



# Campaigns

Sarah Sinanan (1496754413926326)

Updated just now



Discard Drafts

Review and publish



Search and filter

Maximum: 13 Feb 2018-13 Mar 2021



Campaigns

Ad sets

Ads

+ Create

Duplicate

Edit

More

View Setup

Columns: Performance

Breakdown

Reports



<input type="checkbox"/>	<input type="checkbox"/>	Campaign name	Results	Reach	Impressions	Cost per result	Amount spent	Ends	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "DON'T BUY A HOME IN THIS MARKET, ..."	409 Post engagements	40,840	44,531	\$1.22 Per Post Engagement	\$300.00	3 Aug 2018	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "WHAT ALL HOME-BUYERS NEED TO K..."	269 Post engagements	4,948	8,089	\$0.37 Per Post Engagement	\$100.00	4 Aug 2018	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Buying a home can be significantly les..."	594 Post engagements	2,622	3,270	\$0.13 Per Post Engagement	\$75.00	7 Jul 2018	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "OPEN & FREE TO ALL REAL ESTATE A..."	12 Post engagements	309	351	\$0.42 Per Post Engagement	\$5.00	30 Jun 2018	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Want to Buy Your First Home? Take the..."	253 Post engagements	8,276	11,444	\$0.40 Per Post Engagement	\$100.00	6 Jul 2018	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "2 weeks left! If your thinking about pur..."	37 Post engagements	1,151	1,923	\$0.97 Per Post Engagement	\$36.00	25 May 2018	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Instagram Post	8,197	8,197	10,140	\$4.36	\$35.70	20 May 2018	<input type="checkbox"/>
<b>&gt; Results from 44 campaigns</b>			—	<b>532,736</b>	<b>3,056,704</b>	—	<b>\$23,504.25</b>		
Excludes deleted items				People	Total		Total Spent		

Activate Windows  
Go to Settings to activate Windows.





Campaign status: All ADD FILTER



SEARCH



SEGMENT



COLUMNS



REPORTS



DOWNLOAD



EXPAND



MORE

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Campaign type	↓ Cost	Clicks	Impr.	Avg. CPC	Conversions	Conv. value	Conv. value / cost	Cost / conv.	Conv. rate
Total: Campaigns <span>?</span>				\$50,527.11	81,220	8,507,007	\$0.62	2,962.00	129,367.88	2.56	\$17.06	3.46%
<input type="checkbox"/>	<input checked="" type="radio"/>		Shopping	\$14,347.77	20,724	2,634,834	\$0.69	716.00	28,738.83	2.00	\$20.04	3.45%
<input type="checkbox"/>	<input checked="" type="radio"/>		Shopping	\$6,715.26	11,059	1,058,251	\$0.61	307.00	15,106.02	2.25	\$21.87	2.78%
<input type="checkbox"/>	<input checked="" type="radio"/>		Shopping	\$3,793.73	5,445	593,761	\$0.70	192.00	8,652.64	2.28	\$19.76	3.53%
<input type="checkbox"/>	<input checked="" type="radio"/>		Shopping	\$3,587.11	7,369	743,948	\$0.49	182.00	8,277.11	2.31	\$19.71	2.47%
<input type="checkbox"/>	<input checked="" type="radio"/>		Search	\$3,298.83	1,820	11,163	\$1.81	186.00	8,814.42	2.67	\$17.74	10.22%
<input type="checkbox"/>	<input checked="" type="radio"/>		Shopping	\$3,108.23	4,507	483,015	\$0.69	160.00	6,432.71	2.07	\$19.43	3.55%
<input type="checkbox"/>	<input checked="" type="radio"/>		Shopping	\$3,070.71	4,800	635,148	\$0.64	146.00	6,701.15	2.18	\$21.03	3.04%
<input type="checkbox"/>	<input checked="" type="radio"/>		Shopping	\$2,888.75	5,793	752,978	\$0.50	193.00	6,683.69	2.31	\$14.97	3.33%

Overview

● Enabled   
 Status: Eligible   
 Type: Search   
 Budget: US\$80.00/day   
 Optimisation score: 93.9% More details

Recommendations

## Ad Groups

Yesterday 13 Mar 2021

Insights

13 Mar 2021

Ad groups



Ad group status: All but removed ADD FILTER

SEARCH   
 SEGMENT   
 COLUMNS   
 REPORTS   
 DOWNLOAD   
 EXPAND   
 MORE

Ad groups

<input type="checkbox"/>	<input type="radio"/>	Ad group	Status	Target CPA	Conversions	Cost / conv.	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	vulcan strength	Eligible	US\$4.76 <input checked="" type="checkbox"/>	3.00	US\$3.96	Standard	112	214	52.34%	US\$0.11	US\$11.87	2.68%
<input type="checkbox"/>	<input checked="" type="radio"/>	vulcan kettlebells	Eligible	US\$5.00 <input checked="" type="checkbox"/>	0.00	US\$0.00	Standard	5	12	41.67%	US\$0.43	US\$2.17	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	vulcan barbell	Eligible	US\$5.00 <input checked="" type="checkbox"/>	0.00	US\$0.00	Standard	0	0	–	–	US\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	vulcan power rack	Eligible	US\$5.00 <input checked="" type="checkbox"/>	0.00	US\$0.00	Standard	0	2	0.00%	–	US\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	vulcan bumper plates	Paused	US\$4.76 <input checked="" type="checkbox"/>	0.00	US\$0.00	Standard	0	0	–	–	US\$0.00	0.00%
		Total: ... <span>?</span>			3.00	US\$4.68		117	228	51.32%	US\$0.12	US\$14.04	2.56%
		Total: ... <span>?</span>			3.00	US\$4.68		117	228	51.32%	US\$0.12	US\$14.04	2.56%

Auction insights

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Placements

Settings

+ More

1 - 5 of 5

Search Filters Add filters to narrow the data that you are seeing.

28 May 2019 - 3 Jun 2019

Account overview

Campaigns 1 selected

Ad sets 1 selected

Ads for 1 Ad set

Create Duplicate Edit Rules

1-200 of 700

View Setup

Columns: ECOM

Breakdown

Reports

<input type="checkbox"/>	<input type="checkbox"/>	Campaign name	Content Views	Adds to cart	Adds to cart conversion value	Checkouts initiated	Checkouts initiated conversion	Purchases	Cost per Purchase	Purchases Conversion Value	Website purchase ROAS (return)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Brand Awareness	58	38	\$4,753.00	15	\$1,568.50	11	\$1.01	\$1,112.50	99.78
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[TOF] CBO-Conversions - Cold Audiences	381	214	\$31,619.25	67	\$11,212.50	26	\$7.23	\$4,069.75	21.66
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead Gen-10% off	40	24	\$3,290.00	10	\$935.00	5	\$9.93	\$410.25	8.26
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[BOF] #3 Catalogue Sales	308	152	\$18,454.00	45	\$5,852.25	20	\$4.75	\$2,249.75	23.70
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[MOF] CBO-Conversions-Warm Audiences	269	113	\$15,444.28	34	\$5,490.33	17	\$3.80	\$2,590.00	40.10
<input type="checkbox"/>	<input type="checkbox"/>	FLASH SALE	—	—	\$0.00	—	\$0.00	—	—	\$0.00	—
<input type="checkbox"/>	<input type="checkbox"/>	FLASH SALE	—	—	\$0.00	—	\$0.00	—	—	\$0.00	—
<input type="checkbox"/>	<input type="checkbox"/>	[TOF] CBO-Conversions #3-Cold Audiences	—	—	\$0.00	—	\$0.00	—	—	\$0.00	—
<input type="checkbox"/>	<input type="checkbox"/>	[TOF] PPE	—	—	\$0.00	—	\$0.00	—	—	\$0.00	—
<input type="checkbox"/>	<input type="checkbox"/>	[TOF] Conversions (CBO) #2	—	—	\$0.00	—	\$0.00	—	—	\$0.00	—
<input type="checkbox"/>	<input type="checkbox"/>	[MOF] - Soft Conversion events (CBO)	—	—	\$0.00	—	\$0.00	—	—	\$0.00	—
▶ Results from 700 campaigns			1,056 Total	541 Total	\$73,560.53 Total	171 Total	\$25,058.58 Total	79 Total	\$5.17 Per Action	\$10,432.25 Total	25.56 Average

In this campaign: Add 3 new keywords x

- Overview
- Recommendations
- Insights
- Ad groups
- Ads & extensions
- Ads**
- Extensions
- Landing pages
- Keywords
- Audiences
- Demographics
- Placements
- Settings
- + More

Enabled Status: Eligible Type: Search Budget: US\$80.00/day

Optimisation score: 93.9% More details

Ad status: All but removed ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

<input type="checkbox"/>	<input type="radio"/>	Ad		Ad type	Clicks	↓ Impr.	CTR	Avg. CPC	Cost	Conversion:	Cost / conv.	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	<a href="#">#1 Trusted Seller   Years of Training Experience   Vulcan Strength Equipment +7... vulcanstrength.com/Fitness/Equipment</a> Bulk discounts for facility equipment & military purchase. Free shipping to cont. US! High... <a href="#">View assets details</a>	oved ad): marks in ct	Responsive search ad	92	173	53.18%	US\$0.10	US\$9.47	1.00	US\$9.47	1.09%
<input type="checkbox"/>	<input checked="" type="radio"/>	<a href="#">Vulcan Fitness Equipment   #1 Trusted Seller   Bulk Discounts &amp; Free Shipping vulcanstrength.com/Fitness/Equipment</a> Huge range of fitness equipment for home, garage gym or large strength training gyms. Bulk discounts for facility equipment. 100% Satisfaction Guarantee. Buy now!	oved	Expanded text ad	20	41	48.78%	US\$0.12	US\$2.40	2.00	US\$1.20	10.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	<a href="#">Vulcan Strength Kettlebell   Durable &amp; Adjustable   Tone Your Entire Body +8 more www.vulcanstrength.com/Kettlebells</a> Constructed with a consistent diameter bell & handle size. High quality steel. Available in a... <a href="#">View assets details</a>	oved	Responsive search ad	5	8	62.50%	US\$0.43	US\$2.17	0.00	US\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	<a href="#">Vulcan Strength Kettlebell   Durable &amp; Adjustable   Tone Your Entire Body www.vulcanstrength.com/Kettlebells</a> Constructed with a consistent diameter bell & handle size. High quality steel. Available in a variety of weights. 100% original & authentic. Buy now!	oved	Expanded text ad	0	3	0.00%	—	US\$0.00	0.00	US\$0.00	0.00%



Search and filter

Mar 10, 2021 – Jun 11, 2021



Resource Center

Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

A/B Test



Rules

View Setup

Columns: Custom

Breakdown

Reports



<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name		Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases	Leads	Website Leads	On-Facebook Leads	Lead Conv Valu
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ketokongen   \$10	18	\$935.81	Ongoing	12,366	12 [2]	–	7,695 [2]	2,476 [2]	5,219	
<input type="checkbox"/>	<input type="checkbox"/>	Stig Wedvik	95	\$6.64	Ongoing	16	–	–	7 [2]	–	7	
<input type="checkbox"/>	<input type="checkbox"/>	Norway   \$20	–	\$0.00	Ongoing	–	–	–	–	–	–	
<input type="checkbox"/>	<input type="checkbox"/>	Norway   \$10	–	\$0.00	Ongoing	–	–	–	–	–	–	
<input type="checkbox"/>	<input type="checkbox"/>	ketokongen   \$5   Norway.	–	\$0.00	Ongoing	–	–	–	–	–	–	
<input type="checkbox"/>	<input type="checkbox"/>	[11.11.2020] Promoterer <a href="https://www.ketoko...">https://www.ketoko...</a>	–	\$0.00	Ongoing	–	–	–	–	–	–	
<input type="checkbox"/>	<input type="checkbox"/>	Sommer 2019	19	\$0.00	Ongoing	–	–	–	–	–	–	



### Campaigns

Switch to previous version

Elmhurst - Prospecting (4... ▾

Mar 1, 2020 - Mar 31, 2020 ▾

Updated just now



Search or add filters

#### Campaigns

#### Ad Sets

#### Ads

Create

Export



Columns: Custom ▾

Breakdown ▾

<input type="checkbox"/>	Name			Amount Spent	Frequency	Clicks (All)	CPC (All)	CTR (All)	Adds to Cart	Purchases	Purchases Conversion Value	Cost per Purchase	Purchase ROAS (Return on Ad Spend)
<input type="checkbox"/>	> [Step 1] ATTN - CBO - Repeat Buyers L...			\$59,861.36	2.17	97,077	\$0.62	1.83%	14,057	4,385	\$192,135.60	\$13.65	3.21
<input type="checkbox"/>	> [Step 1] ATTN - CBO - High Value - 1 A...			\$46,109.66	2.01	76,457	\$0.60	1.64%	10,933	3,207	\$132,247.71	\$14.38	2.87
<input type="checkbox"/>	> [Step 5] ATTN - Upsell			\$4,757.01	27.61	2,424	\$1.96	1.47%	1,213	547	\$34,849.24	\$8.70	7.33
<input type="checkbox"/>	> [Step 4] ATTN - Dynamic Product Catal...			\$1,389.99	14.64	723	\$1.92	0.86%	321	115	\$5,146.63	\$12.09	3.70
<input type="checkbox"/>	> [Step 2-4] - ATTN - Conversion			\$13,564.75	7.99	17,402	\$0.78	3.04%	4,502	1,652	\$82,577.49	\$8.21	6.09
<input type="checkbox"/>	> [Step 1] ATTN - CBO - Super - 1 Ad Set ...			\$49,323.28	1.88	89,028	\$0.55	1.78%	11,676	3,561	\$151,984.51	\$13.85	3.08
<b>&gt; Results from 29 campaigns</b>				<b>\$204,921.37</b> <small>Total Spent</small>	<b>3.13</b> <small>Per Person</small>	<b>331,248</b> <small>Total</small>	<b>\$0.62</b> <small>Per Click</small>	<b>1.68%</b> <small>Per Impres...</small>	<b>47,800</b> <small>Total</small>	<b>14,915</b> <small>Total</small>	<b>\$658,871.41</b> <small>Total</small>	<b>\$13.74</b> <small>Per Action</small>	<b>3.22</b> <small>Average</small>



Search for your business

Create Ad

Account: **Smully Heroes Charity**

Search

Filters

Lifetime: Aug 24, 2009 - Jan 4, 2018

FILTERS: Objective: Lead generation

Save Filter Clear

Account Overview Campaigns Ad Sets **1 selected** Ads for 1 Ad Set

+ Create Campaign Edit Duplicate Campaigns... Create Rule More

Columns: Performance Breakdown Export

	Campaign Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent
<input type="checkbox"/>	<input checked="" type="checkbox"/> cys-Lead Form Ads	Active	35 Leads (Form)	13,713	29,184	\$25.00 Per Lead (Form)	\$903.10 of \$1,514.53
<input type="checkbox"/>	<input checked="" type="checkbox"/> cys - women lead gen	Active	32 Leads (Form)	8,905	19,516	\$15.70 Per Lead (Form)	\$502.44 of \$550.00
<input type="checkbox"/>	<input checked="" type="checkbox"/> cys-Lead gen women v1	Active	20 Leads (Form)	6,644	15,022	\$22.97 Per Lead (Form)	\$459.30 of \$650.00
<input type="checkbox"/>	<input type="checkbox"/> August Female Leads	Inactive	69 Leads (Form)	20,090	51,282	\$17.14 Per Lead (Form)	\$1,182.67 of \$1,182.67
<input type="checkbox"/>	<input type="checkbox"/> Male Leads 8-2017	Inactive	31 Leads (Form)	13,936	32,011	\$22.65 Per Lead (Form)	\$702.27 of \$702.27
<input type="checkbox"/>	<input type="checkbox"/> General Leads 7-28-2017	Inactive	18 Leads (Form)	11,370	19,761	\$25.00 Per Lead (Form)	\$450.00 of \$450.00
<input type="checkbox"/>	<input type="checkbox"/> General Leads	Inactive	16 Leads (Form)	8,545	13,225	\$21.88 Per Lead (Form)	\$350.00 of \$350.00
+ Results from 19 campaigns			281 Leads (Form)	89,242 People	289,301 Total	\$22.89 Per Lead (Form)	\$6,430.91 Total Spent



In this campaign: Add 3 new keywords

Overview

Enabled Status: Eligible Type: Search Budget: US\$80.00/day

Optimisation score: 93.9% More details

Recommendations

ADD FILTER

SEGMENT COLUMNS DOWNLOAD EXPAND

Insights

<input type="checkbox"/>	Landing page	Mobile speed score	Mobile-friendly click rate	Valid AMP click rate	Conv. tracking compatibility rate	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	<a href="http://www.vulcanstrength.com/Bumper-Plate-Sets-s/103.htm">http://www.vulcanstrength.com/Bumper-Plate-Sets-s/103.htm</a> View expanded landing pages	9/10	100%	–	–	66	126	52.38%	US\$0.12	US\$7.97
<input type="checkbox"/>	<a href="https://www.vulcanstrength.com/Garage-Gym-Cross-Training-Equipment-Packages-s/369.htm">https://www.vulcanstrength.com/Garage-Gym-Cross-Training-Equipment-Packages-s/369.htm</a> View expanded landing pages	9/10	100%	–	–	40	86	46.51%	US\$0.09	US\$3.64
<input type="checkbox"/>	<a href="https://www.vulcanstrength.com/Vulcan-Absolute-Competition-Kettlebells-p/vckbxx.htm">https://www.vulcanstrength.com/Vulcan-Absolute-Competition-Kettlebells-p/vckbxx.htm</a> View expanded landing pages	9/10	100%	–	–	5	12	41.67%	US\$0.43	US\$2.17
<input type="checkbox"/>	<a href="https://www.vulcanstrength.com/">https://www.vulcanstrength.com/</a> View expanded landing pages	–	–	–	–	2	2	100.00%	US\$0.11	US\$0.22
<input type="checkbox"/>	<a href="https://www.vulcanstrength.com/Vulcan-Power-Racks-Half-Racks-s/97.htm">https://www.vulcanstrength.com/Vulcan-Power-Racks-Half-Racks-s/97.htm</a> View expanded landing pages	–	–	–	–	0	2	0.00%	–	US\$0.00
Total: Landing pages		9/10	100%	–	–	113	228	49.56%	US\$0.12	US\$14.00
Total: Campaign		9/10	100%	–	–	117	228	51.32%	US\$0.12	US\$14.04

Ad groups

Ads & extensions

Landing pages

Landing pages

Expanded landing pages

Keywords

Audiences

Demographics

Placements

Settings

+ More

Amount spent  
**£72,014.83**



Impressions  
**3,485,598**

CPM  
**£20.66**

Link clicks  
**15,735**

CPC (link)  
**£4.58**

Adds to Cart  
**7,396**

CPATC  
**9.74**

Checkouts Initiated  
**1,467**

CPIC  
**49.09**

Sales  
**1,199**

CPA  
**£60.06**

Revenue  
**£325,832.00**

**£325,832.00**

+ Create Campaign Edit Duplicate Campaigns... Create Rule More

Columns: Overview 2 Breakdown Export

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Delivery <sup>i</sup>	Res... <sup>i</sup>	Link Cl... <sup>i</sup>	CT... <sup>i</sup>	Cost ... <sup>i</sup>	Reach <sup>i</sup>	Cost ... <sup>i</sup>	Websit... <sup>i</sup>	Cost ... <sup>i</sup>	Amount ... <sup>i</sup>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	↳ LinkedIn (Lead)	Active	70 Scoro.lt-LT	1,736	0.61%	€0.52	92,740	€12.47 Per Scoro...	71	€12.30	€872.95
<input type="checkbox"/>	<input checked="" type="checkbox"/>	↳ LinkedIn Retargeting project management...	Active	20 New Lead...	57	0.56%	€3.70	1,435	€10.16 Per New L...	9	€22.59	€203.28
<input type="checkbox"/>	<input checked="" type="checkbox"/>	↳ LinkedIn Retargeting budgeting LPs 01 2017	Active	— Multiple C...	63	0.61%	€3.39	597	— Multiple C...	10	€19.00	€189.98
<input type="checkbox"/>	<input checked="" type="checkbox"/>	↳ LinkedIn Retargeting (Lead)	Active	20 Scoro.lt-LT	380	0.79%	€0.47	11,610	€7.91 Per Scoro...	20	€7.91	€158.12
<input type="checkbox"/>	<input checked="" type="checkbox"/>	↳ LinkedIn Retargeting (Lead)	Active	— Scoro.co...	203	0.82%	€0.32	11,682	— Per Scoro...	—	—	€62.48
<input type="checkbox"/>	<input checked="" type="checkbox"/>	↳ LinkedIn Retargeting (Lead)	Recently Completed	3	371	1.40%	€0.35	14,337	€38.95	2	€58.43	€116.86

Search and Filter

This month : January 1, 2021~2021. 1. 9. ▼

campaign

Advertising set

Advertising

+ to make

a copy ▼

Modified ▼

View more ▼

View settings

Heat : achievement ▼

Analysis data ▼

report ▼

<input type="checkbox"/>	Campaign name ▼	Published ↑	Bidding strategy	budget	result ▼	Reach ▼	expo
<input type="checkbox"/>	Participation 1-Copy	Temporarily stored	Ad set bidding ...	Ad set budget u...	-	-	
<input type="checkbox"/>	Participation 1	Active	Ad set bidding ...	Ad set budget u...	10,320 Post participation	35,036	
> Campaign 2 results ⓘ					10,320 Post participation	35,036 persons	

Overview Campaign status: All but removed ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

<input type="checkbox"/>	<input type="radio"/>	Campaign	PV	Cost	Impr.	↓ Interac	Interaction rate	Avg. cost	Conversion:	Cost / conv.	Conv. rate	Bid strategy type
<input type="checkbox"/>	<input checked="" type="radio"/>	Brand Campaign - New	–	US\$14.04	228	117 Clicks	51.32%	US\$0.12	3.00	US\$4.68	2.56%	Target CPA
<input type="checkbox"/>	<input checked="" type="radio"/>	Bumper Plates - New	–	US\$59.04	1,683	102 Clicks	6.06%	US\$0.58	0.32	US\$186.72	0.31%	Maximise conversions
<input type="checkbox"/>	<input checked="" type="radio"/>	Weight Plates & Weightlifting Platform - New	–	US\$40.30	1,627	79 Clicks	4.86%	US\$0.51	0.00	US\$0.00	0.00%	Maximise conversions
<input type="checkbox"/>	<input checked="" type="radio"/>	Dumbbells - New	–	US\$11.74	1,112	36 Clicks	3.24%	US\$0.33	0.00	US\$0.00	0.00%	Maximise clicks
<input type="checkbox"/>	<input checked="" type="radio"/>	Home & Garage Gym - New	–	US\$21.64	637	32 Clicks	5.02%	US\$0.68	0.00	US\$0.00	0.00%	Maximise conversions
<input type="checkbox"/>	<input checked="" type="radio"/>	Equipment for CrossFit	–	US\$17.20	1,367	29 Clicks	2.12%	US\$0.59	0.00	US\$0.00	0.00%	Maximise clicks
<input type="checkbox"/>	<input checked="" type="radio"/>	8_feb_search	–	US\$11.53	493	28 Clicks	5.68%	US\$0.41	0.00	US\$0.00	0.00%	Target CPA
<input type="checkbox"/>	<input checked="" type="radio"/>	Urethane Bumper Plates	–	US\$15.85	343	18 Clicks	5.25%	US\$0.88	0.00	US\$0.00	0.00%	Maximise conversions
<input type="checkbox"/>	<input checked="" type="radio"/>	Power Rack Campaign	–	US\$7.20	566	16 Clicks	2.83%	US\$0.45	0.00	US\$0.00	0.00%	Maximise conversions
Total: All but removed campaigns			–	US\$440.65	60,251	921 Clicks	1.53%	US\$0.48	6.18	US\$71.29	0.67%	
Total: Account			–	US\$440.65	60,251	921 Clicks	1.53%	US\$0.48	6.18	US\$71.29	0.67%	

- Overview
- Recommendations
- Insights
- Campanigns
- Campanigns**
- Auction insights
- Ad groups
- Product groups
- Ads & extensions
- Videos
- Landing pages
- Keywords
- Audiences
- Demographics
- Placements

Ad Sets Nicky (377618050151275)

Updated just now Discard Drafts Review and Publish

Search and filter Last 7 days: Nov 5, 2020 – Nov 11, 2020 Note: Does not include today's data

Campaigns Ad Sets 1 Selected Ads for 1 Ad Set

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

	Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
<input type="checkbox"/>	LFC   IRE   JURGEN	Active	Lowest cost Conversions	£10.00 Daily		— Purchase	1,574	1,730	— Per Purchase	£8.84	Ongoing	Nov 10, 2020 – Ongoing
<input type="checkbox"/>	LFC   IRE   EX PLAYERS	Active	Lowest cost Conversions	£10.00 Daily		2 Purchases	1,204	1,280	£4.51 Per Purchase	£9.02	Ongoing	Nov 10, 2020 – Ongoing
<input type="checkbox"/>	LFC   UK   EX PLAYERS	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	4 Purchases	1,098	1,184	£2.42 Per Purchase	£9.68	Ongoing	Nov 10, 2020 – Ongoing
<input type="checkbox"/>	LFC   UK   JURGEN	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	2 Purchases	1,442	1,552	£4.68 Per Purchase	£9.37	Ongoing	Nov 10, 2020 – Ongoing
<input type="checkbox"/>	LFC   IRE	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	5 Purchases	1,796	1,912	£1.79 Per Purchase	£8.93	Ongoing	Nov 10, 2020 – Ongoing
<input type="checkbox"/>	LFC   UK	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	6 Purchases	1,243	1,325	£1.50 Per Purchase	£9.02	Ongoing	Nov 10, 2020 – Ongoing
<input type="checkbox"/>	AFC   Ireland	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	4 Purchases	3,527	3,775	£2.46 Per Purchase	£9.82	Ongoing	Nov 10, 2020 – Ongoing
<input type="checkbox"/>	AFC   Ex Players   UK	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	7 Purchases	1,686	1,891	£1.44 Per Purchase	£10.06	Ongoing	Nov 10, 2020 – Ongoing
<input type="checkbox"/>	AFC   UK   Wenger	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	4 Purchases	1,430	1,655	£2.57 Per Purchase	£10.29	Ongoing	Nov 10, 2020 – Ongoing
<input type="checkbox"/>	AFC   UK	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	2 Purchases	1,606	1,726	£4.79 Per Purchase	£9.58	Ongoing	Nov 10, 2020 – Ongoing
<input type="checkbox"/>	CFC   IRE	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	3 Purchases	2,122	2,293	£3.25 Per Purchase	£9.75	Ongoing	Nov 10, 2020 – Ongoing
<input checked="" type="checkbox"/>	CFC   LAMPARD & CFC   IRE	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	8 Purchases	1,537	1,920	£1.25 Per Purchase	£9.96	Ongoing	Nov 10, 2020 – Ongoing
<input type="checkbox"/>	CFC   LAMPARD & CFC   UK	Active	Lowest cost Conversions	£10.00 Daily		— Purchase	1,195	1,262	— Per Purchase	£9.78	Ongoing	Nov 10, 2020 – Ongoing
<input type="checkbox"/>	CFC   UK	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	4 Purchases	1,431	1,528	£2.52 Per Purchase	£10.08	Ongoing	Nov 10, 2020 – Ongoing
<b>&gt; Results from 18 ad sets</b> <small>Excludes deleted items</small>						74 Purchases	48,704 People	65,176 Total	£4.08 Per Purchase	£301.61 Total Spent	Activate Windows Go to Settings to activate Windows.	

1 Campaign With Errors

Updated just now

Discard Drafts

Review and

Add filters to narrow the data you are seeing.

Oct 1, 2018 - Apr  
vs. Jan 1, 2016 - Sep

Campaigns

Ad Sets

Ads

duplicate Edit Rules

View Setup

Columns: Custom

Breakdown

Name	Purchases Conversion Value				Website Purchases Conversion Value				Purchases Conversion Rate	
	10/01/2018 - 04/30/2019	01/01/2016 - 09/30/2018	Change	Change(%)	10/01/2018 - 04/30/2019	01/01/2016 - 09/30/2018	Change	Change(%)	10/01/2018 - 04/30/2019	01/01/2016 - 09/30/2018
PROMO_ADS	\$464.58	\$0.00	\$0.00	—	\$464.58	\$0.00	\$0.00	—	0.73	—
_Collection_Ads_No_CBO	\$256.37	\$0.00	\$0.00	—	\$256.37	\$0.00	\$0.00	—	0.84	—
VR_Ads	\$1,129.44	\$0.00	\$0.00	—	\$1,129.44	\$0.00	\$0.00	—	2.59	—
_CBO_CVR	\$715.71	\$0.00	\$0.00	—	\$715.71	\$0.00	\$0.00	—	1.52	—
Ads_CVR	\$4,807.93	\$0.00	\$0.00	—	\$4,807.93	\$0.00	\$0.00	—	1.18	—
S_No_CBO	\$251.39	\$0.00	\$0.00	—	\$251.39	\$0.00	\$0.00	—	1.22	—
_Sleep_Wear_NEW	\$2,076.72	\$0.00	\$0.00	—	\$2,076.72	\$0.00	\$0.00	—	1.92	—
Ads	\$1,079.51	\$0.00	\$0.00	—	\$1,079.51	\$0.00	\$0.00	—	1.03	—
Ads from 196 campaigns <small>1 deleted item</small>	\$224,753.74 <small>Total</small>	\$26,122.13 <small>Total</small>	\$198,631.61 <small>Total</small>	▲ 760.40% <small>Total</small>	\$224,753.74 <small>Total</small>	\$26,122.13 <small>Total</small>	\$198,631.61 <small>Total</small>	▲ 760.40% <small>Total</small>	3.39 <small>Average</small>	1.52 <small>Average</small>

Search

Filters

+ Add filters to narrow the data you are seeing.

Lifetime: Jul 29, 2020 – Jul 30, 2020

COVID-19 Resources

Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit






More

Preview

Columns: Performance

Breakdown

Reports

<input type="checkbox"/>	<input type="checkbox"/>	Ad Name	Delivery	Ad Set Name	Bid Strategy Ad Set	Budget Ad Set	Last Significant Edit	Results	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Women's Casual Waterproof Backpack	● Active	<a href="#">All women bags ad set</a> 5 active ads	Lowest cost Link Clicks	\$5.00 Daily	Jul 30, 2020, 8:5... Today	— Link Click	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Women's Plus size Cozy Wireless Brassiere	● Active	<a href="#">All women bags ad set</a> 5 active ads	Lowest cost Link Clicks	\$5.00 Daily	Jul 30, 2020, 8:5... Today	— Link Click	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Genuine Leather Floral Wallets Purses For...	● Active	<a href="#">All women bags ad set</a> 5 active ads	Lowest cost Link Clicks	\$5.00 Daily	Jul 30, 2020, 8:5... Today	— Link Click	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Elegant Classic Solid Color Women's Hand...	● Active	<a href="#">All women bags ad set</a> 5 active ads	Lowest cost Link Clicks	\$5.00 Daily	Jul 30, 2020, 8:5... Today	— Link Click	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Female Big Chain Bucket Bag For Women	● Active	<a href="#">All women bags ad set</a> 5 active ads	Lowest cost Link Clicks	\$5.00 Daily	Jul 30, 2020, 8:5... Today	1 Link Click	
		> Results from 5 ads ⓘ						—	1 Link Click



Ad set name		Results	Reach	Impressions	Cost per result	Budget	Amount spent	End:
[REDACTED]		66 Purchases	5,497	37,845	\$1.75 Per Purchase	\$30.00 Daily	\$115.65	Ongoing
[REDACTED]		61 Purchases	94,889	177,503	\$2.88 Per Purchase	\$30.00 Daily	\$175.83	Ongoing
[REDACTED]		58 Purchases	100,940	200,209	\$3.53 Per Purchase	\$30.00 Daily	\$210.79	Ongoing
[REDACTED]		48 Purchases	62,181	99,816	\$1.97 Per Purchase	\$6.00 Daily	\$91.39	Ongoing
[REDACTED]		40 Purchases	3,882	32,426	\$1.90 Per Purchase	\$1.00 Daily	\$76.11	Ongoing
[REDACTED]		27 Purchases	29,359	41,090	\$1.14 Per Purchase	\$3.00 Daily	\$30.79	Ongoing
[REDACTED]		26 Purchases	34,662	48,920	\$1.99 Per Purchase	\$30.00 Daily	\$51.63	Ongoing
[REDACTED]		24 Purchases	50,448	76,345	\$2.84 Per Purchase	\$2.00 Daily	\$68.13	Ongoing
[REDACTED]		21 Purchases	49,983	74,777	\$4.06 Per Purchase	\$30.00 Daily	\$85.36	Ongoing
[REDACTED]		21 Purchases	50,228	69,560	\$1.97 Per Purchase	\$1.00 Daily	\$11.31	Ongoing
[REDACTED]		19 Purchases	300	6,700	\$2.52 Per Purchase	\$1.00 Daily	\$47.80	Ongoing
[REDACTED]		16 Purchases	17,771	21,929	\$2.24 Per Purchase	\$9.00 Daily	\$35.80	Ongoing
▶ Results from 193 ad sets		—	963,989	2,633,726	—		\$2,595.38	

Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases	Website Purchase ROAS (Return)	Purchase ROAS (Return on Ad Spend)	Mobile App Purchase ROAS (Return)	Purchases	Mobile App Purchases	Offline Purchases	Purchases Conversion Value	Mobile App Purchases Conversion
\$3,750.31	Ongoing	5,125	88	—	3.54	3.54	—	88	—	—	\$13,287.39	\$0.00
\$3,903.97	Ongoing	4,775	75	—	2.98	2.98	—	75	—	—	\$11,643.27	\$0.00
\$2,240.75	Ongoing	4,693	70	—	4.85	4.85	—	70	—	—	\$10,865.29	\$0.00
\$3,749.84	Ongoing	3,602	65	—	2.64	2.64	—	65	—	—	\$9,891.58	\$0.00
\$752.60	Ongoing	1,065	58	—	11.46	11.46	—	58	—	—	\$8,623.47	\$0.00
\$360.28	Ongoing	106	34	—	13.29	13.29	—	34	—	—	\$4,788.87	\$0.00
\$37.36	Ongoing	40	14	—	9.11	9.11	—	14	—	—	\$340.46	\$0.00
\$4.92	Ongoing	1	—	—	—	—	—	—	—	—	\$0.00	\$0.00
—	Ongoing	—	—	—	—	—	—	—	—	—	\$0.00	\$0.00
—	Ongoing	—	—	—	—	—	—	—	—	—	\$0.00	\$0.00
<b>\$14,800.03</b> Total Spent		<b>19,407</b> Total	<b>404</b> Total	— Total	<b>4.02</b> Average	<b>4.02</b> Average	— Average	<b>404</b> Total	— Total	— Total	<b>\$59,440.33</b> Total	<b>\$0.00</b> Total

Campaigns

10315272 (10315272)

Updated just now

Cancel Drafts

Review and Publish

Search and filter

Lifetime: Jan 23, 2018 - Mar 23, 2021

Resource Center

Campaigns

Ad Sets

Ads

Create

Refresh

Filter

More

View Details

Columns: Performance

Breakdown

Reports

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Bid	Attribution Setting	Results	Reach	Impressions	Cost per Result	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	K28 Bluetooth TV Ear pods	€15.00 Daily	Friday click or ...	15 Purchase	17,741	22,219	€9.67 Per Purchase	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	88 Speaker wire Ad	€13.00 Daily	Friday click or ...	11 Purchase	12,346	21,045	€10.75 Per Purchase	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Smart Task UK - Conversions	€4,500.00 Lifetime	Friday click	522 Purchase	509,504	664,221	€8.60 Per Purchase	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Smart Task UK - Conversions	€5.00 Daily	Friday click	261 Purchase	61,223	226,738	€2.18 Per Purchase	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: 7d in PRODUCTION: The latest Ear-Pods s...	€5,000.00 Lifetime	Friday click or ...	228 Purchase	629,526	1,421,841	€2.41 Per Purchase	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	on going web promotion	by ad set bu...	Friday click or ...	16,294 Link Click	640,232	1,396,406	€5.19 Per Link Click	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Ongoing website promotion for 7d in PRODUCTION s...	€5.00	Friday click or ...	11,287	522,409	1,226,454	€5.11	
		<b>3 Results from 83 campaigns</b> Exclude items here		Multiple Attrib...		2,294,188 Reach	7,348,604 Total		

5 selected



Ad Sets for 5 Campaigns



Ads for 5 Campaigns

Create Rule

Columns: Custom ▾

Breakdown ▾

Export ▾

	Reach	Cost per Result	Budget	Amount Spent	Website Registrations Completed
	502,803	\$2.64 Per Complete Registration	\$600.00 Daily	\$28,174.96	10,680
	334,969	\$3.47 Per Complete Registration	\$250.00 Daily	\$17,706.63	5,107
	235,887	\$4.00 Per Complete Registration	\$200.00 Daily	\$11,209.89	2,804
	69,116	\$3.38 Per Complete Registration	\$30.00 Daily	\$7,389.06	2,184
	57,237	\$3.59 Per Complete Registration	\$50.00 Daily	\$7,164.58	1,994
	102,163	\$3.76 Per Complete Registration	\$65.00 Daily	\$5,995.71	1,596
	<b>1,667,277</b> People	— Multiple Conversions		<b>\$144,512.06</b> Total Spent	<b>43,152</b> Total

## Advertising Policies

### < Prohibited Content

1. Community Standards
2. Illegal Products or Services
3. Discriminatory Practices
4. Tobacco and Related Products
5. Drugs & Drug-Related Products
6. Unsafe Supplements
7. Weapons, Ammunition, or Explosives
8. Adult Products or Services
9. Adult Content
10. Third-Party Infringement
11. Sensational Content
12. Personal Attributes

## 31. Vaccine Discouragement

### Policy

Ads must not discourage people from vaccination or advocate against vaccines.

### Examples

- ✔ Ads which discuss vaccine legislation
- ✘ Ads that claim vaccinations are unsafe or unhealthy, or will result in death or injury
- ✘ Ads that are inconsistent with health authorities (including local health authorities) guidance on vaccination

Was this explanation helpful?

Yes

No

📁 Resource Center

🚩 Campaigns

📁 Ad Sets

📁 Ads

+ Create Duplicate Edit ...

Columns: REPORT Reports ...

<input type="checkbox"/>	On / Off	Campaign Name	Amount Spent	Purchases Conversion Value	Purchase ROAS (Return on...)	Cost per Purchase	Cost per Unique Purchase	CTR (All)	CPM (Cost per 1,000 Impressions)	Landing Page Views	Adds to Cart	Purchases	Reach	Impressions	Cost per Unique Link Click
<input type="checkbox"/>	<input type="checkbox"/>	12. New...	\$398.60	\$13,589.12 [2]	34.09 [2]	\$36.24 [2]	\$36.24	3.02%	\$9.54	955 [2]	73 [2]	11 [2]	25,576	41,801	\$0.48
<input type="checkbox"/>	<input checked="" type="checkbox"/>	WARM/...	\$475.60	\$14,177.69 [2]	29.81 [2]	\$39.63 [2]	\$39.63	2.88%	\$15.69	627 [2]	—	12 [2]	8,244	30,318	\$0.95
<input type="checkbox"/>	<input type="checkbox"/>	6. EOFY...	\$295.75	\$8,225.00 [2]	27.81 [2]	\$73.94 [2]	\$73.94	1.40%	\$7.63	506 [2]	—	4 [2]	23,656	38,768	\$0.75
<input type="checkbox"/>	<input checked="" type="checkbox"/>	COLD_R...	\$1,106.11	\$25,567.39 [2]	23.11 [2]	\$42.54 [2]	\$42.54	1.67%	\$11.29	863 [2]	—	26 [2]	46,055	98,007	\$1.28
<input type="checkbox"/>	<input checked="" type="checkbox"/>	COLD_A...	\$2,473.59	\$53,307.02 [2]	21.55 [2]	\$29.80 [2]	\$33.43	1.27%	\$9.63	2,159 [2]	358 [2]	83 [2]	115,272	256,953	\$1.32
<input type="checkbox"/>	<input checked="" type="checkbox"/>	COLD_L...	\$6,777.01	\$144,372.00 [2]	21.30 [2]	\$56.01 [2]	\$112.95	2.13%	\$15.20	6,301 [2]	927 [2]	121 [2]	136,376	445,992	\$1.80
<input type="checkbox"/>	<input type="checkbox"/>	12. New...	\$334.68	\$6,632.09 [2]	19.82 [2]	\$25.74 [2]	\$30.43	0.78%	\$16.52	65 [2]	74 [2]	13 [2]	11,516	20,259	\$3.85
<input type="checkbox"/>	<input type="checkbox"/>	5.2020_...	\$96.23	\$1,457.00 [2]	15.14 [2]	\$48.12 [2]	\$48.12	3.15%	\$5.08	391 [2]	—	2 [2]	11,824	18,936	\$0.28
<input type="checkbox"/>	<input type="checkbox"/>	5.2020_...	\$39.34	\$589.00 [2]	14.97 [2]	\$39.34 [2]	\$39.34	2.60%	\$10.76	62 [2]	—	1 [2]	2,752	3,655	\$0.66
<input type="checkbox"/>	<input checked="" type="checkbox"/>	COLD_O...	\$1,647.13	\$23,524.14 [2]	14.28 [2]	\$49.91 [2]	\$49.91	1.33%	\$20.33	534 [2]	211 [2]	33 [2]	30,952	81,014	\$3.29
<p>&gt; Results</p>			<p><b>\$30,024.84</b></p> <p>Total Spent</p>	<p><b>\$410,507.64</b> [2]</p> <p>Total</p>	<p><b>13.67</b> [2]</p> <p>Average</p>	<p><b>\$52.40</b> [2]</p> <p>Per Action</p>	<p><b>\$74.69</b></p> <p>Per Action</p>	<p><b>1.82%</b></p> <p>Per Impre...</p>	<p><b>\$10.71</b></p> <p>Per 1,000 Impres...</p>	<p><b>34,330</b> [2]</p> <p>Total</p>	<p><b>2,613</b> [2]</p> <p>Total</p>	<p><b>573</b> [2]</p> <p>Total</p>	<p><b>735,647</b></p> <p>People</p>	<p><b>2,803,775</b></p> <p>Total</p>	<p><b>\$1.37</b></p> <p>Per Action</p>

+ Create

Duplicate

Edit

More

View Setup

Columns: Performance

Breakdown

Reports

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Delivery	Bid Strategy	Budget	Attribution Setting	Results	Reach
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Brand Awareness	● Active	Using ad set bid...	Using ad set bu...	7-day click	390 Estimated Ad Recall ...	3,571
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Lead Generation	● Active	Using ad set bid...	Using ad set bu...	7-day click	— On-Facebook Lead	482
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Message	● Active	Using ad set bid...	Using ad set bu...	7-day click	— Messaging Conversa...	484

Kelly

Updated just now 🔄 Discard Drafts Review and Publish (1) ⚙️

Search ⌵ Filters ⌵ + Add filters to narrow the data you are seeing.

This month: ⌵

Account Overview

**Campaigns**

Ad Sets

Ads

Select at least one campaign to edit.

+ Create 📄 Duplicate ✎ Edit 🔄 🗑️ 🔒 🔓 Rules ⌵

View Setup 🔘 Columns: Performance ⌵ Breakdown ⌵ Reports ⌵

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	<input type="checkbox"/>	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	BC - Medical Tourism	<input type="checkbox"/>	● Not Delivering	Using ad se...	— Link Click	—	—	— Per Link Click		Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	Blog Post	<input type="checkbox"/>	● Inactive	Using ad se...	— Link Click	—	—	— Per Link Click		Mar 28, 2016
<input type="checkbox"/>	<input type="checkbox"/>	BC - Travel Industry - Traffic	<input type="checkbox"/>	● Inactive	Using ad se...	— Link Click	—	—	— Per Link Click		Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	GSS_Pokemon FB Ad	<input type="checkbox"/>	● Inactive	Using ad se...	— Link Click	—	—	— Per Link Click		Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	GSS - Request Invite - Ad1	<input type="checkbox"/>	● Inactive	Using ad se...	— Link Click	—	—	— Per Link Click		Aug 12, 2016
<input type="checkbox"/>	<input type="checkbox"/>	GSS - Pokemon	<input type="checkbox"/>	● Inactive	Using ad se...	— Link Click	—	—	— Per Link Click		Aug 11, 2016
<input type="checkbox"/>	<input type="checkbox"/>	GSS_Clicks	<input type="checkbox"/>	● Inactive	Using ad se...	— Link Click	—	—	— Per Link Click		Ongoing
		<b>Results from 7 campaigns</b>				— Link Click	— People	— Total	— Per Link Click	Total Spent	



Search and filter

Maximum: Jul 22, 2018 – Aug 22, 2021

Campaigns

Ad Sets

Ads

+ Create

Edit

Customize

Reports

<input type="checkbox"/>	On / Off	Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input type="checkbox"/>	<input type="checkbox"/>	[12/29/2016] Promoting Atlanta Homeless V...	– Page Like	–	–	– Per Page Like	\$0.00	Jan
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "#watchandroidios"	76 Link Clicks	4,654	5,541	\$0.13 Per Link Click	\$10.00	Sep
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Double layer Jogger Shorts Men 2 in 1 ..."	44 Link Clicks	2,844	3,319	\$0.23 Per Link Click	\$10.00	Sep
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "My fellow shipmate was not prepared f..."	– Post Engagement	–	–	– Per Post Engagement	\$0.00	Jul
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[06/01/2017] Promoting Atlanta Homeless V...	– Page Like	–	–	– Per Page Like	\$0.00	Jun
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Atlanta Homeless Veteran "Creating A ..."	– Post Engagement	–	–	– Per Post Engagement	\$0.00	Apr 1
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "'Coupon of Hope' Campaign"	– Post Engagement	–	–	– Per Post Engagement	\$0.00	Feb 1
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "And the King shall answer and say unto..."	–	–	–	–	\$0.00	Jan 1
<b>&gt; Results from 9 campaigns</b>			– Multiple Conversions	<b>7,522</b> People	<b>8,860</b> Total	– Multiple Conversions	<b>\$20.00</b> Total Spent	



Search and filter

Maximum: Jul 22, 2018 – Aug 22, 2021



### Campaigns

### Ad Sets

### Ads

+ Create



Edit



Columns: Custom

Reports



<input type="checkbox"/>	On / Off	Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input type="checkbox"/>	<input type="checkbox"/>	Post: "▶ 1 Backpack AED 50 ▶"	Messaging Conversa...	-	-	Per Messaging Conv...	\$0.00	Jul
<input type="checkbox"/>	<input type="checkbox"/>	Post: "🥰 গানটা পুরোটা শুনুন সবাই...জাস্ট দা..."	ThruPlay	-	-	Cost per ThruPlay	\$0.00	Jul
<input type="checkbox"/>	<input type="checkbox"/>	Post: "🥰 গানটা পুরোটা শুনুন সবাই...জাস্ট দা..."	62 ThruPlays	622	625	\$0.003 Cost per ThruPlay	\$0.21	Jul
<input type="checkbox"/>	<input type="checkbox"/>	Post: "পারিপূর্ণতা পাক পৃথিবীর সকল ভালোবাসা ..."	3,213 ThruPlays	16,304	17,115	\$0.0004 Cost per ThruPlay	\$1.39	Jul
<input type="checkbox"/>	<input type="checkbox"/>	T-shirt Campaign	47 Link Clicks	6,052	7,341	\$0.65 Per Link Click	\$30.54	Jul
<input type="checkbox"/>	<input type="checkbox"/>	Post: "আজকের "দৈনিক দেশ রূপান্তর" পত্রিকা..."	274 Post Engagements	3,287	5,854	\$0.01 Per Post Engagement	\$3.00	Jun 1
<input type="checkbox"/>	<input type="checkbox"/>	Post: "আগামীকাল(শনিবার), "দৈনিক দেশ রূপা..."	843 Post Engagements	3,654	3,682	\$0.001 Per Post Engagement	\$1.00	Jun 15,
<b>&gt; Results from 9 campaigns</b>			-	<b>51,504</b>	<b>61,074</b>	-	<b>\$186.16</b>	
Excludes deleted items			Multiple Conversions	People	Total	Multiple Conversions	Total Spent	





Search and filter

Maximum: Aug 12, 2021 – Aug 22, 2021



Campaigns

Ad Sets

Ads

+ Create



Edit



Customize

Reports



<input type="checkbox"/>	On / Off	Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Revolutionary Care Traffic Ads	700 Link Clicks	5,552	8,121	\$0.09 Per Link Click	\$64.86	Aug 5
<a href="#">&gt; Results from 1 campaign</a>			700 Link Clicks	5,552 People	8,121 Total	\$0.09 Per Link Click	\$64.86 Total Spent	





Search and filter

Maximum: Jul 22, 2018 – Aug 22, 2021



Campaigns

Ad Sets

Ads

+ Create



Edit



More

View Setup



Columns: Custom



Breakdown



Reports



<input type="checkbox"/>	On / Off	Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	F
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Wedding Dress	226 Link Clicks	6,446	7,919	\$0.22 Per Link Click	\$49.67	Jul 28, 2019	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[09/23/2015] Promoting Divine Glory Apparel	— Page Like	—	—	— Per Page Like	\$0.00	Oct 2, 2015	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[09/07/2015] Promoting http://www.dga.com...	— Link Click	—	—	— Per Link Click	\$0.00	Sep 17, 2015	
<b>&gt; Results from 3 campaigns</b>			— Conversions	<b>6,446</b> People	<b>7,919</b> Total	— Multiple Conversions	<b>\$49.67</b> Total Spent		



Search and filter

Maximum: Jul 22, 2018 – Aug 22, 2021

Campaigns

Ad Sets

Ads

+ Create

Edit

More

View Setup

Columns: Performance

Breakdown

Reports

<input type="checkbox"/>	On / Off	Campaign Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Mindful Space Traffic Ads Campaign	— Link Click	—	—	— Per Link Click	RM0.00	Aug 30
<input type="checkbox"/>	<input type="checkbox"/>	Ongoing Send Message promotion MindfulSp...	2 Messaging Conversa...	34,272	69,662	RM120.37 Per Messaging Conv...	RM240.74	On
<input type="checkbox"/>	<input type="checkbox"/>	[28/11/2020] Promosikan \Tempah Sekarang	— Link Click	—	—	— Per Link Click	RM0.00	Dec 2
<input type="checkbox"/>	<input type="checkbox"/>	[28/11/2020] Promosikan \Tempah Sekarang	6 Link Clicks	487	490	RM1.45 Per Link Click	RM8.69	Dec 2
<input type="checkbox"/>	<input type="checkbox"/>	Post: "FREE trainee counselling session appo...	208 Link Clicks	16,663	26,644	RM0.73 Per Link Click	RM151.08	Dec 30
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Has quality mental healthcare been ac...	182 Link Clicks	13,677	22,922	RM0.55 Per Link Click	RM100.00	Aug 6
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Irvin Yalom is an existential psychiatri...	443 Link Clicks	16,284	20,757	RM0.23 Per Link Click	RM100.00	Jul 9
<input type="checkbox"/>	<input type="checkbox"/>	Event: How many New Year Resolutions have...	50	5,000	10,400	RM0.00	RM100.00	Jun 1
<b>&gt; Results from 108 campaigns</b> Excludes deleted items			— Multiple Conversions	<b>1,331,472</b> People	<b>2,721,459</b> Total	— Multiple Conversions	<b>RM21,161.14</b> Total Spent	

Search and filter

Maximum: Jul 6, 2021 – Aug 22, 2021

Resource Center

Campaigns

Ad Sets

Ads

+ Create



Edit



More

View Setup



Columns: Custom



Breakdown



Reports

<input type="checkbox"/>	On / Off	Campaign Name	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency
<input type="checkbox"/>	<input type="checkbox"/>	[08/07/2021] Promoting https://theonlineexp...	171	174	— Per Landing Page VI...	\$1.09	Jul 13, 2021	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Catalogue Campaign	207,681	362,248	— Per Purchase	\$36.86	Jul 16, 2021	
> Results from 2 campaigns ⓘ			207,745 People	362,422 Total	— Multiple Conversions	\$37.95 Total Spent		Pe



Search and filter

Maximum: Jul 6, 2021 – Aug 22, 2021

Resource Center

Campaigns

Ad Sets

Ads

+ Create



Edit

More

View Setup

Columns: Custom

Breakdown

Reports

<input type="checkbox"/>	On / Off	Campaign Name	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency
<input type="checkbox"/>	<input type="checkbox"/>	[08/07/2021] Promoting https://theonlineexp...	171	174	— Per Landing Page VI...	\$1.09	Jul 13, 2021	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Catalogue Campaign	207,681	362,248	— Per Purchase	\$36.86	Jul 16, 2021	
> Results from 2 campaigns ⓘ			<b>207,745</b> People	<b>362,422</b> Total	— Multiple Conversions	<b>\$37.95</b> Total Spent		Pe





Search and filter

Maximum: Sep 6, 2020 – Aug 23, 2021



Campaigns

Ad Sets

Ads

+ Create



Edit

More

Preview

View Setup

Columns: Performance

Breakdown

Reports



<input type="checkbox"/>	On / Off	Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engage Rate R
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Instagram ad	Website Purchase	–	–	–	–	–
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Ad	154 (2) Website Purchases	32,136	43,618	\$2.75 (2) Per Purchase	–	–
<b>&gt; Results from 2 ads</b>			<b>154 (2)</b> Website Purchases	<b>32,136</b> People	<b>43,618</b> Total	<b>\$2.75 (2)</b> Per Purchase		





Updated just now



Discard Drafts

Review and publish



Search

Filters

Campaign Name: sugatan

Save Filter

Clear

Last month: 1 Feb 2019 - 28 Feb 2019

Note: Does not include today's data

Account overview

Campaigns

Ad sets

Ads

Create

Duplicate

Edit

More

Rules

View Setup

Columns: David - Funnel 2

Breakdown

Reports

<input type="checkbox"/>	<input type="checkbox"/>	Campaign name	Delivery	Budget	Amount spent	Website purchases conversion	Website purchase ROAS (return)	Website purchases	Cost per Purchase	Website checkouts initiated
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Sugatan] MOF+BOF   DPA Studio   CBO	Active	kr650.00 Daily	kr25,127.59	kr277,281.26	11.03	325	kr77.32	1,25
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Sugatan] MOF + BOF   CBO   DPA UGC	Active	kr550.00 Daily	kr16,993.17	kr201,435.45	11.85	212	kr80.16	81
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Sugatan] MOF + BOF   DPA   CBO   Worldwide	Active	kr1,400.00 Daily	kr40,466.13	kr322,224.04	7.96	289	kr140.02	1,856
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Sugatan] MOF up   Conversion   CBO	Active	kr4,225.00 Daily	kr66,336.21	kr240,854.54	3.63	242	kr274.12	1,745
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Sugatan] Back-End   CBO	Active	kr555.00 Daily	kr7,840.72	kr37,303.59	4.76	46	kr170.45	182
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Sugatan] MOF down   Conversion   CBO	Active	kr3,550.00 Daily	kr54,530.27	kr429,101.00	7.87	446	kr122.27	1,896
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Sugatan] BOF   Conversion   CBO	Active	kr3,275.00 Daily	kr45,133.76	kr451,538.01	10.00	415	kr108.76	3,176
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Sugatan] TOF   Conversion   CBO	Active	kr40,983.12 Daily	kr684,799.23	kr1,639,685.29	2.39	1,527	kr448.46	10,168
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Sugatan] TOF   Creative Sheet	Not delivering Ad sets inactive	Using ad se...	—	kr0.00	—	—	—	—
▶ Results from 41 campaigns					<b>kr1,304,532.18</b> Total Spent	<b>kr4,949,076...</b> Total	<b>3.79</b> Average	<b>4,843</b> Total	<b>kr269.36</b> Per Action	<b>28,572</b> Total

<input type="checkbox"/>	<input type="checkbox"/>	Ad Name	Budget Ad Set	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance...	Eng Rate Ad F
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Traffic 10% offer - Estero - slideshow	\$5.00 Daily	Mar 26, 2020, ... 5 days ago	47 Link Clicks	2,413	3,890	\$0.50 Per Link CL...	Average	B
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Traffic 10% offer - Cape Coral - slideshow	\$5.00 Daily	Mar 26, 2020, ... 5 days ago	59 Link Clicks	2,363	3,520	\$0.40 Per Link CL...	Above average	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Promoting Website: https://bahiabowls.com/...	Using ca...		65 Link Clicks	1,903	2,732	\$0.31 Per Link CL...	Above average	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Promoting Website: https://bahiabowls.com/...	Using ca...	Mar 23, 2020, ... 8 days ago	133 Link Clicks	4,671	6,340	\$0.15 Per Link CL...	—	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Engagement Cape Coral - General - Online ...	Using ca...	Mar 18, 2020, ... 13 days ago	331 Post Enga...	2,258	3,499	\$0.05 Per Post E...	Above average	Abc
		> <b>Results from 71 ads</b> ⓘ Excludes deleted items		—	—	<b>89,425</b> People	<b>299,784</b> Total	—		

## Facebook Account

 **Advertising Access Reinstated**

Thank you for confirming your identity. You can now advertise. Your ads, personal ad account and other affected advertising assets will return to their previous status.

Search and filter

Lifetime: 5 Feb 2021-12 Feb 2021

Resource centre

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create

Duplicate

Edit

More

View Setup

Columns: Performance

Breakdown

Reports

<input type="checkbox"/>	Ad set name	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	<input checked="" type="checkbox"/> T-Shirts	1,491 Link Clicks	17,813	20,983	€0.05 Per link click	€67.18 of €98.19
	> Results from 1 ad set	1,491 Link Clicks	17,813 People	20,983 Total	€0.05 Per link click	€67.18 Total Spent



## Pixels



Filter by...



Sort By...



Akohub-NY-USD's Pixel



**Akohub-NY-USD's Pixel** ●

Owned by: Akohub ID: 1976859402584710

Open in Events Manager



Add People



Assign Partners



Add Assets

**People**

Partners

Connected Assets

### People

These people have access to Akohub-NY-USD's Pixel. You can view, edit or delete their permissions.



No one is connected yet. Add people.



# Campaigns

10150450998900856 (101504509989...)

Updated just now

Discard Drafts

Review and Publish (1)



Search and filter

Mar 10, 2021 - Apr 21, 2021



Resource Center

Campaigns

Ad Sets

Ads



+ Create

Duplicate

Edit

A/B Test



Rules

View Setup

Columns: Custom

Breakdown

Reports

<input type="checkbox"/>	Campaign Name	Reach	Impressions	Cost per Result	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases	Leads	Website Leads
<input type="checkbox"/>	<input checked="" type="checkbox"/> ketokongen   \$10	27,858	68,863	\$0.14 <small>Per On-Facebook L...</small>	\$416.12	Ongoing	6,610	7	-	4,388	
<input type="checkbox"/>	<input type="checkbox"/> Stig Wedvik	419	424	\$0.95 <small>Per On-Facebook L...</small>	\$6.64	Ongoing	16	-	-		7
<input type="checkbox"/>	<input type="checkbox"/> Norway   \$20	-	-	- <small>Per On-Facebook L...</small>	\$0.00	Ongoing	-	-	-		-
<input type="checkbox"/>	<input type="checkbox"/> Norway   \$10	-	-	- <small>Per On-Facebook L...</small>	\$0.00	Ongoing	-	-	-		-
<input type="checkbox"/>	<input type="checkbox"/> ketokongen   \$5   Norway.	-	-	- <small>Per On-Facebook L...</small>	\$0.00	Ongoing	-	-	-		-
<input type="checkbox"/>	<input type="checkbox"/> [11.11.2020] Promoterer <a href="https://www.ketoko...">https://www.ketoko...</a>	-	-	- <small>Per Landing Page ...</small>	\$0.00	Ongoing	-	-	-		-
<input type="checkbox"/>	<input type="checkbox"/> Sommer 2019	-	-	- <small>Per Takk juni 2019</small>	\$0.00	Ongoing	-	-	-		-
<input type="checkbox"/>	<input type="checkbox"/> Webinar 5	-	-	- <small>Per Takk web 5 apr...</small>	\$0.00	Ongoing	-	-	-		-
<input type="checkbox"/>	<input type="checkbox"/> Webinar 1 Updated	-	-	- <small>Per Takk web 2 24 ...</small>	\$0.00	Apr 25, 2019	-	-	-		-
<input type="checkbox"/>	<input type="checkbox"/> Post: " <a href="https://levlettere.mykajabi.com/registr...">https://levlettere.mykajabi.com/registr...</a>	-	-	- <small>Per Landing Page ...</small>	\$0.00	Apr 25, 2019	-	-	-		-
<input type="checkbox"/>	<input type="checkbox"/> Webinar 1	-	-	- <small>Per Takk web 2 24 ...</small>	\$0.00	Apr 24, 2019	-	-	-		-





Search and filter

Maximum: Jul 6, 2021 – Aug 22, 2021



Campaigns

Ad Sets

Ads

+ Create



Edit



More

Preview

View Setup



Columns: Performance



Breakdown



Reports



<input type="checkbox"/>	On / Off	Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking	Eng Rat
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Dog Site Ad	54 Link Clicks	1,854	2,008	\$0.26 Per Link Click	Average	
<b>&gt; Results from 1 ad</b>			<b>54</b> Link Clicks	<b>1,854</b> People	<b>2,008</b> Total	<b>\$0.26</b> Per Link Click		





Search and filter

Maximum: Jul 6, 2021 – Aug 22, 2021



Campaigns

Ad Sets

Ads

+ Create



Edit



More

Preview

View Setup



Columns: Performance



Breakdown



Reports



<input type="checkbox"/>	On / Off	Ad Name	Results	Reach	Impressions	Cost per Result	Quality Ranking	Eng Rat
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Dog Site Ad	54 Link Clicks	1,854	2,008	\$0.26 Per Link Click	Average	
<b>&gt; Results from 1 ad</b>			<b>54</b> Link Clicks	<b>1,854</b> People	<b>2,008</b> Total	<b>\$0.26</b> Per Link Click		





Search and filter

Lifetime: 16 Oct 2020-25 Jan 2021

Campaigns

Ad sets

Ads

+ Create Duplicate Edit A/B test Rules

View Setup Columns: Custom Breakdown Reports

	Ad set name	Delivery	Bid strategy	Budget	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	Scotland   Football   1993   LL 4-7%	Learning	Lowest cost Conversions	\$10.00 Daily	23 Jan 2021, 04:... 2 days ago	7-day click or ...	152 Purchases	74,176	162,375	\$5.34 Per Purchase	
<input type="checkbox"/>	Scotland   Football   1993   LL 1-3%	Learning limited	Lowest cost Conversions	\$20.00 Daily	19 Jan 2021, 06:... 6 days ago	7-day click or ...	415 Purchases	119,241	346,827	\$4.68 Per Purchase	
<input type="checkbox"/>	United Kingdom (excluding Scotland)   Footb...	Active	Lowest cost Conversions	\$50.00 Daily	14 Jan 2021, 05:... 11 days ago	7-day click or ...	251 Purchases	75,340	126,838	\$2.74 Per Purchase	
<input type="checkbox"/>	Scotland   Rangers F.C.   1988   \$15	Ad errors	Lowest cost Conversions	\$8.00 Daily		7-day click or ...	6 Purchases	7,922	12,415	\$9.72 Per Purchase	
<input type="checkbox"/>	Scotland   Football   1988   \$15	Ad errors	Lowest cost Conversions	\$8.00 Daily		7-day click or ...	8 Purchases	7,384	10,892	\$7.32 Per Purchase	
<input type="checkbox"/>	Scotland   Male   1988   \$15	Ad errors	Lowest cost Conversions	\$10.00 Daily	19 Jan 2021, 06:... 6 days ago	7-day click or ...	12 Purchases	7,904	11,474	\$5.38 Per Purchase	
<input type="checkbox"/>	Scotland   8-10%   \$15 IRE	Off	Lowest cost Conversions	\$8.00 Daily		28-day click o...	3 Purchases	5,822	6,948	\$9.17 Per Purchase	
<input type="checkbox"/>	Scotland   4-7%   1988   \$15 IRE	Off	Lowest cost Conversions	\$8.00 Daily		28-day click o...	2 Purchases	5,856	7,400	\$13.70 Per Purchase	
<input type="checkbox"/>	Scotland   0-3%   1988   \$15 IRE	Off	Lowest cost Conversions	\$15.00 Daily		28-day click o...	6 Purchases	6,268	8,835	\$5.64 Per Purchase	
<input type="checkbox"/>	Scotland   8-10%   \$15	Off	Lowest cost Conversions	\$8.00 Daily		28-day click o...	2 Purchases	5,266	6,301	\$14.38 Per Purchase	
<input type="checkbox"/>	Scotland   4-7%   1988   \$15	Off	Lowest cost Conversions	\$8.00 Daily	17 Jan 2021, 15:... 8 days ago	28-day click o...	2 Purchases	4,391	5,341	\$13.85 Per Purchase	
<input type="checkbox"/>	UK   Celtic & Rangers   1988   \$15	Off	Lowest cost Conversions	\$8.00 Daily		7-day click or ...	4 Purchases	5,408	8,436	\$9.25 Per Purchase	
<input type="checkbox"/>	UK   Scotland & Football   1988   \$15	Off	Lowest cost Conversions	\$8.00 Daily	17 Jan 2021, 15:... 8 days ago	28-day click o...	— Purchase	4,609	5,842	— Per Purchase	
<input type="checkbox"/>	Scotland   Steven Gerrard   1988   \$15	Off	Lowest cost	\$8.00		28-day click o...	2	4,072	5,982	\$13.90	
<b>Results from 54 ad sets</b> <small>Excludes deleted items</small>					—	Multiple attrib...	— Purchase	558,470 People	2,077,959 Total	Per Purchase	

Activate Windows  
Go to Settings to activate Windows.

Search and filter

Last 7 days: Feb 21, 2021 – Feb 27, 2021  
Note: Does not include today's data

Resource Center

Campaigns

Ad Sets

Ads

+ Create Duplicate Edit A/B Test Rules

View Setup Columns: Performance Breakdown Reports

	Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Attribution Setting	Results	Reach	Impressions	Cost per Result	Amount Spent
<input type="checkbox"/>	CFC   Frank   UK   2012	Learning	Lowest cost Conversions	\$20.00 Daily	Feb 27, 2021, 1:0... Yesterday	7-day click or ...	6 Purchases	3,238	4,030	\$4.38 Per Purchase	\$26.0
<input type="checkbox"/>	Scotland   1998   Football	Learning	Lowest cost Conversions	\$20.00 Daily	Feb 24, 2021, 5:0... 4 days ago	7-day click or ...	15 Purchases	16,818	22,012	\$8.73 Per Purchase	\$130.9
<input type="checkbox"/>	Scotland   1993   Football	Learning	Lowest cost Conversions	\$20.00 Daily	Feb 28, 2021, 1:3... Today	7-day click or ...	53 Purchases	44,290	57,486	\$6.02 Per Purchase	\$319.2
<input type="checkbox"/>	Scotland   1993   Men	Learning	Lowest cost Conversions	\$20.00 Daily	Feb 24, 2021, 5:0... 4 days ago	7-day click or ...	22 Purchases	17,244	22,578	\$5.65 Per Purchase	\$124.2
<input type="checkbox"/>	CFC   Ex-Play   EUR   2012	Off	Lowest cost Conversions	\$10.00 Daily	Feb 25, 2021, 7:2... 3 days ago	7-day click or ...	— Purchase	1,971	2,406	— Per Purchase	\$11.6
<input type="checkbox"/>	CFC   Ex-Play   UK   2012	Off	Lowest cost Conversions	\$20.00 Daily	Feb 27, 2021, 1:0... Yesterday	7-day click or ...	2 Purchases	3,004	3,728	\$12.10 Per Purchase	\$24.2
<input type="checkbox"/>	CFC   Frank   IRE & EUR   2012	Off	Lowest cost Conversions	\$10.00 Daily	Feb 25, 2021, 7:1... 3 days ago	7-day click or ...	2 Purchases	1,300	1,610	\$6.19 Per Purchase	\$12.3
<input type="checkbox"/>	CFC   Jose   UK & IRE   2012	Off	Lowest cost Conversions	\$10.00 Daily	Feb 25, 2021, 7:1... 3 days ago	7-day click or ...	2 Purchases	1,531	1,960	\$6.15 Per Purchase	\$12.2
<input type="checkbox"/>	CFC   Football   EUR   2012	Off	Lowest cost Conversions	\$10.00 Daily	Feb 25, 2021, 7:1... 3 days ago	7-day click or ...	— Purchase	2,086	2,328	— Per Purchase	\$11.8
<input type="checkbox"/>	CFC   Football   IRE   2012	Off	Lowest cost Conversions	\$10.00 Daily	Feb 25, 2021, 7:0... 3 days ago	7-day click or ...	— Purchase	1,783	2,222	— Per Purchase	\$11.3
<input type="checkbox"/>	CFC   Football   UK   2012	Off	Lowest cost Conversions	\$10.00 Daily	Feb 25, 2021, 7:0... 3 days ago	7-day click or ...	— Purchase	1,391	1,681	— Per Purchase	\$11.8
<input type="checkbox"/>	CFC   EUR   2012	Off	Lowest cost Conversions	\$10.00 Daily	Feb 25, 2021, 7:0... 3 days ago	7-day click or ...	— Purchase	1,843	2,066	— Per Purchase	\$12.7
<input type="checkbox"/>	CFC   IRE   2012	Off	Lowest cost Conversions	\$10.00 Daily	Feb 25, 2021, 7:0... 3 days ago	7-day click or ...	— Purchase	1,606	2,015	— Per Purchase	\$11.3
<input type="checkbox"/>	CFC   UK   2012	Off	Lowest cost Conversions	\$10.00 Daily	Feb 25, 2021, 7:0... 3 days ago	7-day click or ...	— Purchase	1,392	1,605	— Per Purchase	\$11.6
> Results from 72 ad sets					—	7-day click or ...	187 Purchases	174,298 People	302,255 Total	\$8.68 Per Purchase	\$1,622. Total Sp



**SocialDhaka Ltd.** 

Business ID: 675609926461993

 **Account Restricted** · Apr 11, 2021

 [Go to Business Home](#)

You can still use this business and its existing assets to advertise, but there are now restrictions on how much you can spend and the advertising features you can use. This is because too many ads were hidden or reported for ad accounts associated with this business. People hide and report ads because they find them to be offensive, misleading, sexually inappropriate, violent, about a sensitive topic or for other reasons.

[Spend and Delivery Restrictions](#)

[Feature Restrictions](#)

# Business Information



## Brederick LTD

Business Manager ID: 2865028377116571

Primary Page: None

### Business Verification Status

 Verified

Mar 18, 2021

### Business History

Updated just now



Discard Drafts

Review and Publish



Maximum: Mar 31, 2021 – Apr 22, 2021

Ad Sets

Ads

Preview

Rules

View Setup




Columns: Performance

Breakdown

Reports

Set	Budget	Ad Set	Last Significant Edit	Attribution Setting	Results	Reach	Impressions	Cost per Result	Quality Ranking	Enga Rate
									Ad Relevance ...	Ad Re
st ds	\$150.00	Daily	Apr 22, 2021, 8:5... Today	7-day click or ...	353 On-Facebook Leads	19,041	41,647	\$3.69 Per On-Facebook Le...	Below average Bottom 35% of ...	
st ds	\$150.00	Daily	Apr 22, 2021, 8:5... Today	7-day click or ...	327 On-Facebook Leads	21,064	37,775	\$3.35 Per On-Facebook Le...	Average	
st ds	\$150.00	Daily	Apr 22, 2021, 8:5... Today	7-day click or ...	4 On-Facebook Leads	532	607	\$8.55 Per On-Facebook Le...	Below average Bottom 35% of ...	Belc Botto
st ds	\$150.00	Daily	Apr 22, 2021, 8:5... Today	7-day click or ...	— On-Facebook Lead	50	50	— Per On-Facebook Le...	—	
st ks	\$50.00	Daily	Apr 9, 2021, 8:34 ... 13 days ago	7-day click or ...	286 Link Clicks	7,838	9,938	\$0.42 Per Link Click	Below average Bottom 10% of ...	Abo
st ks	\$50.00	Daily	Apr 9, 2021, 8:34 ... 13 days ago	7-day click or ...	425 Link Clicks	15,968	23,304	\$0.61 Per Link Click	Below average Bottom 35% of ...	
			—	7-day click or ...	—	53,873 People	113,321 Total	—		

## Business Settings

 Touch of Modern Decor

- Users
  - People
  - Partners
  - System Users
- Accounts
  - Pages
  - Ad Accounts**
  - Business Asset Groups
  - Apps
  - Instagram Accounts
  - Line of Business
  - WhatsApp Accounts
- Data Sources
- Brand Safety
- Resolutions

## Ad Accounts

Enter ID / Asset Name / ...

Filter by...  Sort By...

Hide closed ad accounts

Touch of Modern Decor

 **Touch of Modern Decor**  
Owned by: Touch of Modern Decor ID: 3621735557928838

- People**
- Partners
- Connected Assets

### People

These people have access to Touch of Modern Decor. You can view, edit or d permissions.





## Account Quality

 Sabila Nur

 Account Issues

 **Account Status Overview**

 Facebook Account

 Facebook Business Accounts

### Account Status Overview

#### Facebook Account

The status of your Facebook account impacts your personal ad account and access to certain features for managing advertising assets.

 Sabila Nur

No Advertising Issues  
In last 30 days

#### Business Accounts

The status of your business accounts impacts the ad accounts, shops and advertising assets they own.

 Abinna Cosmetics  
ID: 233725424986057

No Advertising Issues  
In last 30 days

 Ginô Nho  
ID: 2887304064841992

No Advertising Issues  
In last 30 days

 Jampa Shop  
ID: 126877709520537

No Advertising Issues  
In last 30 days

 Manad Pada  
ID: 1829020937264522

No Advertising Issues  
In last 30 days

 Morgan Shop  
ID: 1072282676514261

No Advertising Issues  
In last 30 days

Update your tax info - Please update your "GST/HST Registration Number" or you may be subject to higher taxes. [FIX IT](#)

- Overview
- Recommendations
- Insights
- Campaigns
- Ad groups
- Ads & extensions
- Videos
- Landing pages
- Keywords
- Audiences
- Demographics
- Placements
- Settings
- Get the Google Ads mobile app

Campaign status: All; Ad group status: All [ADD FILTER](#)



### Recommendations

1 ad group does not have any ads

Get your ads running by adding ads to each ad group

[VIEW](#)

### Campaigns

	Cost	Clicks	CTR
Trafic vers le site Web	CA\$1,991.83	3,049	1.35%
vidéo youtube	CA\$0.00	0	0.00%

### Measure conversions

1 Select the action that you'd like to track

A conversion action is something valuable to your business that people do after interacting with your ads.

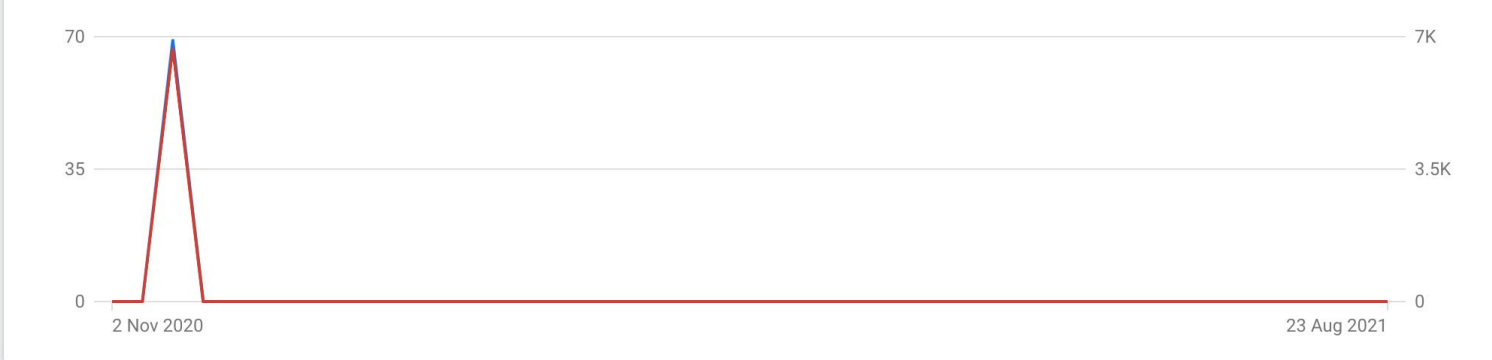


1 / 2 Your ads aren't running - Make a payment towards your overdue account balance. FIX IT

- Overview
- Recommendations
- Insights
- Campaigns
- Ad groups
- Ads & extensions
- Landing pages
- Keywords
- Audiences
- Placements
- Settings
- More

Campaign status: All; Ad group status: All ADD FILTER

Clicks	Impressions	Avg. CPC	Cost
69	6.67K	\$2.45	\$169



Campaigns	Cost	Clicks	CTR
Top Life Insurance	US\$169.07	69	1.03%

Search keywords	Cost	Clicks	CTR
life insurance	US\$102.47	35	1.57%

**Additional information**  
 Does your business, ★Elise Cries★, 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

**Campaigns in the European Region may be affected** Starting on 6 July, we're updating our privacy controls in the European Region to align our products with evolving regional privacy guidance. As peo... Learn more

Search and filter Maximum: 25 Jul 2018-25 Aug 2021

Campaigns Ad sets Ads

+ Create Edit A/B test Rules View Setup Columns: Performance Breakdown Reports

On/Off	Campaign name	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per
<input type="checkbox"/>	Instagram Subscriber	Active	Lowest cost	p.1,000.00 Daily	7-day click	23,204 Link Clicks	90,814	176,376	
<input type="checkbox"/>	Публикация в Instagram: @elisecries &...	Completed	Lowest cost	p.3,500.00 Lifetime	7-day click	136 Link Clicks	34,347	52,055	
<input type="checkbox"/>	[05.06.2020] Продвижение Elise Cries New View Charts Edit Duplicate	Off	Lowest cost	p.150.00 Daily	28-day click o...	436 Page Likes	15,273	50,966	
<input type="checkbox"/>	[05.06.2020] Продвижение Elise Cries ES	Off	Lowest cost	p.150.00 Daily	28-day click o...	5 Page Likes	740	887	
<input type="checkbox"/>	[05.06.2020] Продвижение Elise Cries In	Off	Lowest cost	p.80.00 Daily	28-day click o...	5,634 Page Likes	22,808	41,299	
<input type="checkbox"/>	[05.06.2020] Продвижение Elise Cries	Off	Lowest cost	p.300.00 Daily	28-day click o...	1,936 Page Likes	77,616	189,533	
> Results from 10 campaigns					Multiple attrib...	- Multiple conversions	571,019 People	1,161,109 Total	Multip

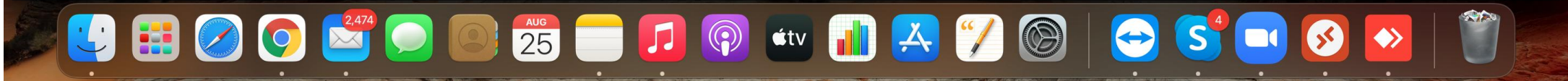
Advertising changes affect Facebook advertising Facebook's solutions to help address Apple's iOS 14 advertising changes now take effect in your ad account. Apple's changes will negatively affect ... View Updates

Search and filter Maximum: 7 Feb 2021-25 Aug 2021

Resource centre Campaigns Ad sets Ads

+ Create Edit A/B test Rules View Setup Columns: Performance Breakdown Reports

On/Off	Campaign name	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions
<input type="checkbox"/>	Carousel_Feb View Charts Edit Duplicate	Ad set off	Using ad set bi...	Using ad set bu...	7-day click or ...	325 Link Clicks	48,399	87,372
> Results from 1 campaign					7-day click or ...	325 Link Clicks	48,399 People	87,372 Total



Resource centre Campaigns Ad sets Ads

+ Create Edit

Customise Reports

On/Off	Campaign name	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per
<input type="checkbox"/>	Landscape - I choose You Instagram Ads	Active	Lowest cost	\$10.00 Daily	7-day click	56 Link Clicks	5,728	6,488	
<input type="checkbox"/>	Mariam _ Robin's Next Day Instagram Ads	Active	Lowest cost	\$10.00 Daily	7-day click	52 Link Clicks	6,390	7,308	
<input type="checkbox"/>	Reach- Sikh - Copy	Active	Lowest cost	\$5.00 Daily	7-day click	43,359 Reach	43,359	73,819	Per 1,000
<input type="checkbox"/>	Ad 3	Completed	Lowest cost	\$7.00 Daily	7-day click	324 Link Clicks	3,006	5,001	
<input type="checkbox"/>	Reach- Nikkah	Completed	Lowest cost	\$5.00 Daily	7-day click	14,644 Reach	14,644	14,775	Per 1,000
<input type="checkbox"/>	Instagram Stories	Completed	Using ad set bi...	Using ad set bu...	7-day click	Link click	-	-	-
<input type="checkbox"/>	Instagram #1	Completed	Lowest cost	\$5.00 Daily	7-day click	840 Estimated ad recall li...	6,992	11,057	Per estim.
> Results from 7 campaigns					7-day click	- Multiple conversions	66,224 People	118,448 Total	Multip

Settings Notifications Search Help

# Instagram



happysoulfilms

Sponsored



Get Quote



happysoulfilms Capture your Wedding day with the best Cinematography!... more



**Happy Soul Films**

Sponsored · 



Wedding Videographers in Toronto! Get a Quote today!



[HTTPS://WWW.INSTAGRAM.CO...](https://www.instagram.co...)

**Wedding Videographers in Toronto! Get a Quote Today!**

WATCH MORE



**Elise Cries**

Sponsored ·



Hi!

We are a young and daring group, ready to conquer the world with our songs! ...see more



MUSICIAN/BAND

**Elise Cries**

8,280 people like this



Lela Lela an... 4 comments 15 shares



Like



Comment



Share

Full-size preview

Overview

Recommendations

Insights

▾ Campaigns

Campaigns

▸ Auction insights

▸ Ad groups

Product groups

▸ Ads & extensions

▸ Videos

▸ Landing pages

▸ Keywords

▸ Audiences

▸ Demographics

# Campaigns

Today 14 Mar 2021

VIEW RECOMMENDATIONS



Campaign status: All but removed [ADD FILTER](#)

SEARCH 
 SEGMENT 
 COLUMNS 
 REPORTS 
 DOWNLOAD 
 EXPAND 
 MORE

<input type="checkbox"/>	<input type="radio"/>	Campaign	PV	Cost	Impr.	↓ Interac	Interaction rate	Avg. cost	Conversion	Cost / conv.	Conv. rate	Bid strategy type
<input type="checkbox"/>	<input checked="" type="radio"/>	Smart Shopping	–	US\$7.19	3,813	24 Clicks	0.63%	US\$0.30	0.00	US\$0.00	0.00%	Maximise conversion value
<input type="checkbox"/>	<input checked="" type="radio"/>	Bumper Plates - New	–	US\$2.09	123	7 Clicks	5.69%	US\$0.30	0.00	US\$0.00	0.00%	Maximise conversions
<input type="checkbox"/>	<input checked="" type="radio"/>	Brand Campaign - New	–	US\$0.42	9	7 Clicks	77.78%	US\$0.06	0.00	US\$0.00	0.00%	Target CPA
<input type="checkbox"/>	<input checked="" type="radio"/>	Weight Plates & Weightlifting Platform - New	–	US\$2.95	129	6 Clicks	4.65%	US\$0.49	0.00	US\$0.00	0.00%	Maximise conversions
<input type="checkbox"/>	<input checked="" type="radio"/>	weight bench - New	–	US\$4.54	26	3 Clicks	11.54%	US\$1.51	0.00	US\$0.00	0.00%	CPC (enhanced)
<input type="checkbox"/>	<input checked="" type="radio"/>	Dumbbells - New	–	US\$0.73	128	3 Clicks	2.34%	US\$0.24	0.00	US\$0.00	0.00%	Maximise clicks
<input type="checkbox"/>	<input checked="" type="radio"/>	Home & Garage Gym - New	–	US\$0.85	42	3 Clicks	7.14%	US\$0.28	0.00	US\$0.00	0.00%	Maximise conversions
<input type="checkbox"/>	<input checked="" type="radio"/>	8_feb_search	–	US\$0.11	22	3 Clicks	13.64%	US\$0.04	0.00	US\$0.00	0.00%	Target CPA

Transferring data from www.gstatic.com...



+ Create

Duplicate

Edit



Rules



View Setup












<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Instagram Post: Surprisel Pienso en tu mira...	● Active	Lowest cost	\$60.00 Lifetime	343 Link Clicks	9,333	10,590	\$0.08 Per Link Click
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Instagram post: Follow 🍷@onlyhaydee ❤️ ...	● Completed	Using ad ...	Using ad...	1,182 Link Clicks	27,808	32,630	\$0.02 Per Link Click
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Instagram post: Is this how girls do it? Lmfao...	● Completed	Using ad ...	Using ad...	2,001 Link Clicks	34,592	39,028	\$0.01 Per Link Click
<input type="checkbox"/>	<input type="checkbox"/>	Post: "My very first cover comes out this Frid...	Off	Lowest cost	\$80.00 Lifetime	2,985 ThruPlays	5,934	6,131	\$0.03 Cost per Th...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Instagram Post: Sound on: My "Serial Lover...	● Completed	Using ad ...	Using ad...	132 Link Clicks	4,994	5,700	\$0.30 Per Link Click
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Instagram Post: Sound on: My "Serial Lover...	● Completed	Lowest cost	\$77.00 Lifetime	2,778 ThruPlays	22,124	25,184	\$0.04 Cost per Th...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Instagram Post: Sound on: My "Serial Lover...	● Completed	Lowest cost	\$80.00 Lifetime	2,918 ThruPlays	4,579	4,601	\$0.03 Cost per Th...



## Business Settings

 Mridul General Store 

- Pages
- Ad Accounts
- Business Asset Groups
- Apps
- Instagram Accounts
- Line of Business
- WhatsApp Accounts

-  Data Sources 
-  Brand Safety 
-  Registrations 
-  Integrations 
-  Payment Methods

 **Security Center**

### Security Center

#### Two-Factor Authentication

Two-factor authentication makes it harder for others to gain access to your business account and take control of your assets. For more information, go to the help center.

Who's required to turn on two-factor authentication?

No one 

#### Business Verification

Verified on Jun 11, 2021.

[View Details](#)

#### Backup Admin Added

You have at least one other admin in this business who can help if you get locked out of your account.

[Add](#)

## Campaign Budget Optimization

On 

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

### Campaign Budget

Daily Budget



\$1,500.00

USD

Actual amount spent daily may vary. 

### Campaign Bid Strategy

Lowest cost

[Show More Options](#) ▾


### Business settings

 SocialDhaka Ltd. ▼

- Pages
  - Ad accounts
  - Business asset groups
  - Apps
  - Instagram accounts
  - Line of business
  - WhatsApp accounts
  - Data sources ▼
  - Brand safety ▼
  - Registrations ▼
  - Integrations ▼
  - Payment methods
  - Security Centre
  - Requests
  - Notifications
  - Business info**
  - Setup Guide
- ⚙️ 🔔 🔍 ? 📄

### Business information

 Permanently Delete Business

 **SocialDhaka Ltd.** Edit  
Business Manager ID: 675609926461993  
Primary Page: None

### Business details

**Legal name of business** Edit  
SocialDhaka Ltd.

**Address**  
32/1 Segunbagicha, Ramna  
Dhaka, Dhaka 1000  
Bangladesh

**Business phone number**  
01610-394585

**Website**  
<https://socialdhaka.com/>

**Tax ID**  
No tax ID

**Business verification status** View Details  
✔ Verified  
3 Apr 2021

**Business history** Export  
**Export a history of management actions taken by people in this business account.**  
Last updated by Mohammad Raihan Kabir Munim on 4 April 2021  
Created by Saidur Rahman Sakil on 11 December 2020

**Ad account creation limit**  
1

### Business options

**Two-factor authentication** No one ▼

Ad Sets Nicky (377618050151275)

Updated just now Discard Drafts Review and Publish

Search and filter

Last 7 days: Nov 5, 2020 - Nov 11, 2020  
Note: Does not include today's data

Campaigns

Ad Sets

1 Selected

Ads for 1 Ad Set

+ Create Duplicate Edit A/B Test Rules

View Setup Columns: Performance Breakdown Reports

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
LFC   IRE   JURGEN	Active	Lowest cost Conversions	£10.00 Daily		0 Purchases	1,574	1,730	£8.64 Per Purchase	£8.64	Ongoing	Nov 10, 2020 - Ongoing
LFC   IRE   EX PLAYERS	Active	Lowest cost Conversions	£10.00 Daily		2 Purchases	1,204	1,280	£4.51 Per Purchase	£9.02	Ongoing	Nov 10, 2020 - Ongoing
LFC   UK   EX PLAYERS	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	4 Purchases	1,098	1,184	£2.42 Per Purchase	£9.68	Ongoing	Nov 10, 2020 - Ongoing
LFC   UK   JURGEN	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	2 Purchases	1,442	1,552	£4.68 Per Purchase	£9.37	Ongoing	Nov 10, 2020 - Ongoing
LFC   IRE	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	5 Purchases	1,796	1,912	£1.79 Per Purchase	£8.93	Ongoing	Nov 10, 2020 - Ongoing
LFC   UK	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	6 Purchases	1,243	1,325	£1.50 Per Purchase	£9.02	Ongoing	Nov 10, 2020 - Ongoing
AFC   Ireland	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	4 Purchases	3,527	3,775	£2.46 Per Purchase	£9.82	Ongoing	Nov 10, 2020 - Ongoing
AFC   Ex Players   UK	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	7 Purchases	1,686	1,891	£1.44 Per Purchase	£10.06	Ongoing	Nov 10, 2020 - Ongoing
AFC   UK   Wenger	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	4 Purchases	1,430	1,655	£2.57 Per Purchase	£10.29	Ongoing	Nov 10, 2020 - Ongoing
AFC   UK	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	2 Purchases	1,606	1,726	£4.79 Per Purchase	£9.58	Ongoing	Nov 10, 2020 - Ongoing
CFC   IRE	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	3 Purchases	2,122	2,293	£3.25 Per Purchase	£9.75	Ongoing	Nov 10, 2020 - Ongoing
CFC   LAMPARD & CFC   IRE	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	8 Purchases	1,537	1,920	£1.25 Per Purchase	£9.96	Ongoing	Nov 10, 2020 - Ongoing
CFC   LAMPARD & CFC   UK	Active	Lowest cost Conversions	£10.00 Daily		0 Purchases	1,195	1,262	£9.78 Per Purchase	£9.78	Ongoing	Nov 10, 2020 - Ongoing
CFC   UK	Active	Lowest cost Conversions	£20.00 Daily	Nov 11, 2020, 9:2... Yesterday	4 Purchases	1,431	1,528	£2.62 Per Purchase	£10.08	Ongoing	Nov 10, 2020 - Ongoing
<b>Results from 18 ad sets</b> <small>Excludes deleted items</small>					<b>74</b> Purchases	<b>48,704</b> People	<b>65,176</b> Total	<b>£4.08</b> Per Purchase	<b>£301.61</b> Total spent		

Activate Windows  
Go to Settings to activate Windows

+ Create

Duplicate

Edit

A/B test



Rules

<input type="checkbox"/>		Campaign name	Delivery ↑	Bid strategy	Budget	Results	Reach	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[16/01/2021] Promoting https://fireworkshou...	● Active	Lowest cost	RM30.00 Daily	31 Landing page views		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New campaign	● Active	Using ad set bid...	Using ad set bu...	87 Purchases		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[16/01/2021] Promoting https://fireworkshou...	● Active	Lowest cost	RM30.00 Daily	96 Landing page views		
<input type="checkbox"/>	<input checked="" type="checkbox"/>	conversion	● Active	Using ad set bid...	Using ad set bu...	60 Purchases		
		> Results from 4 campaigns ⓘ	<b>Conversion ads</b>					

Search Filters + Add filters to narrow the data you are seeing.

Jan 1, 2019 - Jul 31, 2019

Account Overview

Campaigns

1 selected

Ad Sets for 1 Campaign

Ads for 1 Campaign

+ Create Duplicate Edit Rules

View Setup Columns: SHOPIFY Breakdown Reports

	Ad Set Name	Delivery	Budget	Results	Reach	Impressions	Amount Spent	Purchases Conversion Value	Purchase ROAS (Return on Ad Spend)	Purchases	Cost per Purchase	Cost per Add to Cart
<input checked="" type="checkbox"/>	MB - Pit Bull - 18-44 - AP - 1DC/V - 2	Not Delivering Campaign is Off	\$100.00 Daily	104 Purchases	765,627	1,010,581	\$2,681.05	\$6,739.78	2.51	104	\$25.78	\$8.91
<input type="checkbox"/>	Engaged Shoppers+Pet Stuff- 12M - 18+ - A/P - 10...	Inactive	\$80.00 Daily	78 Purchases	594,904	724,388	\$2,148.81	\$5,612.82	2.61	78	\$27.55	\$8.33
<input type="checkbox"/>	Engaged Shoppers+Dogs - 62M - 18+ - A/P - 1DC/...	Inactive	\$80.00 Daily	79 Purchases	395,122	486,141	\$2,075.91	\$5,654.10	2.72	79	\$26.28	\$7.92
<input type="checkbox"/>	Online Shopping+Dogs - 70M - 18+ - A/P - 1DC/...	Inactive	\$80.00 Daily	72 Purchases	493,673	576,105	\$1,834.01	\$5,473.45	2.98	72	\$25.47	\$8.19
<input type="checkbox"/>	MB - Online Shopping+Dogs - 70M - 18+ - A/P - 1...	Inactive	\$100.00 Daily	76 Purchases	484,331	539,066	\$1,585.58	\$5,409.21	3.41	76	\$20.86	\$8.91
<input type="checkbox"/>	Dog Training+Dog Walking+Dog Grooming - 16M - ...	Inactive	\$80.00 Daily	46 Purchases	483,945	579,314	\$1,541.28	\$3,517.37	2.28	46	\$33.51	\$9.23
<input type="checkbox"/>	MB - Dog Training+Dog Walking+Dog Grooming - 1...	Inactive	\$80.00 Daily	32 Purchases	261,501	303,877	\$946.82	\$2,118.99	2.24	32	\$29.59	\$5.92
<input type="checkbox"/>	Pit Bull - 18-44 - AP - 1DC/V -	Inactive	\$80.00 Daily	16 Purchases	191,238	183,885	\$566.33	\$1,314.80	2.32	16	\$35.40	\$7.35
<input type="checkbox"/>	Pit Bull - 18-44 - AP - 1DC/V - VALUE -	Inactive	\$80.00 Daily	17 Purchases	108,732	122,298	\$665.48	\$1,301.51	2.30	17	\$33.26	\$8.67
<input type="checkbox"/>	Goldendoodle+Engaged Shoppers - 1.1M - 18-44 - ...	Inactive	\$80.00 Daily	10 Purchases	64,280	84,104	\$393.16	\$669.98	1.70	10	\$39.32	\$14.04
<input type="checkbox"/>	MB - Engaged Shoppers+Pet Stuff- 12M - 18+ - A/...	Inactive	\$80.00 Daily	11 Purchases	140,318	173,565	\$377.75	\$799.90	2.12	11	\$34.34	\$6.75
<input type="checkbox"/>	S - Dog Training/Dog Walking+Art - 13M - 18+ - A/...	Inactive	\$80.00 Daily	6 Purchases	80,791	85,487	\$324.08	\$498.12	1.54	6	\$54.01	\$14.73
Results from 25 ad sets (0)				570 Purchases	3,576,663 People	5,318,842 Total	\$16,385.82 Total Spent	\$40,822.42 Total	2.49 Average	570 Total	\$28.75 Per Action	\$8.62 Per Action

- Overview
- Recommendations
- Insights
- Campanigns
- Campanigns**
- Auction insights
- Ad groups
- Product groups
- Ads & extensions
- Videos
- Landing pages
- Keywords
- Audiences
- Demographics
- Placements

Campaign status: All but removed ADD FILTER

<input type="checkbox"/> <span style="color: green;">●</span>	Campaign	Imp. / PV	Cost	Impr.	↓ Interac	Interaction rate	Avg. cost	Conversion	Cost / conv.	Conv. rate	Bid strategy type
<input type="checkbox"/>	Smart Shopping	–	US\$189.99	51,275	425 Clicks	0.83%	US\$0.45	2.87	US\$66.31	0.67%	Maximise conversion value
<input type="checkbox"/>	Brand Campaign - New	–	US\$14.04	228	117 Clicks	51.32%	US\$0.12	3.00	US\$4.68	2.56%	Target CPA
<input type="checkbox"/>	Bumper Plates - New	–	US\$59.04	1,683	102 Clicks	6.06%	US\$0.58	0.32	US\$186.72	0.31%	Maximise conversions
<input type="checkbox"/>	Weight Plates & Weightlifting Platform - New	–	US\$40.30	1,627	79 Clicks	4.86%	US\$0.51	0.00	US\$0.00	0.00%	Maximise conversions
<input type="checkbox"/>	Dumbbells - New	–	US\$11.74	1,112	36 Clicks	3.24%	US\$0.33	0.00	US\$0.00	0.00%	Maximise clicks
<input type="checkbox"/>	Home & Garage Gym - New	–	US\$21.64	637	32 Clicks	5.02%	US\$0.68	0.00	US\$0.00	0.00%	Maximise conversions
<input type="checkbox"/>	Equipment for CrossFit	–	US\$17.20	1,367	29 Clicks	2.12%	US\$0.59	0.00	US\$0.00	0.00%	Maximise clicks
<input type="checkbox"/>	8_feb_search	–	US\$11.53	493	28 Clicks	5.68%	US\$0.41	0.00	US\$0.00	0.00%	Target CPA
<input type="checkbox"/>	Urethane Bumper Plates	–	US\$15.85	343	18 Clicks	5.25%	US\$0.88	0.00	US\$0.00	0.00%	Maximise conversions
<input type="checkbox"/>	Power Rack Campaign	–	US\$7.20	566	16 Clicks	2.83%	US\$0.45	0.00	US\$0.00	0.00%	Maximise conversions
Total: All but removed campaigns ⓘ		–	US\$440.65	60,251	921 Clicks	1.53%	US\$0.48	6.18	US\$71.29	0.67%	



Search or add filters

Campaigns

Ad Sets

Ads

Create

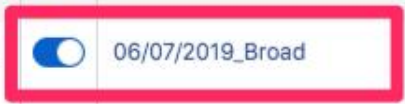
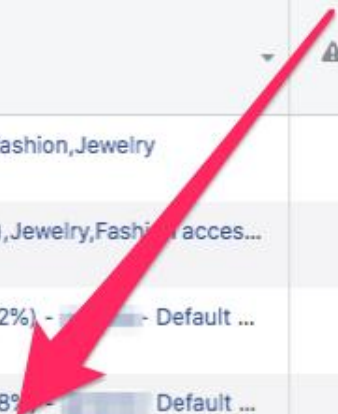
Export

Columns: Performance

<input type="checkbox"/>	Name	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Dia...	Engagement Rate Ranking Ad Relevance Dia...	Conversion Rate Ranking Ad Relevance Dia...	Amount Spent	Ends
<input type="checkbox"/>	> awareness_... ThruPlays	15,393	28,193	149,493	\$0.09 Cost per ...	—	—	—	\$1,414.63	Ongoing
<input type="checkbox"/>	> awareness_... ThruPlays	29,417	24,297	378,868	\$0.11 Cost per ...	—	—	—	\$3,248.74	Ongoing
<input type="checkbox"/>	> conversions... visited w...	39	20,912	118,990	\$62.97 Per visite...	—	—	—	\$2,455.98	Jan 20
<input type="checkbox"/>	> conversions... visited w...	35	8,712	51,082	\$68.78 Per visite...	—	—	—	\$2,407.31	Nov 13
<input type="checkbox"/>	> conversions... visited w...	43	12,684	98,224	\$57.57 Per visite...	—	—	—	\$2,475.42	Ongoing
<input type="checkbox"/>	> conversions... visited w...	45	12,620	57,552	\$55.57 Per visite...	—	—	—	\$2,500.72	Ongoing
<input type="checkbox"/>	> conversions... visited w...	40	12,548	104,226	\$62.50	—	—	—	\$2,500.00	Sep 25
> Results from 18 car			—	118,403 People	1,601,515 Total	—	—	—	\$37,946.21 Total Spent	



	Ad Set Name	Purchases	Purchases Conversion Value	Website Purchases Conversion	Cost per Purchase	Purchase ROAS (Return on Ad Spend)	Website Purchase ROAS (Return	CPM (Cos' per 1,000 impressions)
<input type="checkbox"/>	<input checked="" type="checkbox"/> 06/07/2019_Shopping and fashion,Jewelry	266	\$23,441.35	\$23,441.35	\$32.22	2.73	2.73	\$12.92
<input type="checkbox"/>	<input checked="" type="checkbox"/> 06/07/2019_Ring (jewellery),Jewelry,Fashi acces...	354	\$29,832.68	\$29,832.68	\$30.40	2.77	2.77	\$14.22
<input type="checkbox"/>	<input checked="" type="checkbox"/> 06/07/2019_Lookalike (US, 2%) - Default ...	583	\$51,164.71	\$51,164.71	\$36.47	2.41	2.41	\$17.26
<input type="checkbox"/>	<input checked="" type="checkbox"/> 06/07/2019_Lookalike (US, 8%) - Default ...	517	\$43,802.36	\$43,802.36	\$31.00	2.73	2.73	\$10.71
<input type="checkbox"/>	<input checked="" type="checkbox"/> 06/07/2019_Broad	515	\$45,862.34	\$45,862.34	\$33.52	2.66	2.66	\$10.51
▶ Results from 12 ad sets ⓘ		<b>2,414</b> Total	<b>\$208,729.54</b> Total	<b>\$208,729.54</b> Total	<b>\$33.77</b> Per Action	<b>2.56</b> Average	<b>2.56</b> Average	<b>\$13.08</b> er 1,000 Im...



Overview

Recommendations

Insights

Ad groups

Ad groups

Auction insights

Product groups

Ads

Products

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Placements

Settings

+ More

Enabled Status: Limited by budget Type: Shopping Budget: US\$210.00/day Optimisation score: 70.2%

### Ad Groups

Yesterday 13 Mar 2021



Ad group status: All but removed ADD FILTER

SEARCH SEGMENT COLUMNS REPORTS DOWNLOAD EXPAND MORE

<input type="checkbox"/>	<input type="radio"/>	Ad group	Status	Ad group type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/>	<input checked="" type="radio"/>	Ad group	Eligible	Shopping - Smart	425	51,275	0.83%	US\$0.45	US\$189.99	2.87	US\$66.31	0.67%
		Total: Al...			425	51,275	0.83%	US\$0.45	US\$189.99	2.87	US\$66.31	0.67%
		Total: C...			425	51,275	0.83%	US\$0.45	US\$189.99	2.87	US\$66.31	0.67%

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