

Today: Sep 16, 2025

Columns: eCom

Breakdown

Budget ↑↓	Amount spent ↑↓	Results ↑↓	Cost per result ↑↓	Reach ↑↓
\$300.00 Daily	\$0.00	— Website Purchase	— Per Purchase	—
\$400.00 Daily	\$0.00	— Website Purchase	— Per Purchase	—
\$200.00 Daily	\$202.42	219 Website purchases	\$0.92 Per Purchase	353,460
\$100.00 Daily	\$77.99	69 Website purchases	\$1.13 Per Purchase	91,465
	\$280.41 Total spent	288 Website purchases	\$0.97 Per Purchase	429,756 Accounts Center acco...

Campaigns

Ad sets

Ads

+ Create Duplicate Edit A/B test More

Columns: Performance Breakdown Reports Export Charts

Off/On	Campaign	Active	Tag	Bid strategy	Budget	Ad set	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	[Redacted] Campaign - Dele...	ff		Highest v...	\$20.00 Lifetime	7...	1,272 Follows or likes	10,760	12,052	\$0.002 Per follow or like	\$3.86
<input type="checkbox"/>	[Redacted] campaign	ff		Highest v...	\$20.00 Lifetime	7...	3,426 Follows or likes	23,046	27,740	\$0.002 Per follow or like	\$8.43
<input type="checkbox"/>	viral saree camp[Redacted]	ff		Highest v...	\$75.00 Lifetime	7...	61 Messaging conv...	7,433	8,208	\$0.11 Per messaging c...	\$6.91
<input type="checkbox"/>	[Redacted] Campaign - Orgi...	ff		Highest v...	\$30.00 Lifetime	7...	160 Follows or likes	552	736	\$0.06 Per follow or like	\$9.42
<input type="checkbox"/>	Post: [Redacted]	ff		Highest v...	\$50.00 Lifetime	7...	30 Messaging conv...	3,804	4,066	\$0.25 Per messaging c...	\$2.47
<input type="checkbox"/>	viral saree campaign - message	ff		Highest v...	\$50.00 Lifetime	7...	83 Messaging conv...	3,717	4,571	\$0.08 Per messaging c...	\$6.99
<input type="checkbox"/>	viral saree - traffic campaign	ff		Highest v...	\$50.00 Lifetime	7...	1,621 Link Clicks	11,594	13,098	\$0.002 Per link click	\$3.01

Audience

Lojja Ad (11243424626433...)

Create Audience

Search by name or audience ID

All audiences
Expiring audiences

Filter

- Status
- Type
- Availability
- Source

Name	Type	Estimated audience size	Availability	Date Created	A
<input type="checkbox"/> Lookalike (80, 1%) - Funnel-01 FB Page GIC	Lookalike Audience Funnel-01 FB Page GIC	604,600 - 711,300	Ready Last edited on 06/02/2025	06/02/2025 21:48	120215830
<input type="checkbox"/> Funnel-05 Ad Course Page	Custom Audience Website	Pending Size temporarily unavailable	Ready Last edited on 06/02/2025	06/02/2025 21:46	120215830
<input type="checkbox"/> Funnel-04 Website All visitors	Custom Audience Website	Pending Size temporarily unavailable	Ready Last edited on 06/02/2025	06/02/2025 21:43	120215830
<input type="checkbox"/> Funnel-03 95% Video Views	Custom Audience Engagement - Video	Below 1,000	Ready Last edited on 06/02/2025	06/02/2025 21:42	120215830
<input type="checkbox"/> Funnel-02 15% Video	Custom Audience Engagement - Video	Below 1,000	Ready Last edited on 06/02/2025	06/02/2025 21:41	120215830
<input type="checkbox"/> Funnel-01 FB Page GIC	Custom Audience Engagement - Page	27,300 - 32,100	Populating Available for use	04/02/2025 21:33	120215761
<input type="checkbox"/> Lojja Ad 2	Saved Audience	41,000,000 - 48,200,000	Ready	13/01/2025 21:26	120214925

Facebook Ads Manager interface showing a campaign named "New Sales Campaign". The interface includes a navigation bar, search and filter options, and a table of campaign performance metrics. A blue tooltip is visible over the "Bid strategy" column.

Search and filter: Search and filter

Buttons: + Create, Duplicate, Edit, A/B test, More

Columns: Columns: Performance, Breakdown, Reports, Export, Charts

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Env
<input type="checkbox"/>	New Sales Campaign	Active	You have one or more recommendations ready for your review. You can hide recommendations at any time by clicking the dropdown menu.		7-day click or ...	Website Purchase	1,340	1,525	Per Purchase	TL48.48	
Results from 1 campaign						7-day click or ...	Website Purchase	1,340	1,525	TL48.48	
Excludes deleted items						Accounts Center acco...		Total	Per Purchase	Total spent	

Campaigns WRUGGAGE (537373854636935) Updated just now Review and publish

Search and filter Last 7 days: Sep 26, 2024 - Oct 4, 2024

Campaigns 2 selected Ad sets for 2 Campaigns Ads for 2 Campaigns

+ Create Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export

Off / On	Campaign	Delivery ↑	Bid strategy	Budget	Attr. set	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Purchase ROAS (return on ad spend)
<input checked="" type="checkbox"/>	Playmats Sales Campaign - 29/09/24	Active	Using ad set bid ...	Using ad set bud...	7...	14 ¹⁰ Website purchases	11,873	34,785	£2.45 ¹⁰ Per Purchase	£104.32	Ongoing	5.52 ¹⁰
<input checked="" type="checkbox"/>	Custom decks Sales Campaign - 29/09/24	Active	Using ad set bid ...	Using ad set bud...	7...	5 ¹⁰ Website purchases	15,165	32,808	£26.24 ¹⁰ Per Purchase	£131.21	Ongoing	4.62 ¹⁰
<input type="checkbox"/>	Playmats Sales Campaign - 02/09/2024 - Naz	Off	Using ad set bid ...	Using ad set bud...	7...	1 ¹⁰ Website Purchase	1,710	2,131	£9.81 ¹⁰ Per Purchase	£9.81	Ongoing	1.93 ¹⁰
<input type="checkbox"/>	Europe 29/07 ad decks - countries removed 2	Off	Using ad set bid ...	Using ad set bud...	7...	— Website Purchase	—	—	— Per Purchase	£0.00	Ongoing	—
<input type="checkbox"/>	Retargeting & Lookalike Sales Campaign - 30/...	Off	Using ad set bid ...	Using ad set bud...	7...	— Website Purchase	—	—	— Per Purchase	£0.00	Ongoing	—
<input type="checkbox"/>	Retargeting & Lookalike Sales Campaign - 30/...	Off	Using ad set bid ...	Using ad set bud...	7...	— Website Purchase	—	—	— Per Purchase	£0.00	Ongoing	—
<input type="checkbox"/>	Custom decks Sales Campaign - 30/08/24 - Naz	Off	Using ad set bid ...	Using ad set bud...	7...	1 ¹⁰ Website Purchase	4,137	7,910	£29.96 ¹⁰ Per Purchase	£29.96	Ongoing	4.23 ¹⁰
<input type="checkbox"/>	Europe 29/07 all decks - countries removed	Off	Using ad set bid ...	Using ad set bud...	7...	— Website Purchase	—	—	— Per Purchase	£0.00	Ongoing	—
<input type="checkbox"/>	Advantage+ shopping campaign 13/08/2024 ...	Off	Using ad set bid ...	Using ad set bud...	7...	— Website Purchase	—	—	— Per Purchase	£0.00	Ongoing	—
<input type="checkbox"/>	BULK	Off	Using ad set bid ...	Using ad set bud...	7...	— Website Purchase	—	—	— Per Purchase	£0.00	Ongoing	—
<input type="checkbox"/>	Playmat 2	Off	Using ad set bid ...	Using ad set bud...	7...	— Link Click	—	—	— Per Link Click	£0.00	Ongoing	—
<input type="checkbox"/>	Playmat	Off	Using ad set bid ...	Using ad set bud...	7...	— Link Click	—	—	— Per Link Click	£0.00	Ongoing	—
Results from 29 campaigns <small>Excludes deleted items</small>					7...	— Multiple conversions	24,679 Accounts Debit etc...	67,634 Total	— Multiple conversions	£265.30 Total spent		4.80 Average

Campaigns

2024 Candidates (278102379475487)

Updated just now

Discard Drafts

Review and publish

Search and filter

This month: 1 May 2024 - 19 May 2024

Campaigns

Ad sets

Ads

+ Create



Edit

A/B test



Rules

View Setup



Reports

Export

<input type="checkbox"/>	Off/On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ILoveldaho	Active	Highest volume	\$10.00 Daily	7-day click or 1...	502 Reach	502	502
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Clyde 4 - SHORT VIDEO BUTCH	Active	Highest volume	\$100.00 Daily	7-day click or 1...	32,516 Reach	32,516	32,516
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Clyde 2 - Otter - Copy	Active	Highest volume	\$200.00 Daily	7-day click or 1...	71,226 Reach	71,226	71,226
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Cheatum Govs	Active	Highest volume	\$200.00 Daily	7-day click or 1...	36,350 Reach	36,350	36,350
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Clyde 1	Active	Highest volume	\$100.00 Daily	7-day click or 1...	63,192 Reach	63,192	63,192
<input type="checkbox"/>	<input checked="" type="checkbox"/>	PohankaWater	Active	Highest volume	\$10.00 Daily	7-day click or 1...	8,126 Reach	8,126	8,126
<input type="checkbox"/>	<input checked="" type="checkbox"/>	PohankaPublicSafety - Copy	Active	Highest volume	\$10.00 Daily	7-day click or 1...	7,665 Reach	7,665	7,665
<input type="checkbox"/>	<input checked="" type="checkbox"/>	King - experience that counts	Active	Highest volume	\$20.00 Daily	7-day click or 1...	2,380 Reach	2,380	2,380
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Faulker Defined Idaho Values	Completed	Highest volume	\$20.00 Daily	7-day click or 1...	14,500 Reach	14,500	14,505
Results from 33 campaigns							7-day click or ...		7,391

Campaigns

704011183514352 (70401118351435...)

Search and filter

Campaigns

Ad sets

[+ Create](#) [📄](#) [✎ Edit](#) [🧪 A/B test](#) [🗑️](#) [↶](#) [🗑️](#) [↷](#) [🔄](#) [🔍](#) [Rules](#) [View Setup](#)

<input type="checkbox"/>	Off/On	Campaign	Results	Reach	Impressions
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Sales campaign 22/10/2024	Messaging conversati...	—	—
<input type="checkbox"/>	<input type="checkbox"/>	New Sales campaign 15/10/2024	Website leads 56	1,817	3,481
<input type="checkbox"/>	<input type="checkbox"/>	AC Ad1	Messaging convers... 2	4,341	5,000
Results from 3 campaigns ⓘ Excludes deleted items			—	6,028 Accounts Centre acco...	8,481 Total

Search and filter

Lifetime: Jun 23, 2010 - May 10, 2021

Resource Center

Campaigns

Ad Sets

Ads

	Campaign Name	Delivery ↑	Bid Strategy	Budget	Attribution Setting	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
	OM KO Campaign_8 Campaign	Active	Using ad set bid...	Using ad set bu...	7-day click	Website Submit Appl...	4,642	7,982	Per Website Submit ...	\$78.24 of \$121.05	May
	OM KO Campaign_6	Active	Using ad set bid...	Using ad set bu...	7-day click	Website Submit Appl...	3,069	5,062	Per Website Submit ...	\$58.84 of \$149.18	May
	OM KO Campaign_3	Active	Using ad set bid...	Using ad set bu...	7-day click	Website Submit Appl...	2,446	3,385	Per Website Submit ...	\$61.92 of \$192.53	May
	OM KO Carousel Campaign_10	Active	Using ad set bid...	Using ad set bu...	7-day click	Website Submit Appl...	3,269	7,245	Per Website Submit ...	\$94.14 of \$195.66	May
	OM KO Campaign_9	Active	Using ad set bid...	Using ad set bu...	7-day click	Website Submit Appl...	2,397	3,188	Per Website Submit ...	\$85.84 of \$169.87	May
	OM KO Campaign_7	Active	Using ad set bid...	Using ad set bu...	7-day click	Website Submit Appl...	3,616	4,715	Per Website Submit ...	\$85.14 of \$168.70	May
	OM KO Campaign_5	Active	Using ad set bid...	Using ad set bu...	7-day click	Landing Page Vie...	6,833	12,072	\$9.14	\$82.27 of \$166.17	May
	OM KO Campaign_4	Active	Using ad set bid...	Using ad set bu...	7-day click	Website Submit Appl...	4,762	7,701	Per Website Submit ...	\$82.88 of \$166.85	May
	OM KO Campaign_2	Active	Using ad set bid...	Using ad set bu...	7-day click	Website Submit Appl...	6,291	12,617	Per Website Submit ...	\$94.57 of \$136.03	May
	DM KO Carousel Campaign_1	Active	Using ad set bid...	Using ad set bu...	7-day click	Website Lead	14,486	36,454	Per Lead	\$42.13 of \$116.97	May
	Post "Oral vs. Systemic Health: Importance o...	Completed	Lowest cost	\$100.00 Lifetime	28-day click o...	Link Clicks	678	8,875	\$0.15	\$100.00	Nov
	[10/16/2020] Promoting BlueTickSocial	Completed	Lowest cost	\$10.00 Daily	28-day click o...	Page Like	626	1,687	Per Link Click	\$28.73	Oct
	⚠️ Results from 26 campaigns Excludes deleted items					Multiple Attrib...	174,582 People	260,085 Total		\$1,110.70 Total Spent	

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

Off/On	Campaign	per result	Amount spent	Clicks (all)	Adds to cart	Adds of payment info	Purchases	Purchase ROAS (return on ad spend)	Donation ROAS (return on ad spend)
<input checked="" type="checkbox"/>	New Sales Campaign	\$21.05 ^(R) Per Purchase	\$294.65	810	87 ^(R)	3 ^(R)	14 ^(R)	14.67 ^(R)	-
<input checked="" type="checkbox"/>	New Sales campaign	\$21.06 ^(R) Per Purchase	\$2,695.41	16,892	1,537 ^(R)	-	128 ^(R)	-	-
<input checked="" type="checkbox"/>	New Awareness Campaign	\$1.28 000 people rea...	\$157.63	65	-	-	-	-	-
<input checked="" type="checkbox"/>	Advantage+ shopping campaign 06/21/2023 ...	\$64.63 ^(R) Per Purchase	\$193.88	1,198	62 ^(R)	2 ^(R)	3 ^(R)	3.87 ^(R)	-
<input checked="" type="checkbox"/>	New Traffic Campaign	\$0.07 Per link click	\$688.88	8,254	-	-	-	-	-
<input checked="" type="checkbox"/>	New Ring Advantage + Campaign	\$53.58 ^(R) Per Purchase	\$3,536.07	13,230	765 ^(R)	27 ^(R)	66 ^(R)	3.77 ^(R)	-
<input type="checkbox"/>	Advantage+ shopping campaign 06/15/2023 ...	- Per Purchase	-	-	-	-	-	-	-
<input type="checkbox"/>	lookalike us 180 1%	\$5.40 ^(R) Per Purchase	\$27.01	147	31 ^(R)	2 ^(R)	5 ^(R)	46.28 ^(R)	-
<input type="checkbox"/>	MICRO HELLO KITTY JADE PENDANT	- Per Purchase	\$26.14	47	3 ^(R)	-	-	-	-
Results from 77 campaigns Excludes deleted items		- Multiple conversions	\$44,978.28 Total Spent	316,753 Total	- Total	- Total	- Total	- Average	- Average

Campaigns

Ad sets

Ads

Off/On	Campaign	result	Reach	Impressions	Amount spent	Clicks (all)	Adds to cart	Purchases	Purchase ROAS (return on ad spend)
<input checked="" type="checkbox"/>	Advantage+ shopping campaign 07/04/2024 ...	\$21.03 <small>Per purchase</small>	242,573	717,823	\$4,122.81	19,853	3,135 <small>Per purchase</small>	196 <small>Per purchase</small>	5.13 <small>Per purchase</small>
<input type="checkbox"/>	Europe Images Male 18-44	\$35.83 <small>Per purchase</small>	99,163	272,170	\$931.68	8,110	598 <small>Per purchase</small>	26 <small>Per purchase</small>	1.99 <small>Per purchase</small>
<input type="checkbox"/>	Remarketing	\$26.77 <small>Per purchase</small>	21,276	47,622	\$294.46	523	91 <small>Per purchase</small>	11 <small>Per purchase</small>	2.68 <small>Per purchase</small>
<input type="checkbox"/>	US Images Male 18-34	\$21.19 <small>Per purchase</small>	141,203	496,981	\$3,793.80	17,561	2,316 <small>Per purchase</small>	179 <small>Per purchase</small>	4.73 <small>Per purchase</small>
<input type="checkbox"/>	New Ads	\$18.61 <small>Per purchase</small>	127,525	541,365	\$3,684.01	7,751	1,354 <small>Per purchase</small>	198 <small>Per purchase</small>	4.94 <small>Per purchase</small>
<input type="checkbox"/>	Images Male 18-34 - Copy	\$17.46 <small>Per purchase</small>	26,199	48,326	\$349.12	740	89 <small>Per purchase</small>	20 <small>Per purchase</small>	5.04 <small>Per purchase</small>
<input type="checkbox"/>	Retarget	- <small>Per purchase</small>	6,879	8,039	\$51.37	109	9 <small>Per purchase</small>	-	-
<input type="checkbox"/>	New Zealand	\$29.85 <small>Per purchase</small>	7,696	14,123	\$59.69	368	39 <small>Per purchase</small>	2 <small>Per purchase</small>	6.96 <small>Per purchase</small>
<input type="checkbox"/>	Images Male 35-44	\$16.36 <small>Per purchase</small>	5,284	9,770	\$65.45	282	15 <small>Per purchase</small>	4 <small>Per purchase</small>	3.27 <small>Per purchase</small>
Results from 12 campaigns <small>Excludes deleted items</small>		\$19.51 <small>Per purchase</small>	656,486 <small>Accounts Centre acco...</small>	3,023,582 <small>Total</small>	\$19,084.17 <small>Total Spent</small>	68,838 <small>Total</small>	10,131 <small>Total</small>	978 <small>Total</small>	4.74 <small>Average</small>

Campaigns										Ad sets	Ads				
+ Create										Edit	A/B test	Rules	View Setup	Reports	Export
Off/On	Campaign	Distribution	Results	Reach	Impressions	Cost per result	Amount spent	Ends							
<input type="checkbox"/>	WT - FR_Engagement MEN May24_WTRST	Day click or 1...	5,226 Post engagements	21,777	38,703	€0.03 Per post engagement	€139.81	Ongoing							
<input type="checkbox"/>	WT - ES_Engagement MEN May24_WTRST	Day click or 1...	5,923 Post engagements	23,643	47,191	€0.02 Per post engagement	€108.41	Ongoing							
<input type="checkbox"/>	WT - ES_Engagement Woman May24_WTRST	Day click or 1...	10,463 Post engagements	29,812	55,654	€0.01 Per post engagement	€84.74	Ongoing							
<input type="checkbox"/>	tigrz_US_EN_ASC+_PURCHASE_Daily	Day click	61 Website purchases	65,403	204,671	£153.73 Per purchase	€9,379.49	Ongoing							
<input type="checkbox"/>	tigrz_US_EN_TRAF_ATC_Daily	Day click or 1...	1,547 Website adds to cart	76,504	331,359	£5.05 Per add to cart	€7,809.75	Ongoing							
<input type="checkbox"/>	♥ AB-Awareness-Advantage+shoppingcampa...	Day click, 1-d...	329 Website purchases	1,428,812	7,734,930	£83.96 Per purchase	€31,827.19	Ongoing							
<input type="checkbox"/>	tigrz_ROW_EN_DPA_PURCHASE_Daily	Day click or 1...	129 Website purchases	15,907	381,830	£70.05 Per purchase	€9,041.71	Ongoing							
<input type="checkbox"/>	tigrz_ROW_EN_TRAF_ATC_Daily	Day click or 1...	1,840 Website adds to cart	273,838	2,079,908	£7.04 Per add to cart	€12,964.25	Ongoing							
Results from 154 campaigns Excludes deleted items		Multiple attrib...	Multiple conversions	16,869,955 Accounts Centre acco...	86,669,444 Total	Multiple conversions	€560,528.01 Total Spent								

	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent	Ends
			Ad relevance ...	Ad relevance ...	Ad relevance ...		
	3,897	Per Messaging Con... \$0.22	Average	Average	Average	\$3.94	Ongoing
	14,103	Per Messaging Con... \$0.18	Below average Bottom 35% of ads	Average	Average	\$15.54	Ongoing
	1,024	Per Purchase —	—	—	—	\$3.55	Ongoing
	7,486	Per Messaging Con... \$0.21	Below average Bottom 35% of ads	Average	Above average	\$7.05	Ongoing
	595	Per Messaging Con... \$0.71	—	—	—	\$2.14	Ongoing
[Model + Students ...	1,258	Per Messaging Con... \$1.82	—	—	—	\$3.63	Ongoing
[Dr + Teacher + Ad...	353	Per Messaging Conve... —	—	—	—	\$0.71	Ongoing
[Dr + Teacher + A...	1,992	Per Messaging Con... \$5.63	Average	Average	Average	Activate Windows Go to Settings to activate Windows. \$5.63	Ongoing
	445,560 Total	Multiple conversions —				\$527.25 Total spent	

Campaigns

8...

90 Opportunity score

Updated just now

Discard drafts

Review and publish (1)

All ads Actions Had delivery Active ads + See more

Create a view

Filter by name, ID or metrics

Campaigns

Ad sets

Ads

This month: Jun 1, 2025 - Jun 29, 2025

+ Create

Duplicate

Edit

A/B test

More

Columns: FT - Tofayel

Breakdown

Reports

Export

Charts

Off / On	Campaign	Delivery	Results	Impressions	Reach	Amount spent	Cost per result	Budget
On	TOF	Active	104,905 Reach	179,186	104,905	£144.08	£1.37 Per 1,000 People R...	£5.00 Daily
On	TOF GTM UK	Active	2,891 Interested	34,272	12,124	£288.06	£0.10 Per Interested	£10.00 Daily
On	TOF GTM	Active	2,394 Interested	18,595	8,218	£147.58	£0.06 Per Interested	£3.00 Daily
On	BOF Purchases UK	Active	35 Website purchases	68,197	10,783	£632.21	£18.06 Per Purchase	£24.00 Daily
Off		Off	Follow or like	—	—	£0.00	Per Follow or like	Using ad set bu... Usi
Off		Off		—	—	£0.00		Using ad set bu... Usi
Results from 97 campaigns Excludes deleted items				300,250 Total	132,265 Accounts Center ac...	£1,211.93 Total spent		

Campaigns USD Opportunity score Updated 16 minutes ago Discard drafts Review and publish (11)

Search by name, ID or metrics

1-200 of 233 This month: Jun 1, 2025 - Jun 30, 2025

Columns: Custom Breakdown Reports Export Charts









Off / On	Campaign	Delivery	Results	Reach	Impressions	Cost per result	Amount spent	Budget
<input type="checkbox"/>	TR77-[redacted]-Message-27/05/25	Active	Website Purchase 293 Messaging conversations st...	12,320	16,730	Per Purchase \$0.03 Per Messaging Conversation...	\$9.20	\$5.00 Daily
<input type="checkbox"/>	TR76-[redacted]-Sales-27/05/25	Active	Website purchases 27	6,591	8,378	Per Purchase \$0.58	\$15.66	\$7.00 Daily
<input type="checkbox"/>	TR75-(Traffic Campaign)-27/05/25	Active	Landing Page Views 1,363	26,400	32,042	Per Landing Page View \$0.01	\$8.96	\$3.00 Daily
<input type="checkbox"/>	TR74-(Post Engagement)-Per Week-26/05/25	Active	Post engagements 28,566	193,358	234,841	Per Post Engagement \$0.0002	\$19.49	\$5.00 Daily
<input type="checkbox"/>	TR56-[redacted]-Sales-25/05/25	Active	Website purchases 18	29,405	52,782	Per Purchase \$2.51	\$45.11	\$3.00 Daily
<input type="checkbox"/>	TR36-[redacted]-Message-06/05/24	Active High performing	Messaging conversations st... 2,965	291,644	598,152	Per Messaging Conversation... \$0.02	\$206.96	\$10.00 Daily
<input type="checkbox"/>	Sales campaign of [redacted]	Active	Website purchases 23	51,106	95,085	Per Purchase \$3.64	\$63.77	\$50.00 Daily
<input type="checkbox"/>	Sales campaign [redacted]	Active	Website purchases 62	67,681	143,167	Per Purchase \$2.38	\$147.37	\$50.00 Daily
<input type="checkbox"/>	TR22-Like-(ALL)-29/03/25	Active High performing	Follows or likes 6,672	110,677	162,892	Per Follow or like \$0.01	\$58.25	\$2.00 Daily
<input type="checkbox"/>	TR17-[redacted]-Message-23/03/25	Active	Messaging conversations st... 1,919	145,307	379,107	Per Messaging Conversation... \$0.14	\$275.59	\$5.00 Daily
Results from 233 campaigns Excludes deleted items				1,153,837	2,370,211	—	\$1,102.10	Total spent

Campaigns Opportunity score 72 Updated just now Review and publish

Search by name, ID or filters

1-200 of 259 This month: Jun 1, 2025 - Jun 30, 2025

+ Create Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export Charts

Off / On	Campaign	Delivery	Results	Reach	Impressions	Cost per result	Amount spent	Budget	Ends
<input type="checkbox"/>	 28/06/25	Active	13 Website purchases	43,870	65,013	\$2.65 Per Purchase	\$34.47	\$50.00 Daily	Ongoing
<input type="checkbox"/>		Active	487 Messaging conversat...	30,074	51,573	\$0.05 Per Messaging Conv...	\$25.80	Using ad set bu...	Ongoing
<input type="checkbox"/>	 24/06/25	Active	31 Website purchases	56,925	93,137	\$2.32 Per Purchase	\$65.84	\$25.00 Daily	Ongoing
<input type="checkbox"/>		Active	41 Website purchases	51,409	90,022	\$1.82 Per Purchase	\$74.72	\$12.00 Daily	Ongoing
<input type="checkbox"/>		Active	37 Website purchases	42,479	68,171	\$1.69 Per Purchase	\$62.63	\$10.00 Daily	Ongoing
<input type="checkbox"/>		Off	3 Website purchases	16,158	20,392	\$5.54 Per Purchase	\$16.61	\$10.00 Daily	Ongoing
<input type="checkbox"/>		Off	Website Purchase	6,152	7,274	Per Purchase	\$5.04	\$15.00 Daily	Ongoing
<input type="checkbox"/>		Off	Website Purchase	6,240	8,925	Per Purchase	\$9.10	\$10.00 Daily	Ongoing
Results from 259 campaigns Excludes deleted items			Multiple conversions	886,212 Accounts Center acco...	3,004,170 Total	Multiple conversions	\$1,934.37 Total spent		

Campaigns

97 Opportunity score

Updated just now

Discard drafts

Review and publish (5)

All ads Actions Had delivery Active ads + See more

Create a view

Search by name, ID or metrics

Campaigns Ad sets Ads

This month: Jun 1, 2025 - Jun 30, 2025

+ Create Duplicate Edit A/B test More Columns: FT-Tofayel Breakdown Reports Export Charts

Off / On	Campaign	Delivery	Actions	Results	Reach	Impressions	Cost per result	Amount spent	Budget
		Active		Website purchases			Per Purchase		
		Active		3	202	212	\$0.08	\$0.23	Using ad set bu...
	26-6-2025	Active		Messaging conversations s...	427	58,764	\$0.10	\$43.71	\$12.94 Daily
	5-6-2025	Active	1 recommend	Messaging conversations s...	13	30,178	\$6.01	\$78.08	Using ad set bu...
		Active	1 recommend	Website purchases	62	92,287	\$4.22	\$261.89	\$15.10 Daily
		Active	1 recommend	Website purchases	57	95,180	\$4.40	\$250.85	\$13.75 Daily
		Active		Website purchases	2	10,963	\$7.00	\$14.00	\$15.00 Daily
		Off		Website purchases	2	3,256	\$7.68	\$15.36	Using ad set bu...
Results from 17 campaigns					281,631	734,822		\$1,073.68	
Excludes deleted items				Multiple conversions	Accounts Center ac...	Total	Multiple conversions	Total spent	

Off / On	Ad	Imps	Cost per result	Reach	Impressions	Amount spent	Clicks (all)	CPM (cost per 1,000...)	Adds to cart	Purchase ROAS (return on ad...)	Purchases conversion...
<input type="checkbox"/>	V1	29 <small>Per purchases</small>	\$18.29 <small>Per Purchase</small>	36,543	57,040	\$530.46	1,735	\$9.30	103 <small>Per purchases</small>	1.49 <small>Per Purchase</small>	\$788.20 <small>Per purchases</small>
<input type="checkbox"/>	blanket/tapestry	23 <small>Per purchases</small>	\$22.38 <small>Per Purchase</small>	39,445	56,968	\$514.78	861	\$9.04	47 <small>Per purchases</small>	1.48 <small>Per Purchase</small>	\$763.90 <small>Per purchases</small>
<input type="checkbox"/>	SHIRT 2 Shop Now	55 <small>Per purchases</small>	\$25.15 <small>Per Purchase</small>	77,321	191,226	\$1,383.40	3,335	\$7.23	285 <small>Per purchases</small>	1.24 <small>Per Purchase</small>	\$1,708.92 <small>Per purchases</small>
<input type="checkbox"/>	SHIRT 2 Order Now	16 <small>Per purchases</small>	\$22.93 <small>Per Purchase</small>	18,366	42,318	\$366.82	742	\$8.67	56 <small>Per purchases</small>	1.03 <small>Per Purchase</small>	\$377.89 <small>Per purchases</small>
<input type="checkbox"/>	New Sales ad	106 <small>Per purchases</small>	\$4.90 <small>Per Purchase</small>	88,145	103,506	\$519.37	3,983	\$5.02	215 <small>Per purchases</small>	1.29 <small>Per Purchase</small>	\$670.45 <small>Per purchases</small>
<input type="checkbox"/>	Jacket	67 <small>Per purchases</small>	\$12.42 <small>Per Purchase</small>	75,645	116,596	\$832.43	3,121	\$7.14	136 <small>Per purchases</small>	2.64 <small>Per Purchase</small>	\$2,197.59 <small>Per purchases</small>
<input type="checkbox"/>	Shop Now	59 <small>Per purchases</small>	\$16.53 <small>Per Purchase</small>	69,103	107,929	\$975.21	1,844	\$9.04	109 <small>Per purchases</small>	1.56 <small>Per Purchase</small>	\$1,522.40 <small>Per purchases</small>
<input type="checkbox"/>	ATTACK ON TITAN DROP	57 <small>Per purchases</small>	\$16.50 <small>Per Purchase</small>	94,416	139,825	\$940.61	2,132	\$6.73	114 <small>Per purchases</small>	1.24 <small>Per Purchase</small>	\$1,166.21 <small>Per purchases</small>
<input type="checkbox"/>	New Sales ad #2	115 <small>Per purchases</small>	\$9.88 <small>Per Purchase</small>	122,913	193,791	\$1,136.56	4,842	\$5.86	226 <small>Per purchases</small>	2.43 <small>Per Purchase</small>	\$2,759.35 <small>Per purchases</small>
<input type="checkbox"/>	ATTACK ON TITAN DROP	37 <small>Per purchases</small>	\$19.59 <small>Per Purchase</small>	45,966	74,343	\$724.84	1,792	\$9.75	74 <small>Per purchases</small>	1.77 <small>Per Purchase</small>	\$1,282.95 <small>Per purchases</small>
<input type="checkbox"/>	New Sales ad #1	— <small>Per purchases</small>	— <small>Per Purchase</small>	371	379	\$3.16	2	\$8.34	— <small>Per purchases</small>	— <small>Per Purchase</small>	\$0.00 <small>Per purchases</small>
<input type="checkbox"/>	Order Now	1 <small>Per purchases</small>	\$31.87 <small>Per Purchase</small>	2,747	3,074	\$31.87	52	\$10.37	6 <small>Per purchases</small>	— <small>Per Purchase</small>	\$0.00 <small>Per purchases</small>
Results from 12 ads		565 <small>Per purchases</small>	\$14.09 <small>Per Purchase</small>	468,792 <small>Accounts Center acco...</small>	1,086,995 <small>Total</small>	\$7,959.51 <small>Total spent</small>	24,441 <small>Total</small>	\$7.32 <small>Per 1,000 impressions</small>	1,771 <small>Total</small>	1.66 <small>Average</small>	\$13,237.86 <small>Total</small>

admanager.facebook.com/admanager/manage/campaigns/act=2000811245181265/business_id=1537333409950527/global_scope_id=1537333409950527/entry_point=an_xoal_scope_selector/date=2024-02-01_2024-02-28%2C...

Updated just now

Search and filter

This month: 1 Feb 2024 - 28 Feb 2024

Campaigns Ad sets Ads

+ Create

Off/On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Enc
<input type="checkbox"/>	Homeow Masterclass Sales Campaign	Active	Using ad set bid...	Using ad set bud...	7-day click or 1-d...	2 ⁰⁰ No. of purchases	519	792	\$11.24 ⁰⁰ Per purchase	\$22.67	
<input type="checkbox"/>	Instagram post: Follow @natashouspensky for...	Active	Highest volume	\$150.00 Lifetime	7-day click or 1...	117 Link Clicks	2,787	3,312	\$0.16 Per link click	\$18.18	
<input type="checkbox"/>	Cold Leads Campaign - No more diets	Active	Highest volume	\$15.00 Daily	7-day click or 1...	314 Thank you page	26,532	40,575	\$1.30 Per Thank you page	\$408.01	
<input type="checkbox"/>	Warm Leads Campaign - No more diets	Active	Highest volume	\$13.00 Daily	7-day click or 1...	222 Thank you page	18,131	30,284	\$1.60 Per Thank you page	\$354.47	
<input type="checkbox"/>	Instagram post: Follow @natashouspensky for...	Completed	Highest volume	\$35.00 Lifetime	7-day click or 1...	245 Link Clicks	5,484	5,808	\$0.14 Per link click	\$35.00	
<input type="checkbox"/>	Hormone Masterclass	Off	Using ad set bid...	Using ad set bud...	7-day click or 1...	50 ⁰⁰ Leads page view	5,146	6,449	\$0.25 ⁰⁰ Per leads page v...	\$37.91	
<input type="checkbox"/>	Warm Leads Campaign - weight loss webinar	Off	Highest volume	\$12.00 Daily	7-day click or 1...	- Thank you page	-	-	- Per Thank you page	\$0.00	
<input type="checkbox"/>	ThruPlay Campaign - Topics	Off	Using ad set bid...	Using ad set bud...	7-day click or 1...	- ThruPlay	-	-	- Cost per ThruPlay	\$0.00	
<input type="checkbox"/>	Warm Leads campaign - No more diets TR	Off	Highest volume	\$3.00 Daily	7-day click or 1...	- Thank you page (set H)	-	-	- Per Thank you page (...	\$0.00	
<input type="checkbox"/>	Cold leads campaign - No more diets	Off	Highest volume	\$5.00 Daily	7-day click or 1...	- Thank you page (set H)	-	-	- Per Thank you page (...	\$0.00	
<input type="checkbox"/>	Warm Leads campaign - mom burnout webinar	Off	Highest volume	\$5.00 Daily	7-day click or 1...	- Thank you page (set H)	-	-	- Per Thank you page (...	\$0.00	
<input type="checkbox"/>	Cold leads campaign - mom burnout webinar	Off	Highest volume	\$5.00 Daily	7-day click or 1...	- Thank you page (set H)	-	-	- Per Thank you page (...	\$0.00	
<input type="checkbox"/>	Leads campaign - mom burnout webinar	Off	Highest volume	\$10.00 Daily	7-day click or 1...	- Website view	-	-	- Per lead	\$0.00	
Results from 18 campaigns Excludes deleted items					Multiple attrib...	-	55,115 Inorganic Content views...	96,732 Total	Activate Windows Go to Settings to activate Windows	\$955.23	

Search and filter Maximum: 3 Jul 2023 - 6 May 2024

Campaigns | Ad sets | Ads

+ Create | A/B test | More | Columns | Breakdown | Reports | Export | Charts

<input type="checkbox"/>	Off/On	Campaign	Delivery	Attribution setting	Results	Reach	Frequency	Cost per result	Budget
<input type="checkbox"/>	<input checked="" type="checkbox"/>	best Sales campaign ...	Active	7-day click	— Website purchase	5,530	1.21	— Per purchase	Using ad
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Sales campaign cold	Active	7-day click	210 ⁽¹⁾ Website purchases	145,402	2.52	£7.01 ⁽¹⁾ Per purchase	Using ad
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Sales campaign CUSTOMERS	Off	7-day click	— Website purchase	853	1.45	— Per purchase	Using ad
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Traffic Campaign with recommended settings	Off	7-day click or ...	25 Link Clicks	1,929	1.33	£0.20 Per link click	Using ad
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Advantage+ shopping campaign 27/03/2024 Ca...	Off	7-day click or ...	2 ⁽¹⁾ Website purchases	3,452	1.13	£10.97 ⁽¹⁾ Per purchase	Using ad
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Sales campaign cold – VIDEO TRIAL	Off	7-day click	— Website purchase	386	1.72	— Per purchase	Using ad
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Traffic campaign	Off	7-day click or ...	198 Link Clicks	2,893	1.34	£0.06 Per link click	Using ad

Search and filter

Maximum: Feb 14, 2022 – Jul 10, 2023

Campaigns Ad sets Ads

Create Edit A/B Test Rules 1-200 of 325 View Setup Reports

Off / On	Campaign	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	
<input checked="" type="checkbox"/>	2000a9_de_da_b2e_fc_0xpgs1a29	040 M ic...	442,495	1.42	€4.60 Per Landing Page ... Lifetime	€25,994.00	€4,778.88	Jul 3
<input checked="" type="checkbox"/>	11111111	4 M ases	163,833	1.23	€175.61 Per Purchase Daily	€150.96	€702.45	Jul 3
<input checked="" type="checkbox"/>	32111111	1,842 uPlays	400,633	1.79	€0.05 Cost per ThruPlay Lifetime	€21,680.00	€3,841.65	Jul 3
<input checked="" type="checkbox"/>	45111111	140 M ic...	410,233	1.40	€2.55 Per Landing Page ... Lifetime	€5,400.00	€2,909.14	Jul 1
<input checked="" type="checkbox"/>	11111111	111 M ic...	569,543	1.70	€2.74 Per Landing Page ... Lifetime	€28,350.00	€8,533.98	Jul 3
<input checked="" type="checkbox"/>	11111111	092 M ic...	821,594	1.82	€1.32 Per Landing Page ... Lifetime	€14,175.00	€8,012.89	Jul 1
<input checked="" type="checkbox"/>	11111111 View charts Filter Duplicate Pin	21 M ases	44,686	2.08	€66.51 Per Purchase Daily	€172.41	€1,396.61	Jul 3
<input checked="" type="checkbox"/>	11111111	492 M ic...	174,453	1.80	€5.55 Per Landing Page ... Lifetime	€10,000.00	€2,730.27	Jul 3
<input checked="" type="checkbox"/>	11111111	235 M ases	638,559	2.22	€36.74 Per Purchase Daily	€893.23	€8,632.76	Jul 3
<input checked="" type="checkbox"/>	11111111	19,002	330,210	3.75	€1.52	€5,940.00	€1,396.61	Jul 3

Results from 325 campaigns Excludes deleted items

45,551,850

38.26

€7,476,255.98 Total Spent

Search by name, ID or metrics

Columns: Performance
Breakdown

<input type="checkbox"/>	Off / On	Campaign	Delivery	Bid strategy	Budget	Attrib	Results	Reach	Impressions	Cost
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Advantage+ shopping campaign 12/07/2024 - Naz ...	Off	Using ad set bid st...	Using ad set budget	7-...	2 Website purchases	9,384	10,292	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Advantage+ shopping campaign 12/07/2024 - Naz ...	Off	Using ad set bid st...	Using ad set budget	7-...	53 Website Adds To Cart	9,367	10,849	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Kids Toy sales campaign 1/06/2024 - Naz Optimize ...	Off	Using ad set bid st...	Using ad set budget	7-...	35 Website purchases	54,096	86,723	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Advantage+ shopping campaign 11/08/2024 Camp...	Off	Using ad set bid st...	Using ad set budget	7-...	1 Website Purchase	2,525	3,731	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Sales Campaign for Reels & story - 17/09/24	Off	Using ad set bid st...	Using ad set budget	7-...	20 Website purchases	38,822	57,705	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Catalogue Sales Campaign with all products - Update	Off	Using ad set bid st...	Using ad set budget	7-...	Website Purchase	1,801	2,965	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Advantage+ shopping campaign 08/31/2024 - Naz ...	Off	Using ad set bid st...	Using ad set budget	7-...	33 Website purchases	43,358	72,279	
Results from 7 campaigns						7-...	Multiple conversions	113,072	244,544	Total

Search by name, ID or metrics

Off / On	Campaign	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	CGM Sensors Sales Campaign Retargeting + L...	Active	Highest volume	\$30.00 Daily	7-day click or ...	Purchase (Meta an...	6,027	10,648	\$25.26 ^{off}	\$227.37
<input type="checkbox"/>	CGM Sensors Sales Campaign Retargeting - 3/...	Off	Using ad set bid ...	Using ad set bud...	7-day click or ...	Purchase (Meta and w...	510	679	—	\$18.95
<input type="checkbox"/>	CGM Sensor Sales campaign 02/25/2025 Camp...	Off	Using ad set bid ...	Using ad set bud...	—	Purchase (Meta and w...	1,560	1,767	\$53.17	\$53.17
<input type="checkbox"/>	CGM Sensor Sales campaign 01/31/2025 Camp...	Off	Using ad set bid ...	Using ad set bud...	7-day click or ...	Purchase (Meta and w...	—	—	—	\$0.00
<input type="checkbox"/>	Cyber Monday - Engaged	Off	Using ad set bid ...	Using ad set bud...	7-day click or ...	Landing Page View	—	—	—	\$0.00
<input type="checkbox"/>	Black Friday 2-23 - Engaged	Off	Using ad set bid ...	Using ad set bud...	7-day click or ...	Multiple conversions	—	—	—	\$0.00
<input type="checkbox"/>	YOFU Website Traffic	Off	Highest volume	\$20.00 Daily	7-day click or ...	Link Click	—	—	—	\$0.00
<input type="checkbox"/>	Checkout	Off	Using ad set bid ...	Using ad set bud...	7-day click or ...	Landing Page View	—	—	—	\$0.00
<input type="checkbox"/>	Sales US Adv+ Campaign	Off	Using ad set bid ...	Using ad set bud...	7-day click or ...	Website Purchase	—	—	—	\$0.00
<input type="checkbox"/>	Engagement - CGM Adhesive Campaign	Off	Using ad set bid ...	Using ad set bud...	7-day click or ...	Website Purchase	—	—	—	\$0.00
<input type="checkbox"/>	Dynamic Product Remarketing	Off	Using ad set bid ...	Using ad set bud...	7-day click or ...	Link Click	—	—	—	\$0.00
<input type="checkbox"/>	RFP - Traffic - Don't Let Your Glucose Monitor SL...	Off	Using ad set bid ...	Using ad set bud...	7-day click or ...	—	—	—	—	\$0.00
Results from 20 campaigns						—	7,647	13,095	—	\$299.49
						Accounts Center acco...		Total		Total spent

Campaigns											
Ad sets											
Ads											
+ Create Duplicate Edit A/B test More Columns: Performance Breakdown Reports Export Charts											
Off/On	Campaign	Active	Tag	Bid strategy	Budget	Att set	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	[Redacted] Campaign - Dele...	On		Highest v...	\$20.00 Lifetime	7...	3,273 Follows or likes	10,760	12,052	\$0.002 Per follow or like	\$3.86
<input type="checkbox"/>	[Redacted] campaign	On		Highest v...	\$20.00 Lifetime	7...	3,426 Follows or likes	23,046	27,740	\$0.002 Per follow or like	\$8.43
<input type="checkbox"/>	viral saree camp [Redacted]	On		Highest v...	\$75.00 Lifetime	7...	61 Messaging conv...	7,433	8,208	\$0.11 Per messaging c...	\$6.91
<input type="checkbox"/>	[Redacted] Campaign - Orgi...	On		Highest v...	\$30.00 Lifetime	7...	160 Follows or likes	552	736	\$0.06 Per follow or like	\$9.42
<input type="checkbox"/>	Post: [Redacted]	On		Highest v...	\$50.00 Lifetime	7...	10 Messaging conv...	3,804	4,066	\$0.25 Per messaging c...	\$2.47
<input type="checkbox"/>	viral saree campaign - message	On		Highest v...	\$50.00 Lifetime	7...	83 Messaging conv...	3,717	4,571	\$0.08 Per messaging c...	\$6.99
<input type="checkbox"/>	viral saree - traffic campaign	On		Highest v...	\$50.00 Lifetime	7...	1,621 Link Clicks	11,594	13,098	\$0.002 Per link click	\$3.01