

# Facebook Ad Report

Select date range

Account name

Campaign Name

Ad Name

Region

Cost per Leads

**\$96.63**

▼ -6.9%

Amount Spent

**\$2,125.94**

▼ -26.8%

Conversions

**2**

↑ N/A

CPC (All)

**\$2.44**

↑ 14.5%

Impressions

**61,216**

▼ -41.1%

Reach

**20,434**

▼ -31.0%

Frequency

**3**

▼ -14.7%

CPM (Cost per 1,000 Impressions)

**\$34.73**

↑ 24.2%

Clicks (All)

**871**

▼ -36.1%

Link Clicks

**297**

▼ -42.6%

Unique Clicks (All)

**670**

▼ -34.6%

Cost per Landing Page Views

**\$303.71**

↑ 203.1%

Cost per Landing Page Views

**\$303.71**

↑ 203.1%

Video Plays at 100 percent

**1,126**

↑ 229.2%

Video Plays at 75 percent

**1,685**

↑ 238.4%

Video Plays at 50 percent

**3,092**

↑ 234.6%

Video Plays at 25 percent

**7,578**

↑ 237.2%

Post Reactions

**53**

▼ -27.4%

Post Comments

**4**

0.0%

Account name

Campaign Name

Ad Name

Region



## Top Campaigns

Campaign Name	Impressions	CTR (All)	Clicks (All)	Leads	Website Conversions	CPC (All)
1. BP   Saint James Lead For...	26,526	1.07%	284	6	0	\$2.08
2. BP   Northport Lead Form	10,665	2.03%	216	1	0	\$1.91
3. BP   Miller Place Lead Form	10,443	1.68%	175	2	0	\$2.12
4. BP   Huntington Lead Form	10,438	1.37%	143	10	0	\$3.8
5. BP   Rockville Centre Lead ...	3,144	1.69%	53	3	0	\$3.87

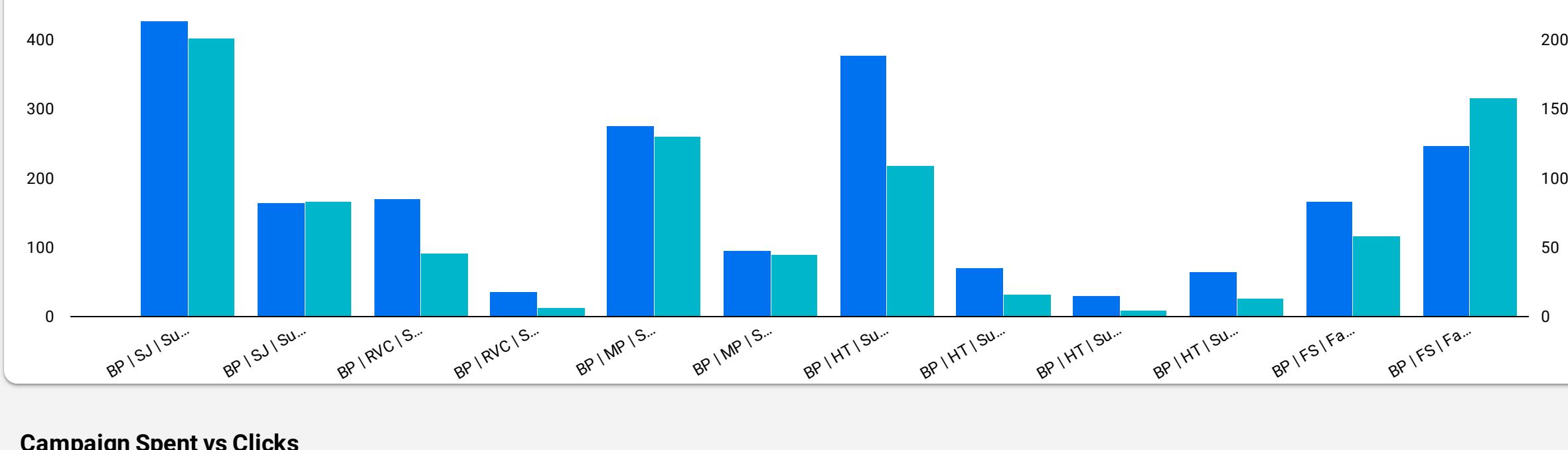
1 - 5 / 5 &lt; &gt;

## Performance By Ad-Name

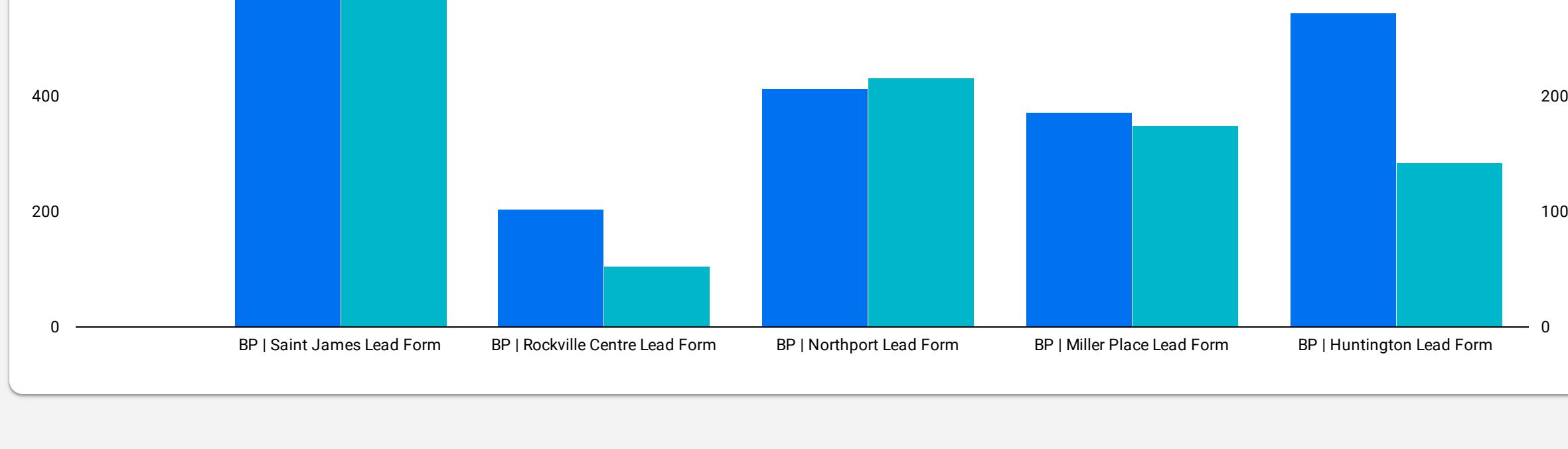
Ad Name	Impressions	CTR (All)	Amount Spent	Leads	Clicks (All)	CPC (All)
1. BP   SJ   Summer '24 Build Tr...	15,321	1.31%	\$426.82	5	201	\$2.12
2. BP   SJ   Summer '24 Build Tr...	11,205	0.74%	\$164.69	1	83	\$1.98
3. BP   MP   Summer '24 Build T...	8,038	1.62%	\$275.25	1	130	\$2.12
4. BP   HT   Summer '24 Build Tr...	7,385	1.48%	\$377.87	9	109	\$3.47
5. BP   FS   Fall '24 Build Trial V...	7,123	2.22%	\$246.3	1	158	\$1.56
6. BP   FS   Fall '24 Build Trial V...	3,542	1.64%	\$167.22	0	58	\$2.88
7. BP   RVC   Summer '24 Build ...	2,679	1.72%	\$169.73	3	46	\$3.69
8. BP   MP   Summer '24 Build T...	2,405	1.87%	\$96.27	1	45	\$2.14
9. BP   HT   Summer '24 Build Tr...	1,454	1.1%	\$71.07	0	16	\$4.44

1 - 12 / 12 &lt; &gt;

## Ad Spent Vs Ad Clicks Statistics



## Campaign Spent vs Clicks



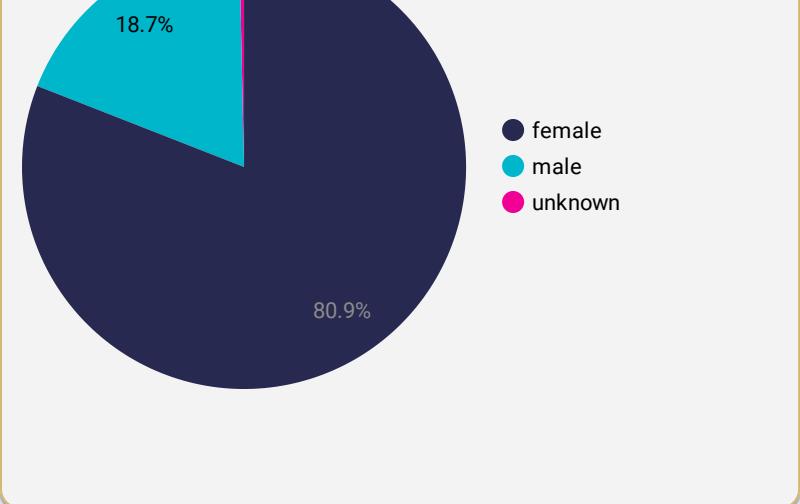
## Performance by Publisher Platform

Publisher Platform	Impressions	CTR (All)	CPC (All)	Frequency
1. facebook	51,152	1.56%	\$1.95	3
2. instagram	10,064	0.73%	\$7.79	2.04

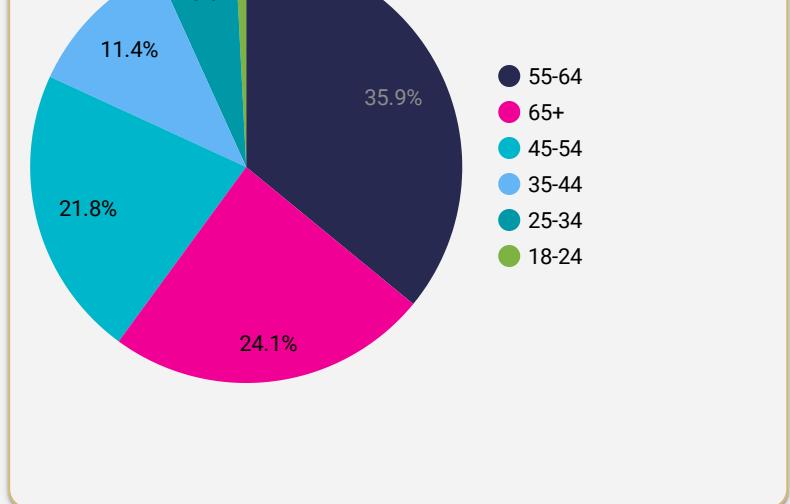
1 - 2 / 2 &lt; &gt;

## Performance by Demographics

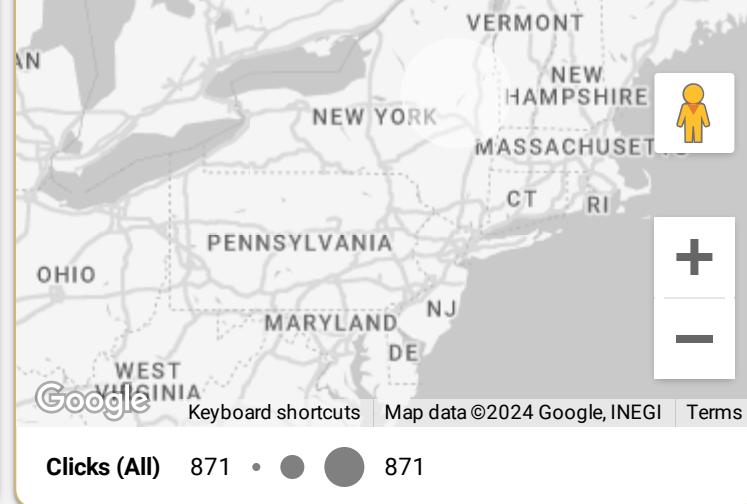
Which Gender is contributing more clicks?



Which age group is contributing more clicks?



Which Region is contributing more clicks ?



# Google Ad Report

Region ▾

Search keyword ▾

Ad group ▾

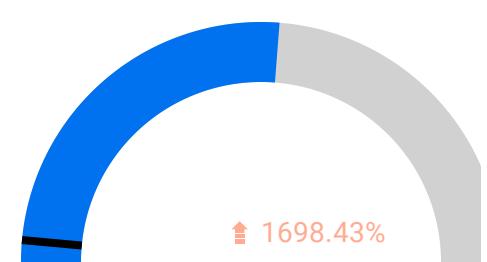
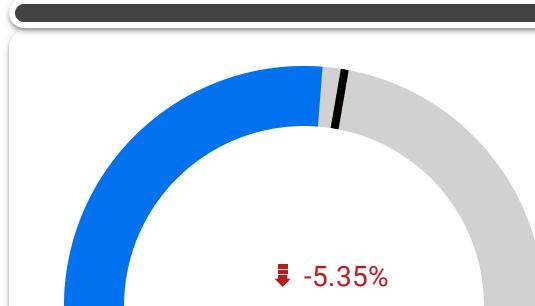
Campaign ▾

Select date rang ▾

## Revenue



## Cost



Impressions  
**146,092**  
⬆ 110.1%

Impression (Absolute Top) %  
**38.39%**  
⬆ 153.6%

Avg. CPM  
**\$35.91**  
⬇ -54.9%

## Visibility

Clicks  
**4,266**  
⬆ 21.2%

CTR  
**2.92%**  
⬇ -42.3%

Avg. CPC  
**\$1.23**  
⬇ -21.9%

## Engagement

Conversions  
**1**  
⬇ -94.7%

Conv. rate  
**0.01%**  
⬇ -98.0%

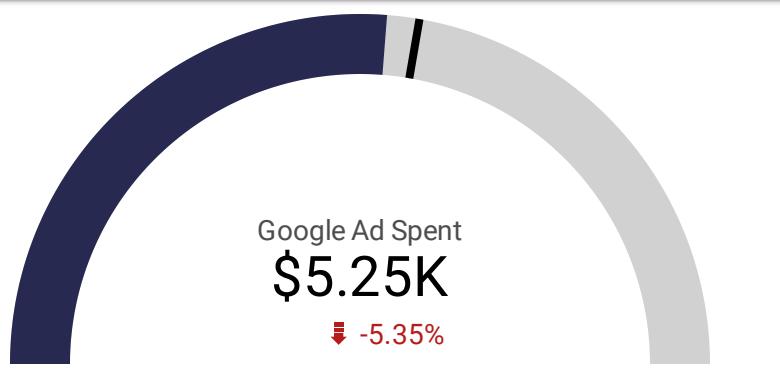
All conv.  
**3,899**  
⬇ -29.2%

## Conversion

# Executive Dashboard

Region ▾ Search keyword ▾ Ad group ▾ Campaign ▾ Select date rang ▾

## Total Amount Spent & Cost Per Click



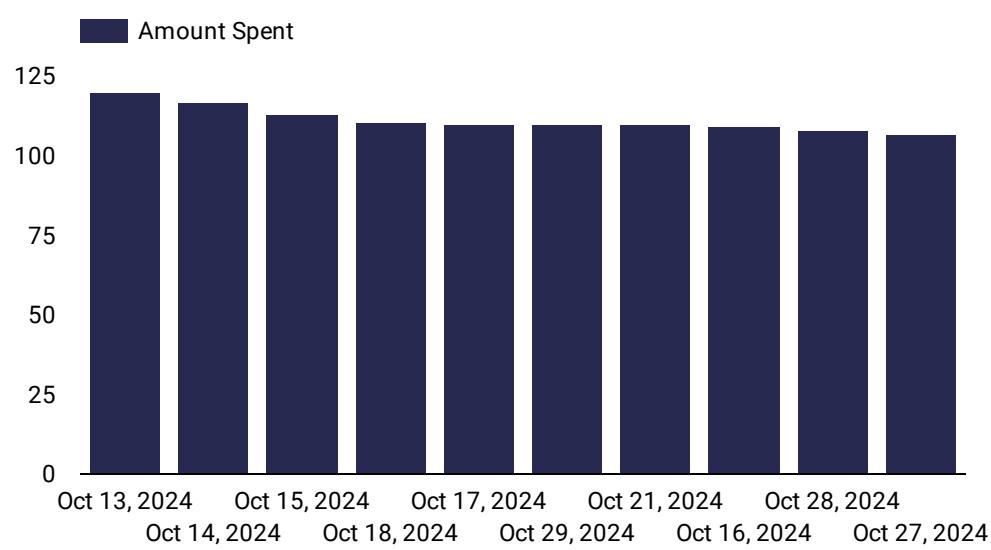
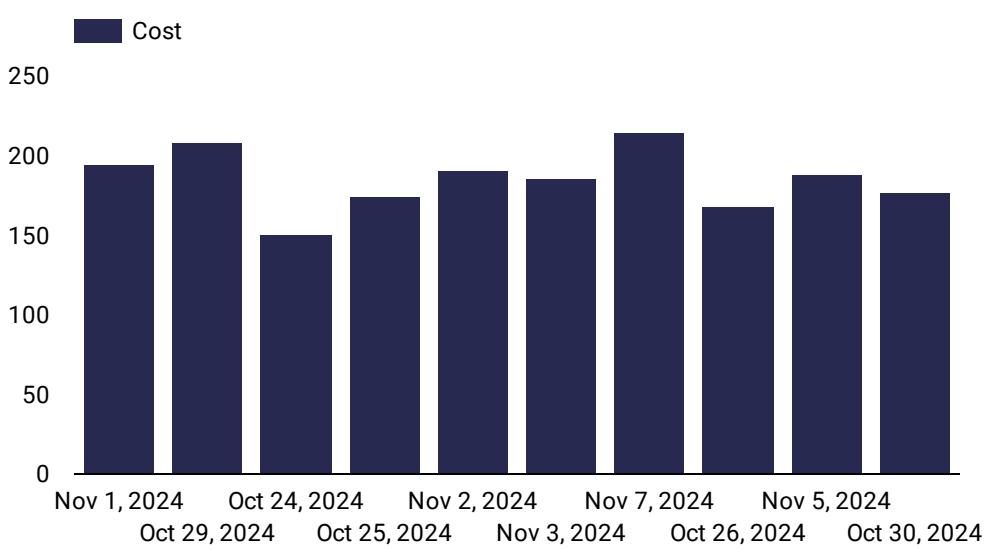
Avg. CPC  
**\$1.23**  
⬇ -21.9%

Avg. CPM  
**\$35.91**  
⬇ -54.9%

Amount Spent  
**\$2.13K**  
⬇ -26.84%

CPC (All)  
**\$2.44**  
⬆ 14.5%

CPM  
**\$34.73**  
⬆ 24.2%

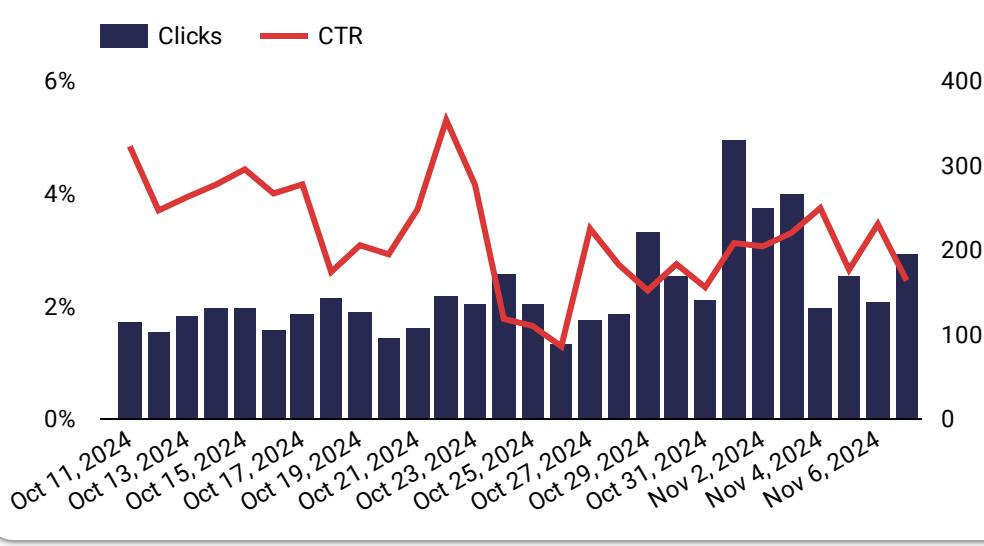


## Clicks & CTR By Ad Type

### Google Ad

Clicks  
**4,266**  
⬆ 21.2%

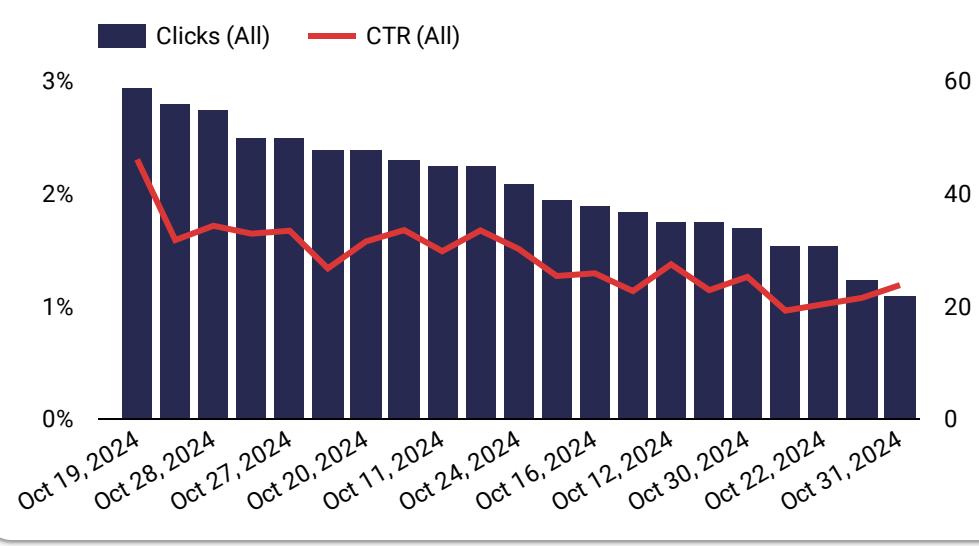
CTR  
**2.92%**  
⬇ -42.3%



### Facebook Ad

Clicks (All)  
**871**  
⬇ -36.1%

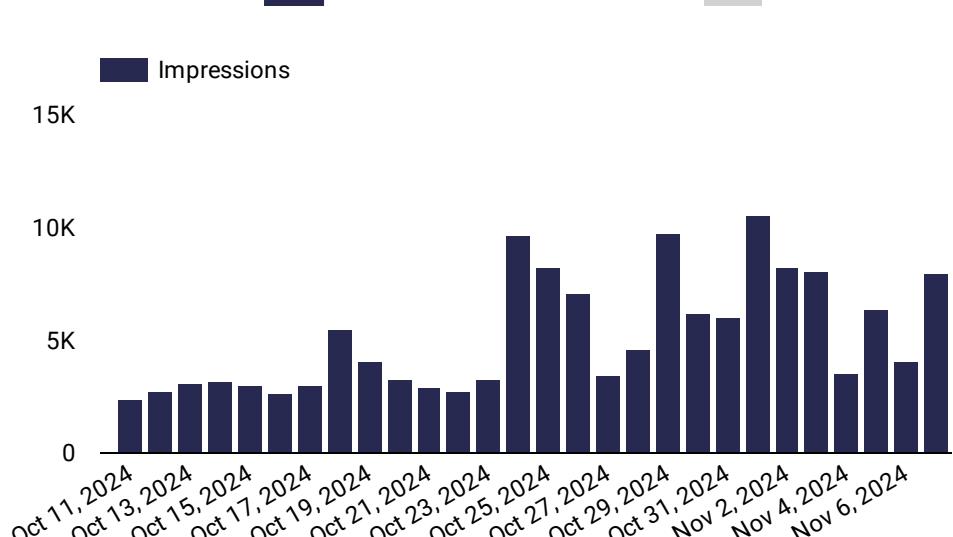
CTR (All)  
**1.42%**  
⬆ 8.5%



## Total Ad Impressions

### Google Ad Impressions

Impressions  
**146.1K**  
⬆ 110.08%



### Facebook Ad Impressions

Impressions  
**61.2K**  
⬇ -41.11%

