

Search or add filters

Campaigns

Ad Sets

Ads

Create

Export

...

Columns: CustomBreakdown

☐	Name	14	⚠	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

Account Overview			Campaigns			Ad Sets			Ads		
+ Create Campaign			Edit			Duplicate Campaigns...			Create Rule		
						More			Columns: Overview 2		
	Campaign Name	Delivery	Res...	Link Cli...	CT...	Cost ...	Reach	Cost ...	Websit...	Cost ...	Amount ...
☐	☒ W - Lifford's (New)	Active	70 Scoro.it-LT	1,736	0.61%	€0.52	92,740	€12.47 Per Scoro...	71	€12.30	€872.95
☐	☒ CCM: Retargeting project management...	Active	20 New Lead...	57	0.56%	€3.70	1,435	€10.16 Per New L...	9	€22.59	€203.28
☐	☒ CCM: Retargeting budgeting iPs in 2017	Active	— Multiple C...	63	0.61%	€3.39	597	— Multiple C...	10	€19.00	€189.98
☐	☒ W - Lifford's - Retargeting (New)	Active	20 Scoro.it-LT	380	0.79%	€0.47	11,610	€7.91 Per Scoro...	20	€7.91	€158.12
☐	☒ Scenario: 10 Instagram FIB 2017	Active	— Scoro.co...	203	0.82%	€0.32	11,682	— Per Scoro...	—	—	€62.48
☐	☒ CCM: article promo	Recently Completed	3	371	1.40%	€0.35	14,337	€38.95	2	€58.43	€116.86

+ Create Duplicate Edit Rules View Setup									
		Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result
		Instagram Post: Surprise! Pienso en tu mira...	Active	Lowest cost	\$60.00 Lifetime	343 Link Clicks	9,333	10,590	\$0.08 Per Link Click
		Instagram post: Follow 🍌@onlyhaydee ❤️ ...	Completed	Using ad ...	Using ad ...	1,182 Link Clicks	27,808	32,630	\$0.02 Per Link Click
		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
		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...
		Instagram Post: Sound on: My "Serial Lover...	Completed	Using ad ...	Using ad ...	132 Link Clicks	4,994	5,700	\$0.30 Per Link Click
		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...
		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...

SearchFiltersAdd filters to narrow the data you are seeingJan 1, 2019 - Jul 31, 2019

Account Overview

Campaigns1 selected

Ad Sets for 1 Campaign

Ads for 1 Campaign

CreateDuplicateEditRules

View SetupColumns: SHOPIFYBreakdownReports

	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
☒	WB - Pit Bull - 18-44 - AP - IDC/V - 2	Not Delivering Campaign is Off	\$100.00 Daily	104 Purchases	765,527	1,010,581	\$2,581.05	\$6,739.78	2.51	104	\$25.78	\$8.91
☐	Engaged Shoppers+Pet Stuff- 12M - 18+ - A/P - 1D...	Inactive	\$80.00 Daily	78 Purchases	594,904	724,398	\$2,148.81	\$5,612.82	2.61	78	\$27.55	\$8.33
☐	Engaged Shoppers+Dogs - 62M - 18+ - A/P - 1DC/...	Inactive	\$80.00 Daily	79 Purchases	395,122	486,141	\$2,075.91	\$8,654.10	2.72	79	\$26.28	\$7.92
☐	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
☐	ME - Online Shopping+Dogs - 70M - 18+ - A/P - 1...	Inactive	\$100.00 Daily	76 Purchases	484,331	539,056	\$1,585.58	\$5,409.21	3.41	76	\$20.86	\$6.91
☐	Dog Training+Dog Walking+Dog Grooming - 19M - ...	Inactive	\$80.00 Daily	46 Purchases	483,945	579,314	\$1,541.28	\$3,517.37	2.28	46	\$33.51	\$9.23
☐	WB - 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
☐	Pit Bull - 18-44 - AP - 1DC/V -	Inactive	\$80.00 Daily	16 Purchases	191,238	163,885	\$566.33	\$1,314.60	2.32	16	\$35.40	\$7.35
☐	Pit Bull - 18-44 - AP - 1DC/V - VALUE -	Inactive	\$80.00 Daily	17 Purchases	108,732	122,298	\$565.48	\$1,301.51	2.30	17	\$33.26	\$8.57
☐	Goldendoodle+Engaged Shoppers - 11M - 18-44 - ...	Inactive	\$80.00 Daily	10 Purchases	64,280	84,104	\$393.16	\$689.98	1.70	10	\$39.32	\$14.04
☐	ME - 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
☐	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 (3)				570 Purchases	3,570,063 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

Search business

Ad Pop Digital

1 Campaign With Errors

Updated just now

Discard Drafts

Review and

Oct 1, 2018 – Apr 30, 2019

vs. Jan 1, 2016 – Dec 31, 2015

Campaigns

Ad Sets

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View Setup

Columns: Custom

Breakdown

Name	Purchases Conversion Value				Website Purchases Conversion Value				Purchases Conversion Value	
	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	\$224,753.74	\$26,122.13	\$198,631.61	▲ 760.40%	\$224,753.74	\$26,122.13	\$198,631.61	▲ 760.40%	3.39	1.52
Deleted items	Total	Total	Total	Total	Total	Total	Total	Total	Average	Average

Ad set name		Results	Reach	Impressions	Cost per result	Budget	Amount spent	Ends
		66 Purchases	5,497	37,845	\$1.75 Per Purchase	\$30.00 Daily	\$115.65	Ongoing
		61 Purchases	84,889	177,503	\$2.88 Per Purchase	\$30.00 Daily	\$175.83	Ongoing
		58 Purchases	100,940	200,209	\$3.63 Per Purchase	\$30.00 Daily	\$210.79	Ongoing
		48 Purchases	62,181	99,816	\$1.97 Per Purchase	\$6.00 Daily	\$91.39	Ongoing
		40 Purchases	3,682	32,426	\$1.90 Per Purchase	\$1.00 Daily	\$76.11	Ongoing
		27 Purchases	29,359	41,090	\$1.14 Per Purchase	\$3.00 Daily	\$30.79	Ongoing
		26 Purchases	34,682	48,820	\$1.99 Per Purchase	\$30.00 Daily	\$51.63	Ongoing
		24 Purchases	50,448	76,345	\$2.84 Per Purchase	\$2.00 Daily	\$68.13	Ongoing
		21 Purchases	49,983	74,777	\$4.06 Per Purchase	\$30.00 Daily	\$85.36	Ongoing
		21 Purchases	50,223	69,560	\$1.97 Per Purchase	\$1.00 Daily	\$11.31	Ongoing
		19 Purchases	300	6,700	\$2.52 Per Purchase	\$1.00 Daily	\$47.80	Ongoing
		16 Purchases	17,771	21,826	\$2.24 Per Purchase	\$0.00 Daily	\$35.80	Ongoing
Results from 193 ad sets		—	963,989	2,633,726	—		\$2,595.38	

Resource Center

Campaigns

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Columns Performance

Breakdowns

Summary

	Campaign Name	get	Attribution Setting	Results	Reach	Impressions	Cost per Result	
	101 Buzzfeed TV Ear pods	\$15.00 cost	First click or...	11 Purchase	11,181	32,323	\$3.67 Per Purchase	
	FE Danner New Ads	\$18.00 cost	First click or...	11 Purchase	12,846	31,063	\$16.75 Per Purchase	
	Smart Tasty UK - Conversions	\$4,000.00 cost	First click	922 Purchase	379,849	666,321	\$3.88 Per Purchase	
	Smart Tasty UK - Conversions	\$18.00 cost	First click	381 Purchase	99,223	283,788	\$2.16 Per Purchase	
	How: 100% PRODUCE for The Local Eat Protein...	\$9,000.00 cost	First click or...	2298 Purchase	625,536	1,421,841	\$3.43 Per Purchase	
	on going with promotion	by ad set bid...	First click or...	16,294 cost 100%	646,320	1,346,380	\$3.12 Per Cost 100%	
	On going website promotion for http://www.d...	\$5.00	First click or...	16,287	522,429	1,029,694	\$3.11	
3	Results from 83 campaigns		Multiple Attrib...		2,264,148 Reach	1,248,066 Impressions		

+ Create

Duplicate

Edit

More

View Setup

Columns: Performance

Breakdown

Reports

☐	Campaign Name	Delivery	Bid Strategy	Budget	Attribution Setting	Results	Reach
☐	Brand Awareness	Active	Using ad set bid...	Using ad set bu...	7-day click	390 Estimated Ad Recall ...	3,571
☐	Lead Generation	Active	Using ad set bid...	Using ad set bu...	7-day click	— On-Facebook Lead	482
☐	Message	Active	Using ad set bid...	Using ad set bu...	7-day click	— Messaging Conversa...	484

Search or add filters

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Columns: Performance

☐	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
☐	> awareness... ThruPlays	15,393	28,193	149,493	\$0.09 Cost per ...	—	—	—	\$1,414.63	Ongoing
☐	> awareness... ThruPlays	29,417	24,297	378,868	\$0.11 Cost per ...	—	—	—	\$3,248.74	Ongoing
☐	> conversions... visited w...	39	20,912	118,990	\$62.97 Per visite...	—	—	—	\$2,455.98	Jan 20
☐	> conversions... visited w...	35	8,712	51,082	\$68.78 Per visite...	—	—	—	\$2,407.31	Nov 13
☐	> conversions... visited w...	43	12,684	98,224	\$57.57 Per visite...	—	—	—	\$2,475.42	Ongoing
☐	> conversions... visited w...	45	12,620	57,552	\$55.57 Per visite...	—	—	—	\$2,500.72	Ongoing
☐	> 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	



Search and filter

Lifetime: 16 Oct 2020-25 Jan 2021

Campaigns

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A/B test

Rules

View Setup

Columns: Custom

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Reports

	Ad set name	Delivery	Bid strategy	Budget	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
	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	
	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	
	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	
	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	
	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	
	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	
	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	
	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	
	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	
	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	
	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	
	UK Celtic & Rangers 1988 \$15	Off	Lowest cost Conversions	\$8.00 Daily		7-day click or ...	4 Purchases	5,408	6,436	\$9.25 Per Purchase	
	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	
	Scotland Steven Gerrard 1988 \$15	Off	Lowest cost	\$8.00		28-day click o...	2	4,072	5,982	\$13.90	
	Results from 54 ad sets				—	Multiple attrib...	— Purchase	558,470 People	2,077,959 Total		

Activate Windows

Go to Settings to activate Windows.

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						
	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						
	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	\$130.4						
	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						
	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	\$124.1						
	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						
	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	\$24.1						
	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	\$12.2						
	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						
	CFC Football EUR 2012	Off	Lowest cost Conversions	\$10.00 Daily	Feb 25, 2021, 7:1... 3 days ago	7-day click or ...	— Purchase	2,066	2,328	— Per Purchase	\$11.6						
	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	\$11.1						
	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	\$11.1						
	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	\$12.1						
	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	\$11.2						
	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	\$11.4						
	> Results from 72 ad sets				—	7-day click or ...	187 Purchases	174,298 People	302,255 Total	\$8.68 Per Purchase	\$1,622 Total Spent						

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

	Campaign Name	Amount Spent	Ends	Link Clicks	Website Purchases	On-Facebook Purchases	Leads	Website Leads	On-Facebook Leads	Lead Conv. Value
☒	ketokongen \$10	\$935.81	Ongoing	12,366	12	—	2,695	2,476	5,219	
☐	Stig Wedvik	\$6.64	Ongoing	16	—	—	7	—	7	
☐	Norway \$20	\$0.00	Ongoing	—	—	—	—	—	—	
☐	Norway \$10	\$0.00	Ongoing	—	—	—	—	—	—	
☐	ketokongen \$5 Norway	\$0.00	Ongoing	—	—	—	—	—	—	
☐	[1.11.2020] Promoterer https://www.ketoko...	\$0.00	Ongoing	—	—	—	—	—	—	
☐	Sommer 2019	\$0.00	Ongoing	—	—	—	—	—	—	

+ Create Duplicate Edit A/B test Rules							
		Campaign name	Delivery ↑	Bid strategy	Budget	Results	Reach
		[16/01/2021] Promoting https://fireworkshou...	● Active	Lowest cost	RM30.00 Daily	31 Landing page views	
		New campaign	● Active	Using ad set bid...	Using ad set bu...	87 Purchases	
		[16/01/2021] Promoting https://fireworkshou...	● Active	Lowest cost	RM30.00 Daily	96 Landing page views	
		conversion	● Active	Using ad set bid...	Using ad set bu...	60 Purchases	
> Results from 4 campaigns			Conversion ads				

Search ▾		Filters ▾	+ Add filters to narrow the data you are seeing.		Last month: Jul 1, 2019 – Jul 3 ▾ Note: Does not include today's c				
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	CPM (Cos' 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,Fashio... 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...

Updated just now



Discard Drafts

Review and publish

 Campaign Name: sugatan X +

Save Filter

Clear

Last month: 1 Feb 2019 - 28 Feb 2019
Note: Does not include today's data

Account overview

Campaigns

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[+ Create](#) [Duplicate](#) [Edit](#) [More](#) [Rules](#)

View Setup

Columns: David - Funnel 2

Breakdown

Reports

☐	☐	Campaign name	Delivery	Budget	Amount spent	Website purchases conversion	Website purchase ROAS (return)	Website purchases	Cost per Purchase	Website checkouts initiated
☐	☒	[Sugatan] MOF+BOF DPA Studio CBO	Active	kr650.00 Daily	kr25,127.59	kr277,281.26	11.03	325	kr77.32	1,25
☐	☒	[Sugatan] MOF + BOF CBO DPA UGC	Active	kr550.00 Daily	kr16,993.17	kr201,435.45	11.85	212	kr80.16	8
☐	☒	[Sugatan] MOF + BOF DPA CBO Worldwide	Active	kr1,400.00 Daily	kr40,466.13	kr322,224.04	7.96	289	kr140.02	1,85
☐	☒	[Sugatan] MOF up Conversion CBO	Active	kr4,225.00 Daily	kr66,336.21	kr240,854.54	3.63	242	kr274.12	1,74
☐	☒	[Sugatan] Back-End CBO	Active	kr555.00 Daily	kr7,840.72	kr37,303.59	4.76	46	kr170.45	18
☐	☒	[Sugatan] MOF down Conversion CBO	Active	kr3,550.00 Daily	kr54,530.27	kr429,101.00	7.87	446	kr122.27	1,89
☐	☒	[Sugatan] BOF Conversion CBO	Active	kr3,275.00 Daily	kr45,133.76	kr451,538.01	10.00	415	kr108.76	3,17
☐	☒	[Sugatan] TOF Conversion CBO	Active	kr40,983.12 Daily	kr684,799.23	kr1,639,685.29	2.39	1,527	kr448.46	10,16
☐	☒	[Sugatan] TOF Creative Sheet	Not delivering Ad sets inactive	Using ad se...	—	kr0.00	—	—	—	—
Results from 41 campaigns					kr1,304,532.18 Total Spent	kr4,949,076... Total	3.79 Average	4,843 Total	kr269.36 Per Action	28,57 Total

Campaigns

Werbekonto 01/21 (20881883427951...

Updated just now

Discard Drafts

Review and publish

...

Search and filter

Lifetime: 5 Feb 2021-12 Feb 2021

Resource centre

Campaigns

Ad sets

Ads

+ Create

Duplicate

Edit

More

View Setup

Columns: Performance

Breakdown

Reports

	Campaign name	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount
☐	Modern_Rookie -Conversions	€5.00 Daily	7-day click	View Content —	105	105	Per View Content —	—
☐	Angler 01/21	ad set bu...	7-day click or ...	Add to Basket —	564	595	Per Add To Cart —	—
☐	Modern Rookie T-Shirts	ad set bu...	7-day click or ...	Add to Basket 1,491 Link Clicks	17,813	20,983	Per Add To Cart €0.05 Per link click	—
☐	SPREADSHIRT 01/21 - 2	€5.00 Daily	7-day click or ...	44 Link Clicks	4,281	5,985	€0.46 Per link click	—
☐	SPREADSHIRT 01/21	Using ad set bu...	7-day click or ...	38 Link Clicks	4,908	5,746	€0.54 Per link click	—
☐	Rabattaktion 1/21	ad set bu...	7-day click or ...	Multiple conversions —	7,268	9,375	Multiple conversions —	—
> Results from 7 campaigns				Multiple attrib...	—	33,234 People	42,914 Total	—

Waiting for graph.facebook.com...

8:37 AM

13-Feb-21