

# Your Facebook Ads performance report



Report date: 01/08/2019 — 14/08/2019

Duration (days): 14

## Total spent on ads

Budget spent on Facebook ads during this period



\$1,009,205.00  
Total budget spent

Company ABC

## Cost-per-click



\$555,592.00  
Per click

Company ABC

## Click-through rate



24.59%  
CTR

Company ABC

## Impressions vs. Clicks



Impressions

471,149



Clicks

291,015

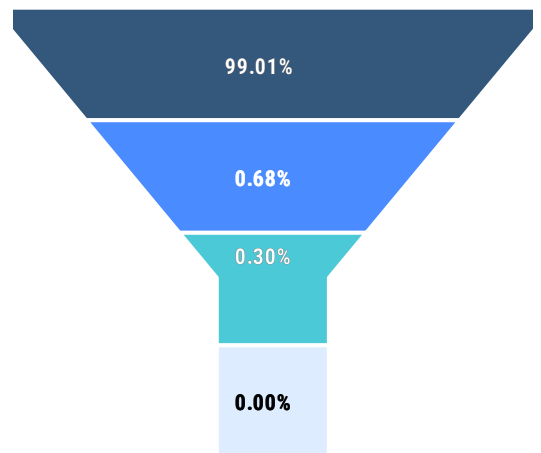


Unique clicks (all)

754,728

Company ABC

## Facebook Ads campaign funnel



● Impressions 76,148

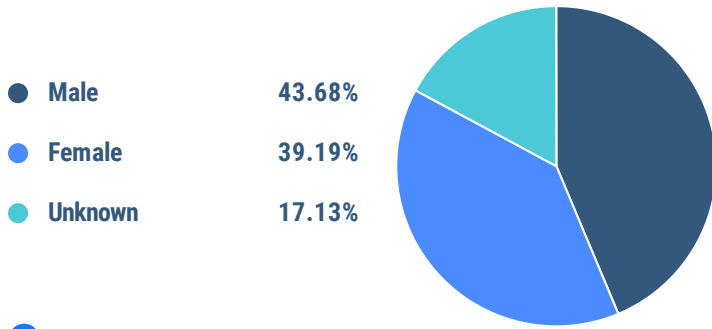
● Clicks 524

● Landing Page Views 234

● Website Purchases 3

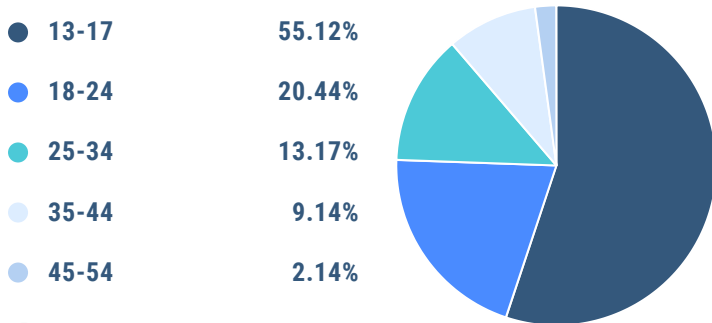
Company ABC

## Traffic demographics (gender)



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## Traffic demographics (age)



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## Impressions by location

Total: 0



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## Website purchases

The number of purchase events tracked by the pixel on your website and attributed to your adverts



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## Cost per purchase



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## Conversion value



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## Website purchase ROAS


Return On Ad Spend



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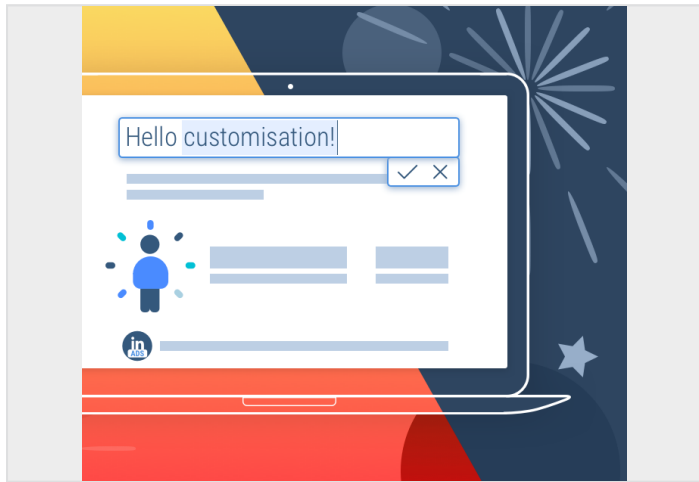
# Top campaigns

Campaign Name	Impressions	Clicks	CTR	CPC
A campaign	1,036,107	29,546	38.76%	\$160,576.00
B campaign	891,993	28,429	0.61%	\$111,143.00
C campaign	404,797	21,951	0.52%	\$18,520.00
TOTAL	2,332,897	79,926	13.30%	--

 Company ABC

# Top performing ads

A ad



**Campaign:** A campaign  
**Ad set:** AdSet 1  
**Headline:**  
**Body:**  
**Link:**


Clicks	CTR	CPC	Spend
595,921	38.16%	\$88,729.00	\$837,427.00

B ad

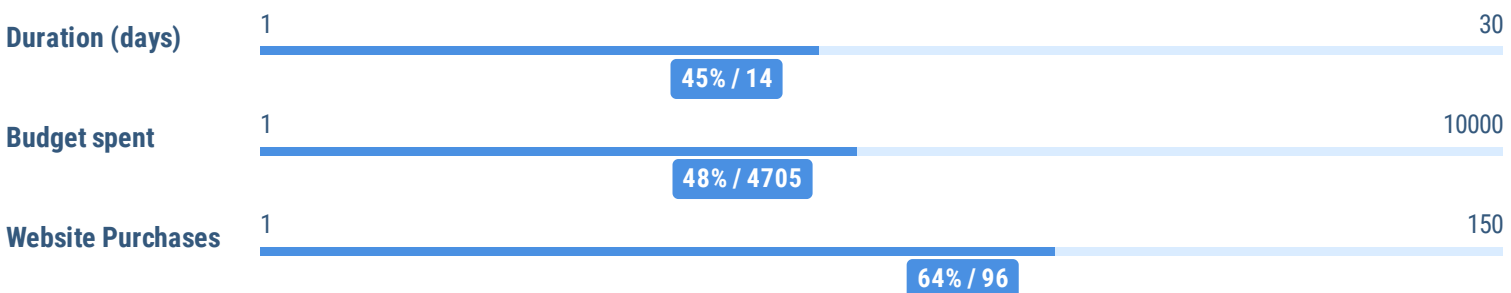


**Campaign:** B campaign  
**Ad set:** AdSet 2  
**Headline:**  
**Body:**  
**Link:**

Clicks	CTR	CPC	Spend
387,270	0.76%	\$21,832.00	\$133,038.00

 Company ABC

# Facebook Ads campaign visualizer



 Account: Custom data