



Report date: 1/1/17 – 12/31/17

Compared to: 1/1/16 – 12/31/16

Duration: 365 days

Your marketing campaigns report

Conversion rate

Conversions divided by link clicks.



102%

+3.10%

Previous:
98.98%



Source: Whatagraph

Total clicks

A number of Clicks (actions) anywhere on your Facebook ad



2 253 839

Total clicks

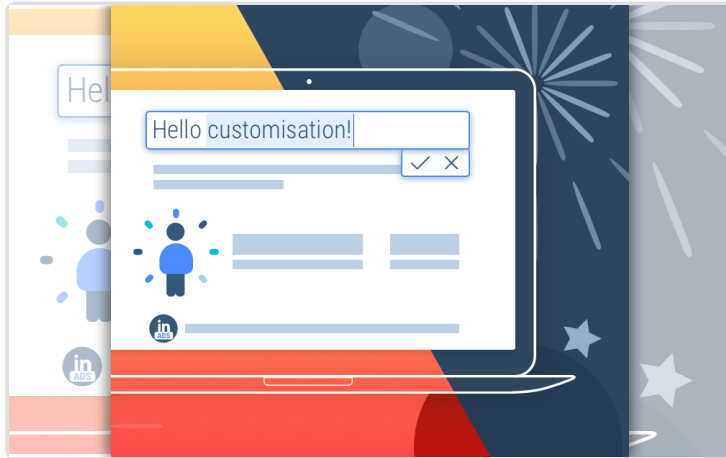
-1.27%

Previous:
2 282 907



Source: Whatagraph

Top performing ads



Ad: A ad
Campaign: A campaign
Ad set: AdSet 1

Clicks 10 334	CTR 7.06%	Cost per click \$857.38	Impressions 506	Budget spent \$461.43
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Ad: B ad
Campaign: B campaign
Ad set: AdSet 2

Clicks 2 238	CTR 0.09%	Cost per click \$847.87	Impressions 481	Budget spent \$167.63
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Source: Whatagraph

Conversion rate



83.06%

-10.84%

Previous:
93.16%

Source: Whatagraph.com

Clicks

Clicks on your campaign content



5 286

Clicks

-53.57%

Previous:
11 386

Source: Whatagraph.com

Keywords

	Clicks	Impressions	Cost	Avg. Position	Conversions	First page CPC	First position CPC	Status
1 Price Ad Group: Ad Group1 Campaign: A campaign	5 382	5 826	€1,230.46	68.10	11 878	€56.31	€17.91	●
2 Products Ad Group: Ad Group2 Campaign: B campaign	2 440	2 067	€186.50	0.97	10 308	€0.69	€0.89	●
3 Feedback Ad Group: Ad Group3 Campaign: C campaign	88	277	€139.59	0.93	7 452	€0.72	€0.79	●
4 Shipping Ad Group: Ad Group4 Campaign: D campaign	22	77	€16.42	0.16	5 830	€0.05	€0.45	●
5 Contact info Ad Group: Ad Group5 Campaign: E campaign	11	20	€15.90	0.13	1 449	€0.90	€0.08	●
6 Mobile Ad Group: Ad Group6 Campaign: F campaign	8	19	€8.05	0.14	678	€0.66	€0.65	●
7 Service Ad Group: Ad Group7 Campaign: G campaign	8	19	€6.51	0.66	595	€0.24	€0.77	●
8 Price Ad Group: Ad Group8 Campaign: H campaign	6	16	€5.76	0.34	299	€0.99	€0.92	●

Source: Whatagraph.com

Call insights

Clicks and impressions for calls

Impressions

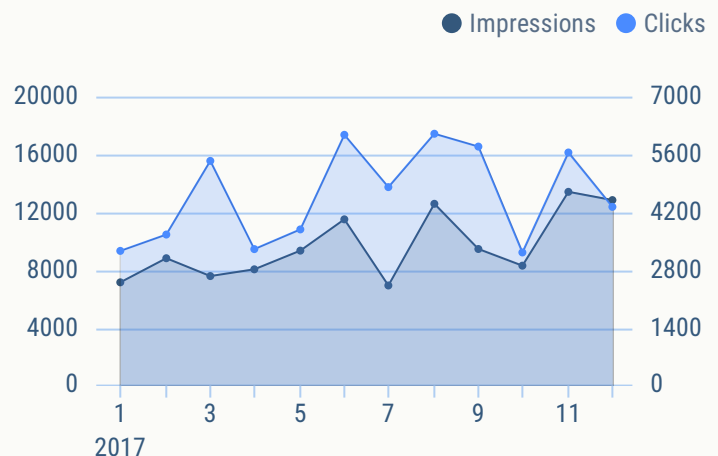
116 333

-14.69%

Clicks

55 613

8.83%



Source: Whatagraph.com

Conversions

Total number of times people took a desired action after clicking on or seeing your ad



72 914
Conversions

+2.86%

Previous:
70 884



Source: Whatagraph.com - Whatagraph.com Showc...

Avg. cost per conversion



€12.81
Cost per Conversion

+3.28%

Previous:
€12.40



Source: Whatagraph.com - Whatagraph.com Showc...

Impressions and clicks

The number of impressions and clicks on your ads during this period



92 897
Clicks

+4.12%

Previous:
89 224



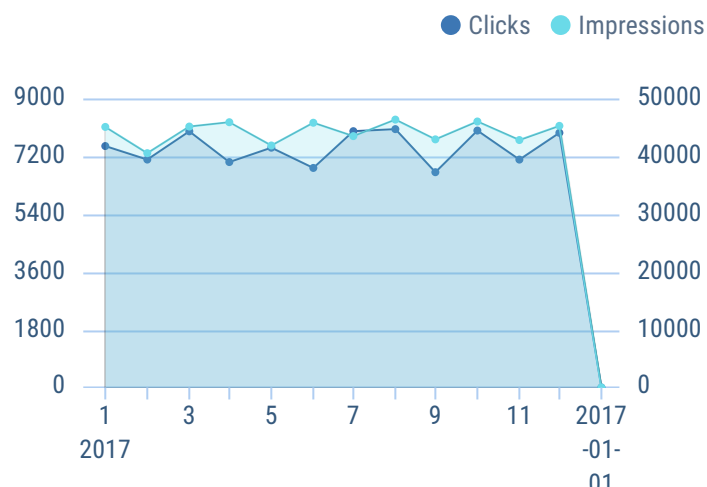
550 237
Impressions

-0.69%

Previous:
554 035



Source: Whatagraph.com - Whatagraph.com Showc...



Average overall CPC

Average cost per click



€0.01
Average CPC

0%

Previous:
€0.01



Source: Whatagraph

Average CPM

Average overall cost per 1000 impressions



€8.26
Average CPM

-8.32%

Previous:
€9.01



Source: Whatagraph

Cost per video views



€0.00
Cost per view

0%

Previous:
€0.00



Source: Whatagraph

Total spend

The total amount you've spent so far on Twitter ads during this period



€73.92
Spent

+97.54%

Previous:
€37.42



Source: Whatagraph