

Facebook Ads Result

1. Facebook Ads for sales

Search or add filters

Campaigns Ad Sets Ads

Create Export ... Columns: Custom Breakdown

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)
[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
[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
[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
[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
[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
[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
Results from 29 campaigns	\$204,921.37 Total Spent	3.13 Per Person	331,248 Total	\$0.62 Per Click	1.68% Per Impres...	47,800 Total	14,915 Total	\$658,871.41 Total	\$13.74 Per Action	3.22 Average

2. Facebook Ads for sales

All Campaigns ▾		+ Create Campaign		Columns: Performance ▾		Breakdown ▾		Export ▾	
<input type="checkbox"/>	Campaign Name	Delivery ⓘ ▲	Results ⓘ	Reach ⓘ	Cost ⓘ	Amount Spent ⓘ	Ends ⓘ		
<input type="checkbox"/>	Agent Training Course	● Active	432 Website Clicks	33,929	\$1.37 Per Website Click	\$591.12	Ongoing		
<input type="checkbox"/>	How to Measure	● Active	153 Website Clicks	4,023	\$0.56 Per Website Click	\$86.20	Tomorrow		
<input type="checkbox"/>	Delightful Social Media Customer Service	● Not Delivering Ad Set Inactive	165 Website Clicks	7,122	\$0.74 Per Website Click	\$121.77	Yesterday		

3. Facebook ads for sales

All Campaigns ▾		+ Create Campaign		Columns: Performance ▾		Breakdown ▾			
<input type="checkbox"/>	Campaign Name	Delivery ⓘ ▲	Results ⓘ	Reach ⓘ					
<input type="checkbox"/>	Agent Training Course	● Active	422 Website Clicks	32,340					
<input type="checkbox"/>	How to Measure	● Active	193 Website Clicks	4,725					
<input type="checkbox"/>	Delightful Social Media Customer Service	● Not Delivering Ad Set Inactive	165 Website Clicks	7,122					
<input type="checkbox"/>	<input type="checkbox"/> Understanding Tone	● Inactive	236 Website Clicks	6,168					
<input type="checkbox"/>	Who Are You Supporting	● Completed	373 Website Clicks	5,924					
<input type="checkbox"/>	From Complaining Customer to Loyal Customer	● Completed	276 Website Clicks	5,230					
<input type="checkbox"/>	Meaner Behind the Scenes	● Completed	—	—					\$0.00

Columns: Performance ▾

- ✓ Performance (Default)
- Delivery
- Engagement
- Video Engagement
- App Engagement
- Carousel Engagement
- Performance and Clicks
- Cross-Device
- Customize Columns...
- Set as Default
- Reset Column Widths

4. Facebook Ads for sales

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit More Rules View Setup Columns: KB Breakdown Reports

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

5. Facebook ads for sales

Ad Sets is 6 selected Search or add filters Save Clear

Campaigns Ad Sets Ads

Create Export Columns: Custom Breakdown

Name	Delivery	Results	Reach	Impressions	Link Clicks	Cost per Result	Amount Spent	Website Purchases	Website Purchases Conversion	Website Purchase ROAS (Return on Ad)
Lookalikes Testing	Active	3 Purchases	3,058	3,281	49	\$14.46 Per Purchase	\$43.37	3	\$243.00	5.60
Non CBO - Interest: Testing	Active	53 Purchases	48,094	70,019	972	\$14.76 Per Purchase	\$782.11	53	\$3,812.75	4.87
Results from 2 campaigns		45 Purchases	33,138 People	46,753 Total	706 Total	\$11.38 Per Purchase	\$511.88 Total Spent	45 Total	\$3,470.50 Total	6.78 Average

6. Facebook Ads for leads

Account Overview | Campaigns | Ad sets | Ads

+ Create Duplicate Edit More View Setup Columns: Performance Breakdown Reports

Campaign name	Budget	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/> Citi_Card_Delhi View Charts Edit Duplicate Lowest cost	₹1,000... Daily	105 On-Facebo...	10,536	19,424	₹42.55 Per on-Faceb...	₹4,468.24
<input type="checkbox"/> Citi_Card_Panchkula-Zirakhpur	₹1,000.00 Daily	13 On-Facebo...	5,920	11,677	₹142.03 Per on-Faceb...	₹1,846.41
<input type="checkbox"/> Citi_Card_Chandigar	₹1,000.00 Daily	25 On-Facebo...	4,934	7,608	₹58.47 Per on-Faceb...	₹1,461.76

7. Facebook ads for leads

Account Overview | Campaigns | Ad sets

+ Create Duplicate Edit A/B Test Rules View Setup

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressio	Cost per Result
<input type="checkbox"/> LS - LeadAd - Facebook Audience Targetin...	Off	Using ad s...	Using ad...	1,019 On-Facebook Leads	57,809	109,713	\$0.43 Per On-...

8. Facebook ads for leads

Campaigns Ad Sets Ads

Create Export ... Columns: Perform

Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results ↓	Reach	Impressions	Cost per Result
> Conversions Instagram Training Ad	Active	Lowest cost	\$10.00 Daily		565 Leads	28,772	53,165	\$1.81 Per Lead
> Conversions Attraction marketing ebo...	Ad Sets Off	Using ad set...	Using ad s...		200 Leads	12,197	20,401	\$3.41 Per Lead

9. Facebook Ads for Leads

Resource Center Campaigns 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

Create Duplicate Edit A/B Test Rules Columns: Custom Reports ...

Campaign Name	Delivery	Bid Strategy	Budget	Attribution Setting	Results	Reach	Impressions
MeasureSummit - All Visitors - Static Ads - ... View Charts Edit Duplicate	Off	Lowest cost	\$60.00 Daily	28-day click o...	430 On-Facebook Leads	14,532	
Results from 1 campaign				28-day click o...	430 On-Facebook Leads	14,532 People	

10. Facebook Ads for Traffic

Account Overview		Campaigns 1 selected		Ad Sets 1 selected		Ads for 1 Ad Set	
+ Create Ad		Edit	Duplicate Ads...	Preview	Create Rule	More	
Columns: Performance							
<input type="checkbox"/>	<input type="checkbox"/>	Ad Name	Delivery	Results	Reach	Cost per R...	Amount Spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Default name - Traffic	● Active	1,525 Link Clicks	32,352	\$0.17 Per Link Click	\$255.45
<input type="checkbox"/>	<input type="checkbox"/>	Default name - Traffic	● Inactive	1,003 Link Clicks	29,245	\$0.26 Per Link Click	\$265.23
<input type="checkbox"/>	<input type="checkbox"/>	Default name - Traffic	● Inactive	790 Link Clicks	24,765	\$0.22 Per Link Click	\$170.24
<input type="checkbox"/>	<input type="checkbox"/>	Default name - Traffic	● Inactive	221 Link Clicks	18,353	\$0.56 Per Link Click	\$124.16
<input type="checkbox"/>	<input type="checkbox"/>	Default name - Traffic	● Inactive	189 Link Clicks	7,648	\$0.27 Per Link Click	\$51.54
<input type="checkbox"/>	<input type="checkbox"/>	Default name - Traffic	● Inactive	120 Link Clicks	9,318	\$0.42 Per Link Click	\$50.19
<input type="checkbox"/>	<input type="checkbox"/>	Default name - Traffic	● Inactive	22 Link Clicks	1,116	\$0.27 Per Link Click	\$5.85
<input type="checkbox"/>	<input type="checkbox"/>	Default name - Traffic - Image 3	● Inactive	—	—	—	\$0.00
▶ Results from 11 Ads				3,870 Link Clicks	71,717 People	\$0.24 Per Link Click	\$922.66 Total Spent

11. Facebook Ads for Traffic

Account Overview		Campaigns 1 selected		Ad Sets 1 selected		Ads for 1 Ad Set						
+ Create		Duplicate	Edit	More	Rules	View Setup	Columns: Custom	Breakdown	Reports			
<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Cost per Result	Amount Spent	Ends	Unique Link Clicks	Adds to Cart	Website Adds to Cart	Cost per Add to Cart	Purchases	Website Purchases	Cost per Purchase
<input type="checkbox"/>	<input type="checkbox"/>	Conversions	\$0.31 Per View ...	\$277.14	Ongoing	869	40	40	\$6.93	8	8	\$34.64
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Traffic	\$0.37 Per Link C...	\$82.76	Ongoing	221	9	9	\$9.20	6	6	\$13.79
▶ Results from 2 campaigns				—	\$359.90 Total Spent	1,088 Total	49 Total	49 Total	\$7.34 Per Action	14 Total	14 Total	\$25.71 Per Action

12. Facebook Ads for Traffic

Account overview		Campaigns 1 selected		Ad sets for 1 Campaign		Ads for 1 Campaign	
+ Create		Duplicate		Edit		Create Rule	
Columns: Performance		Breakdown		Export			
<input type="checkbox"/>	Campaign name	Delivery	Results	Reach	Impressions	Cost per result	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> TOFU Post Traffic	Active	913 Link Clicks	31,048	79,522	\$0.19 Per link click	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Buffer Podcast Traffic	Active	1,497 Link Clicks	48,047	104,345	\$0.28 Per link click	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Video Views	Active	125,064 Three-second vid...	230,508	376,708	\$0.01 Per three-second vi...	
<input type="checkbox"/>	<input checked="" type="checkbox"/> MOFU Post Traffic	Active	6,899 Link Clicks	111,202	137,356	\$0.02 Per link click	
<input type="checkbox"/>	<input type="checkbox"/> Android App Installs	Inactive	1 Mobile App Install	12,079	20,278	\$77.96 Per Mobile App Install	
<input type="checkbox"/>	<input type="checkbox"/> iOS App Installs	Inactive	96 Mobile App Install...	33,906	82,288	\$5.03 Per Mobile App Install	

13. Facebook Ads for Engagement






1 selected		Ad Sets for 1 Campaign		Ads for 1 Campaign				
Preview		Rules		View Setup		Columns: Custom		
Breakdown		Report						
CPC (Cost per Link Click)	CTR (Link Click-Through)	Post Comments	Post Engagement	Post Reactions	Post Saves	Post Shares	Cost per Post Engagement	2-Second Continuous Video Views
\$3.33	1.95%	7	243	10	29	5	\$2.63	—
\$3.05	2.79%	15	548	21	49	3	\$2.56	—
\$1.98	2.88%	15	924	28	23	12	\$1.81	—

14. Facebook Ads for Engagement

Search Filters Campaign Name: ppe X +

Account Overview COVID-19 Resources Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

Create Duplicate Edit A/B Test Preview Rules

Ad Name	Ad Set Name	CPC (All)	CTR (All)	Clicks (All)	Budget Ad Set	Reach	Impressions	Amount Spent	Video Plays
<input checked="" type="checkbox"/>  2	Ad Set 2 Video ad	\$0.12	1.18%	40	\$5.00 Daily	3,375	3,385	\$4.76	3,152
<input type="checkbox"/>  4	Ad Set 4 Video ads	\$0.47	0.25%	10	\$5.00 Daily	3,982	3,989	\$4.66	3,746
<input type="checkbox"/>  5	Ad Set 5 Video ads	\$0.48	0.26%	10	\$5.00 Daily	3,904	3,904	\$4.76	3,655
<input type="checkbox"/>  3	Ad Set 3 Video ads	\$1.14	0.52%	2	\$5.00 Daily	386	386	\$2.27	354
<input type="checkbox"/>  1	Ad Set 1 Video ads	\$0.19	0.87%	25	\$5.00 Daily	2,849	2,863	\$4.64	2,665
Results from 5 ads		\$0.24 Per Click	0.60% Per Impre...	87 Total		14,288 People	14,527 Total	\$21.09 Total Spent	13,572 Total

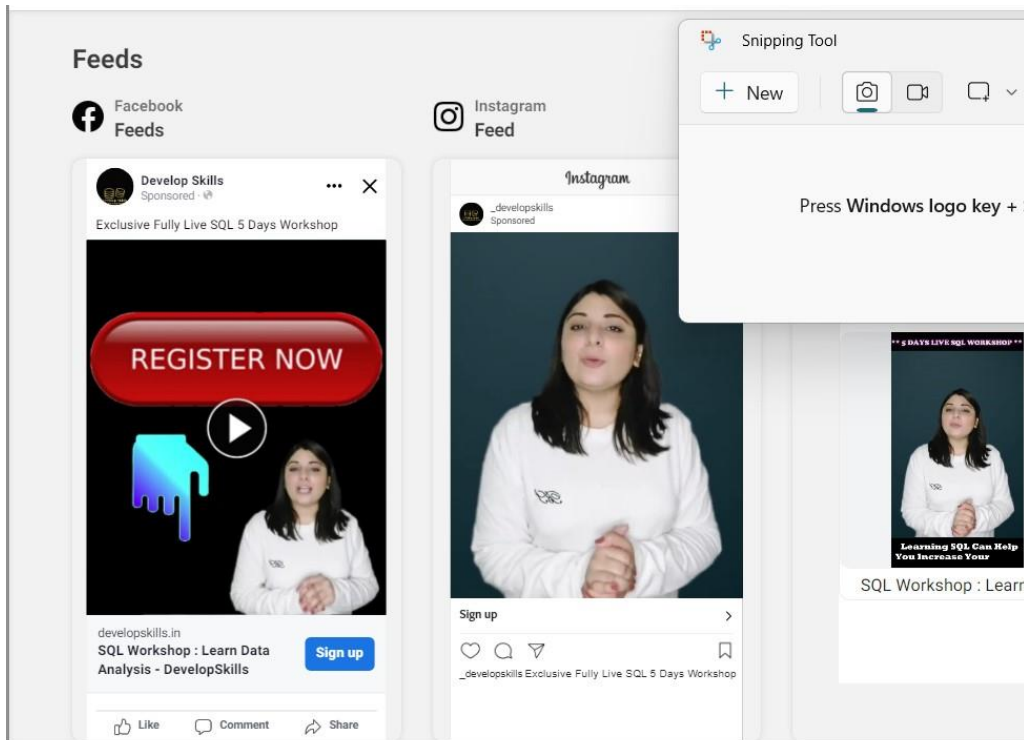
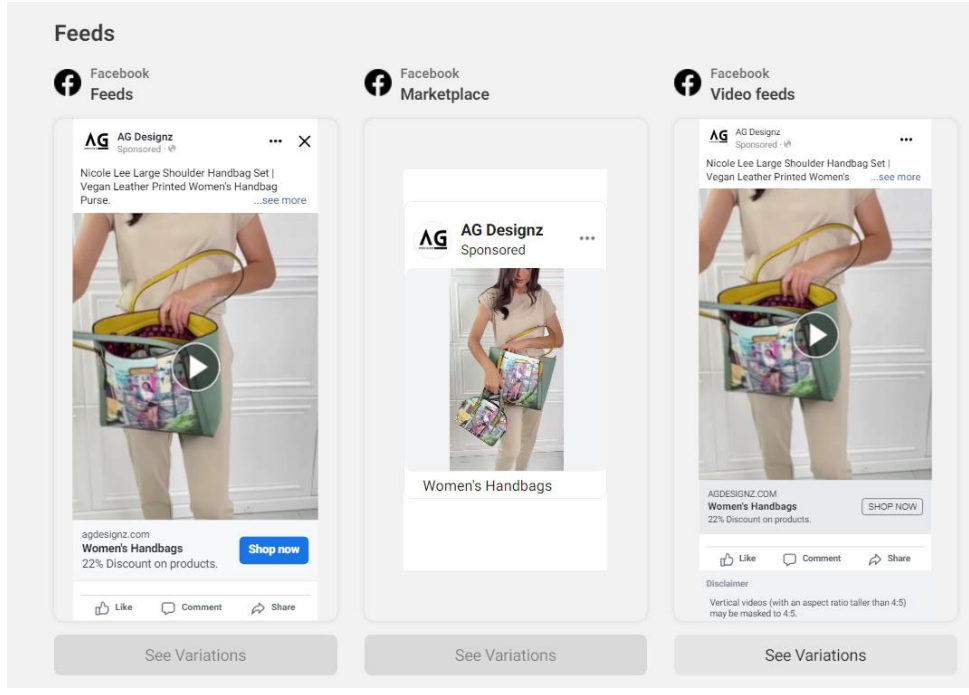
15. Facebook Ads for Engagement

Account Overview Campaigns Ad Sets Ads

+ Create Duplicate Edit Rules View Setup Columns: Performance Breakdown Reports


Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
Remarketing to Website Top 25% Engagers (14 Day)	Active	Using ad set ...	556 Messaging Con...	5,174	26,457	\$2.57 Per Messaging ...	\$1,428.98	Ongoing
Site and Page Messages	Active	Using ad set ...	935 Messaging Con...	13,051	66,281	\$3.94 Per Messaging ...	\$3,687.21	Ongoing

Facebook Ads Image



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Course Type Online Batch No. DM -132



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