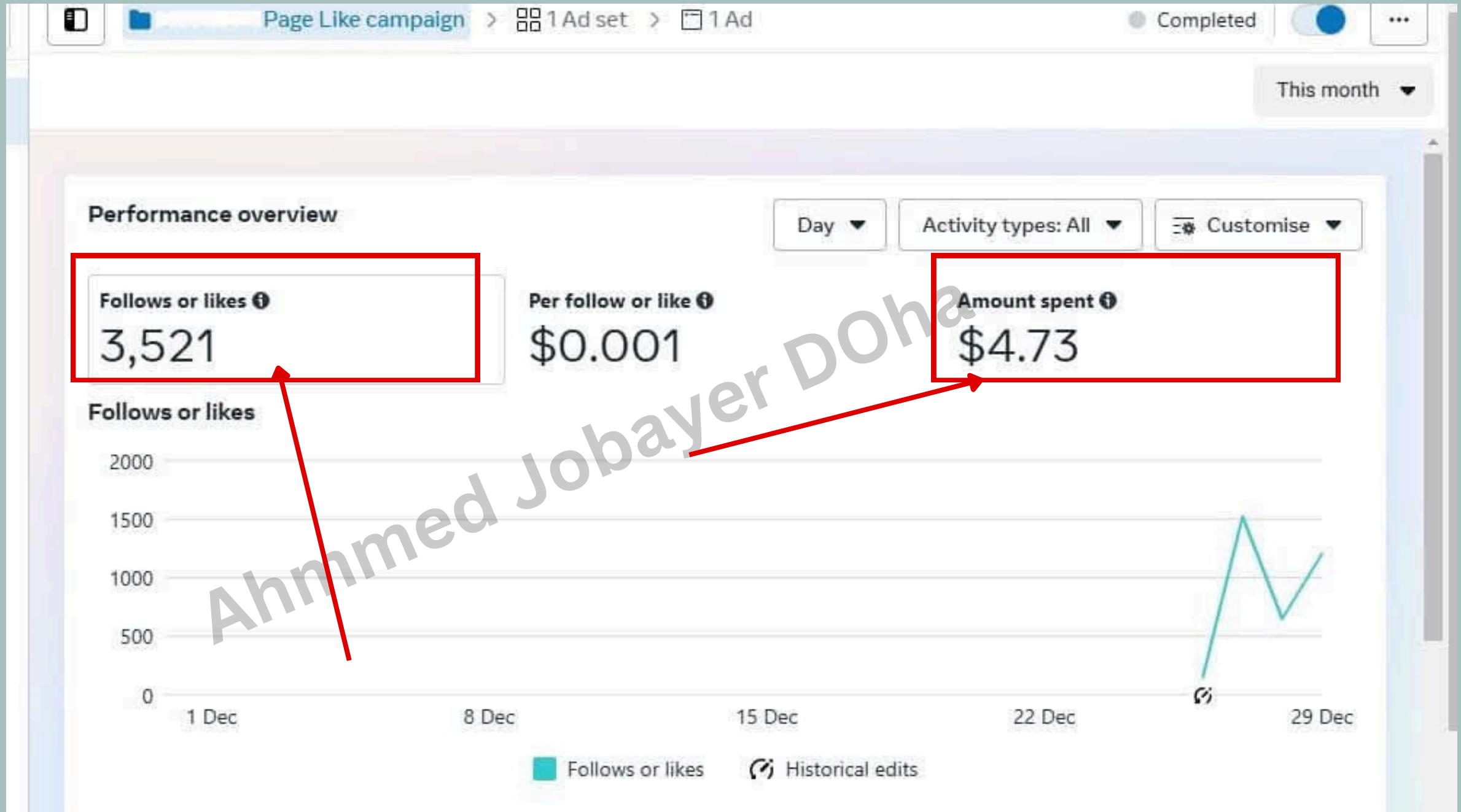
## Follows or likes



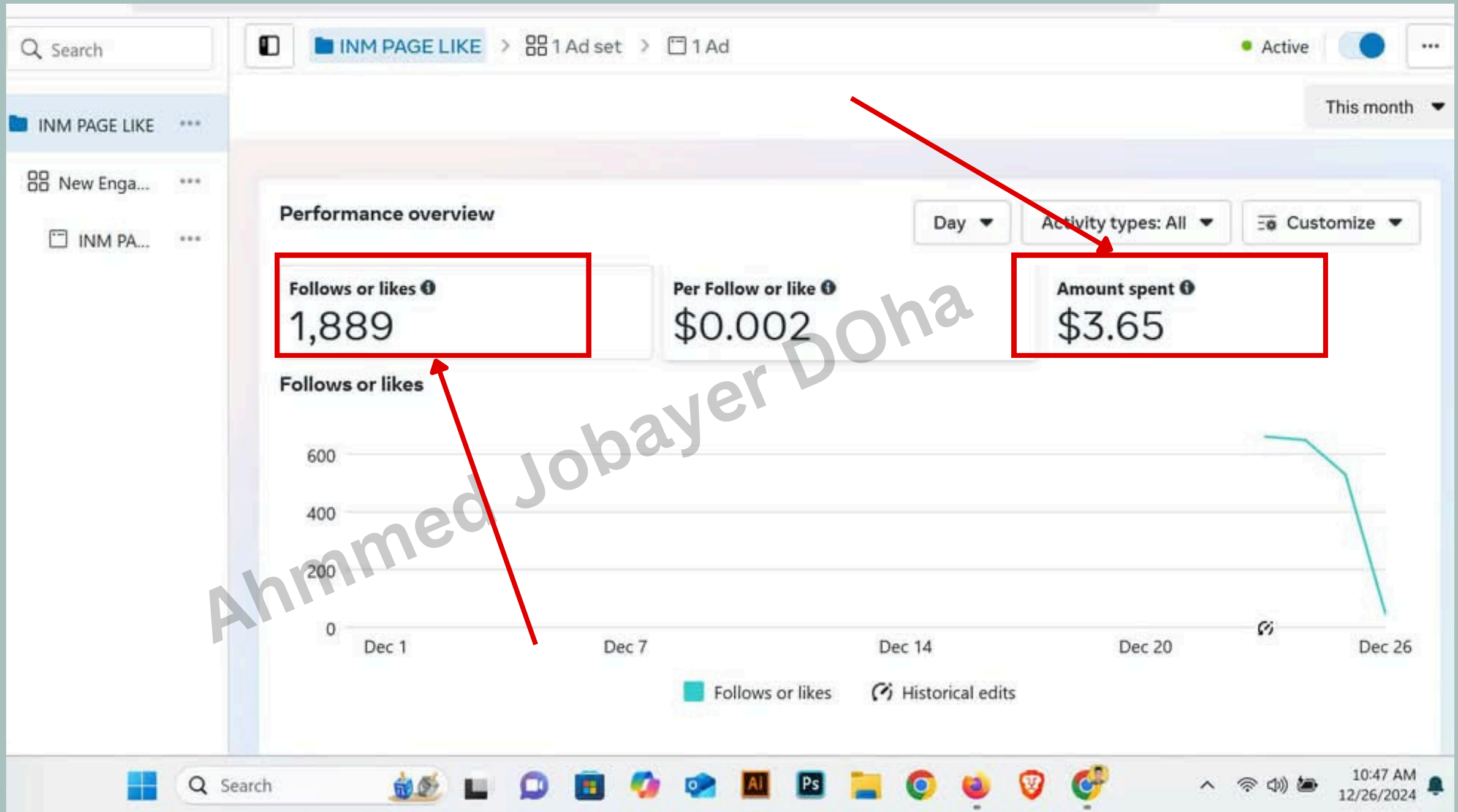
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# Facebook Ads Campaign Result



# Facebook Ads Campaign Result



# Facebook Ads Campaign Result



# Facebook Ads Campaign Result

9 Nov 2024 - 14 Nov 2024



Columns: Performance

Breakdown

Reports

Export

Results	Reach	Impressions	Cost per result	Amount spent	Ends
Website purchases 113	41,607	69,491	\$0.78 Per purchase	\$87.62	
Website purchases 2,243	1,040,979	2,891,136	\$1.32 Per purchase	\$2,958.64	
Website purchases 139	259,134	367,910	\$1.06 Per purchase	\$147.26	
Website purchases 2,495	1,176,010	3,328,537	\$1.28 Per purchase	\$3,193.52	Total Spent

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# Facebook Ads Campaign Result

The screenshot displays the Facebook Ads Manager interface with a table of campaign results. The table is organized into columns: Delivery, Actions, Amount spent, Results, Cost per result, Adds to cart, Budget, and Impressions. The 'Amount spent' and 'Results' columns are highlighted with a red box. A red arrow points to the 'Total Spent' row, which shows a total amount of \$46.38 and 58 website purchases.

	Delivery	Actions	Amount spent	Results	Cost per result	Adds to cart	Budget	Impre
	Scheduled	—	\$0.00	—	—	—	\$6.00	
	Learning	—	\$5.66	6 Website purchases	\$0.94 Per purchase	.15	\$6.00	
	Learning	—	\$6.69	12 Website purchases	\$0.56 Per purchase	.25	\$6.00	
	Learning	—	\$5.14	5 Website purchases	\$1.03 Per purchase	.12	\$5.00	
	Learning	—	\$6.41	7 Website purchases	\$0.92 Per purchase	.12	\$6.00	
	Learning	—	\$0.47	2 Website purchases	\$0.24 Per purchase	.3	Using campaign ...	
	Learning	—	\$0.22	—	—	—	Using campaign ...	
	Learning	—	\$18.84	24 Website purchases	\$0.78 Per purchase	.53	Using campaign ...	
campaign 1 Ad Set	Campaign off	—	\$2.95	2 Website purchases	\$1.48 Per purchase	.8	\$6.50	
			<b>\$46.38</b> Total Spent	<b>58</b> Website purchases	<b>\$0.80</b> Per purchase	<b>.128</b> Total		