

These are the ads accounts' campaigns that I handled before with good result such as having a low rate click through rate (CTR) with minimum amount that has spent on that ad campaign

Yesterday: Jul 20, 2023

Search and filter

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create

Duplicate

Edit

A/B Test

Rules

View Setup

Columns: CTR

Breakdown

Reports

<input type="checkbox"/>	Off / On	Campaign		Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	CTR (link click-through rate)	Unique CTR (link click-through rate)	Ends	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CCP_MDL_MSG_VID	0	7-day click or ...	15 <sup>(2)</sup> Messaging conver...	5,286	5,960	₱18.26 <sup>(2)</sup> Per Messaging Co...	₱273.95	0.42%	0.40%	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	RETARGET_ELM_MDL_MSG	0	7-day click or ...	3 <sup>(2)</sup> Messaging conver...	1,259	1,381	₱31.49 <sup>(2)</sup> Per Messaging Co...	₱94.48	1.01%	1.11%	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ELM_MDL_MSG_PHOTO1 - Copy 2	0	7-day click or ...	14 <sup>(2)</sup> Messaging conver...	7,594	7,807	₱21.45 <sup>(2)</sup> Per Messaging Co...	₱300.31	0.69%	0.67%	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ELM_MDL_MSG_PHOTO1 - Copy 2	0	7-day click or ...	35 <sup>(2)</sup> Messaging conver...	9,274	9,361	₱8.53 <sup>(2)</sup> Per Messaging Co...	₱298.50	0.94%	0.95%	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CCP_MDL_MSG_PHOTO1 - Copy	0	7-day click or ...	28 <sup>(2)</sup> Messaging conver...	5,188	5,437	₱10.46 <sup>(2)</sup> Per Messaging Co...	₱292.90	1.34%	1.35%	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CCP_MDL_MSG_PHOTO1 - Copy	0	7-day click or ...	32 <sup>(2)</sup> Messaging conver...	5,581	5,810	₱9.09 <sup>(2)</sup> Per Messaging Co...	₱291.03	1.33%	1.33%	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ELM_MDL_MSG_PHOTO1 - Copy	0	7-day click or ...	27 <sup>(2)</sup> Messaging conver...	8,655	8,889	₱11.02 <sup>(2)</sup> Per Messaging Co...	₱297.46	0.84%	0.85%	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ELM_MDL_MSG_PHOTO1 - Copy	0	7-day click or ...	21 <sup>(2)</sup> Messaging conver...	8,906	9,266	₱14.04 <sup>(2)</sup> Per Messaging Co...	₱294.80	0.66%	0.66%	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ELM_MDL_MSG_PHOTO1	0	7-day click or ...	25 <sup>(2)</sup> Messaging conver...	10,002	10,792	₱12.22 <sup>(2)</sup> Per Messaging Co...	₱305.43	0.69%	0.72%	Ongoing	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	CCP_MDL_MSG_PHOTO1	0	7-day click or ...	28 <sup>(2)</sup> Messaging conver...	7,840	8,087	₱10.10 <sup>(2)</sup> Per Messaging Co...	₱282.71	1.00%	0.98%	Ongoing	
<input type="checkbox"/>	<input type="checkbox"/>	ELM_MDL_MSG_VIDEO1	0	7-day click or ...	— Messaging Conversa...	—	—	— Per Messaging Conv...	₱0.00	—	—	Ongoing	
<input type="checkbox"/>	<input type="checkbox"/>	CCP_MDL_MSG_VIDEO1	0	7-day click or ...	— Messaging Conversa...	—	—	— Per Messaging Conv...	₱0.00	—	—	Ongoing	
		Results from 12 campaigns		7-day click or ...	228 <sup>(2)</sup> Messaging conver...	57,794 Accounts Center acco...	72,790 Total	₱11.98 <sup>(2)</sup> Per Messaging Con...	₱2,731.57 Total Spent	0.85% Per Impressions	1.01% Per Accounts Center a...		



# Example of an ad campaign

Search and filter

1 X

+ Create

Duplicate

Edit

Off / On

Campaign

CCP\_MDL\_MSG\_VID

RETARGET\_ELM\_MDL\_MSG

ELM\_MDL\_MSG\_PHOTO1 - Copy 2

ELM\_MDL\_MSG\_PHOTO1 - Copy 2

CCP\_MDL\_MSG\_PHOTO1 - Copy

CCP\_MDL\_MSG\_PHOTO1 - Copy

ELM\_MDL\_MSG\_PHOTO1 - Copy

ELM\_MDL\_MSG\_PHOTO1 - Copy

ELM\_MDL\_MSG\_PHOTO1

✓

CCP\_MDL\_MSG\_PHOTO1

ELM\_MDL\_MSG\_VIDEO1

CCP\_MDL\_MSG\_VIDEO1

Results from 12 campaigns ⓘ

CCP\_MDL\_MSG\_PHOTO1

...

interest

...

ad 1

...

ad 3

...

ad 2

...

broad

...

ad 2

...

ad 3

...

ad 1

...

bobo

...

ad 3

...

ad 1

...

ad 2

...

Edit

Review

Campaign objective ⓘ

Sales

Catalog ⓘ

Off

Select a catalog to reach the people most likely to engage with your products. You can also select your catalog at the ad level to use as ad creative only. [Learn more](#)

Show more options ▾

A/B Test

To help improve ad performance, test versions with different images, text, audiences or placements. For accuracy, each one will be shown to separate groups of your audience.

Create A/B test

✓ Advantage campaign budget ⓘ

On

Advantage campaign budget will distribute your budget across currently delivering ad sets to get more results depending on your performance goal choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Campaign budget

Daily Budget ▾

₱500.00

PHP

You'll spend up to ₱625.00 on some days, and less on others. You'll spend an average of ₱500.00 per day and no more than ₱3,500.00 per calendar week on currently delivering ad sets. [Learn more](#)

Campaign bid strategy

Highest volume

Show more options ▾

# Example of ad campaign's ad level

Search and filter

1

×

+

 Create

📄

 Duplicate

✎

 Edit

Off / On

Ad set

☒

interest

☐

broad

☐

bobo

Results from 3 ad sets ⓘ

CCP\_MDL\_MSG\_PHOTO1

interest

 AD SET STATS

ad 1

ad 3

ad 2

broad

ad 2

ad 3

ad 1

bobo

ad 3

ad 1

ad 2

Locations

Location:

• Philippines

Age

18 - 65+

Gender

All genders

Detailed targeting

Include people who match ⓘ

Interests > Additional interests > Automotive industry (industry)

Automotive industry (industry)

Interests > Additional interests > Motocross (motor sports)

Motocross (motor sports)

Interests > Additional interests > Motor vehicle (vehicle)

Motor vehicle (vehicle)

Interests > Additional interests > Motorcycle accessories (vehicles)

Motorcycle accessories (vehicles)

🔍 Add demographics, interests or behaviors

Suggestions Browse

💡 We may deliver ads beyond your audiences for your selected objective, if it's likely to improve performance. [Learn more.](#)

Define further

Exclude people who match ⓘ

Behaviors > Digital activities > Facebook page admins

Edit

Review

Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 21,600,000 - 25,400,000 ⓘ

📈 Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.



Example of ad campaign's ads creative materials that will be launched later on.

Search and filter

+ Create

Duplicate

Edit

Off / On

Ad

ad 1

ad 3

ad 2

Results from 3 ads

Recommended for you

Enable standard enhancements

Because of your campaign objective, you can opt in to standard enhancements and leverage Meta's data to optimize your ad and deliver different variations to people when likely to improve performance.

In a month-long experiment of about 50,000 ads conducted in the summer of 2021, we found that ads with standard enhancements resulted in 3% lower CPA. Ad sets in this experiment had a conversion type of Link Clicks, Landing Page Views or Offsite Conversions, and they had media liquidity enabled and revenue balance between control and test.

Related articles

[Learn more](#)

Try standard enhancements

CCP\_MD\_LMSG\_PHOTO1

interest

ad 1 AD LEVEL STATUS

ad 3

ad 2

broad

ad 2

ad 3

ad 1

bobo

ad 3

ad 1

ad 2

Ad creative

3 recommendations

Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

Media

18 Placements

Feeds, In-stream ads for videos and reels

10 Placements

Stories and Reels, Apps and sites

7 Placements

Facebook Search results

Advantage+ creative

Tailor your ad for the person viewing it by letting us automatically optimize your creative. This can help improve performance.

2/3

Partially optimized

Image filter

Music

Edit

Primary text

X-MINI vs MDL V5

Bumabyahe ka ba ng gabi? Marahil madilim sa mga dinadaan mo.

X - MINI MDL PROMO for 495php

Ad preview

Destination preview

Preview on

18 placements

Advanced preview

Share

Facebook Feeds

Caloocan Cycle Parts

Sponsored

X-MINI vs MDL V5

Bumabyahe ka ba ng gabi? Marahil ...See more

495 PESOS

PROMO SALE!

MINI DRIVING LIGHT

Madilim na kalsada?

OPENS IN MESSENGER

X - MINI MDL for P495

Send message

Like

Comment

Share

See variations

Feeds

Stories and Reels

Ad rendering and interaction may vary based on device, format and other factors.

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.