

## Goal Messages 🌟

### 🎉 Success Story! 🎉

🌟 My recent massage ad campaign delivered outstanding results, exceeding expectations while staying within a limited budget. 🌟

📊 The campaign reached an impressive 5404 impressions, gaining significant visibility among the target audience. With a click-through rate (CTR) of 1.60%, it effectively captured the attention of potential customers, generating 1236 clicks. 📊

🌟 The frequency of the ad was maintained at a healthy 1.14%, ensuring that it was not overwhelming or intrusive for viewers. This helped to establish a positive and memorable impression of the massage service. 🌟

👍 Moreover, the ad received 1000+ thruplays, indicating that it successfully engaged viewers and encouraged them to watch the entire video content. These thruplays translated into valuable actions, with 303 conversions or actions taken by interested individuals. 👍

🏆 This remarkable performance is a testament to the effectiveness of the campaign strategy and the resonance of the massage service with the target audience. 🏆

📈 As a content writer, I am thrilled to have contributed to such impressive results, leveraging persuasive and engaging language to captivate viewers and motivate them to take action. 📈

🎯 With this campaign's success, I am confident in my ability to deliver exceptional outcomes for future clients, driving impactful and cost-effective results. 🎯

👉 If you're seeking a content writer who can help your business achieve similar success, feel

free to reach out. Together, we can create compelling campaigns that leave a lasting impression! 🙌

📁 Let's work together to make your brand shine! 📁

× Campaign ⓘ ⋮		× Campaign ⓘ ⋮	
ThruPlays	212	Link clicks	4
Cost per ThruPlays	PKR0.72	People taking action	869
Amount spent	PKR153.14	Instant experience outbound clicks	0
/ Rs300.00 lifetime budget ✎		Included custom audiences	--
CPM (cost per 1,000 impressions)	PKR26.79	2-second continuous video plays	181
New messaging contacts	0	3-second video plays	866
Frequency	1.06	Cost per 2-second continuous video play	PKR0.85
CTR (link click-through rate)	0.0700%	Cost per 3-second video plays	PKR0.18
Age (ad set settings)	--	Headline (ad settings)	--
Actions	879	Cost per messaging conversations started	PKR153.14
Unique clicks (all)	23	Messaging Conversations Started	1
Unique CTR (all)	0.43%	Video plays at 25%	367
Cost per 1,000 Accounts Center accounts reached	PKR28.34	Video plays at 50%	235
Reach	5,404	Video plays at 75%	173
Post shares	0	Video plays at 95%	129
Post reactions	8	Video plays at 100%	121
Post comments	0	Video play	5,321
Cost per content view	PKR0.00		
Cost per optimization event	PKR1.00		
Messaging	0		



## Results

Messaging conversations started	12
Cost per Messaging conversations started	<b>PKR15.67</b>
Amount spent	<b>PKR188.07</b>
/ Rs300.00 lifetime budget	
CPM (cost per 1,000 impressions)	<b>PKR152.16</b>
New messaging contacts	0
Frequency	1.13
CTR (link click-through rate)	1.54%
Age (ad set settings)	--
Actions	284
Unique clicks (all)	60
Unique CTR (all)	5.50%
Cost per 1,000 Accounts Center accounts reached	<b>PKR172.38</b>
Reach	1,091
Post shares	1
Post reactions	7
Post comments	2

3-second video plays	243
Cost per 2-second continuous video play	<b>PKR0.00</b>
Cost per 3-second video plays	<b>PKR0.77</b>
Headline (ad settings)	--
Cost per messaging conversations started	<b>PKR15.67</b>
Messaging Conversations Started	<u>12</u>
Video plays at 25%	142
Video plays at 50%	71
Video plays at 75%	43
Video plays at 95%	37
Video plays at 100%	36
Video plays	915
URL parameters	--
ThruPlays	55

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Campaign	
Post shares	1
Post reactions	7
Post comments	2
Cost per content view	PKR0.00
Cost per optimization event	PKR1.00
Messaging replies	0
Impressions	1,236
Instant experience impressions	0
Reporting starts	2023-07-01
Reporting ends	2023-07-01
Page engagement	272
Page Likes or followers	0
Link clicks	19
People taking action	243
Instant experience outbound clicks	0
Included custom audiences	--
2-second continuous video plays	0
3-second video plays	243
Cost per 2-second continuous	PKR0.00

Campaign	
Results	
Messaging conversations started	15
Cost per Messaging conversations started	PKR13.42
Amount spent	PKR201.25
/ Rs300.00 lifetime budget	
CPM (cost per 1,000 impressions)	PKR152.93
New messaging contacts	0
Frequency	1.14
CTR (link click-through rate)	1.60%
Age (ad set settings)	--
Actions	303
Unique clicks (all)	64
Unique CTR (all)	5.53%
Cost per 1,000 Accounts Center accounts reached	PKR173.79
Reach	1,158
Post shares	1
Post reactions	7
Post comments	2
Cost per content view	PKR0.00