



Snapchat Ads - Performance Overview

Select date range

Overview

Account name

Ad name

Campaign objective

Publisher platform



Campaign

Spend

1M

Impressions

51M

Outbound clicks

899K

CPM

56K

Cost/outbound click

21K

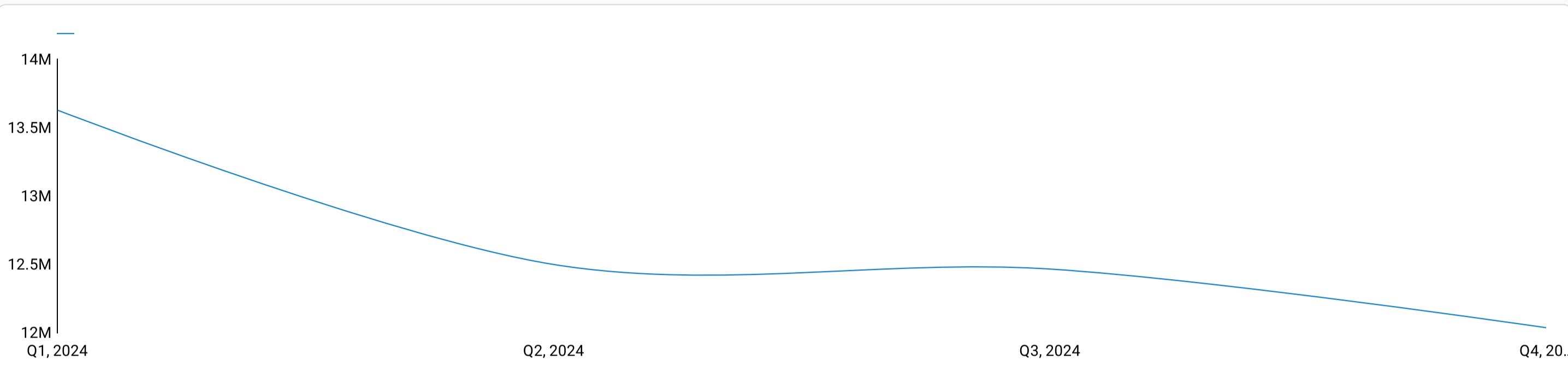
Outbound CTR

5K

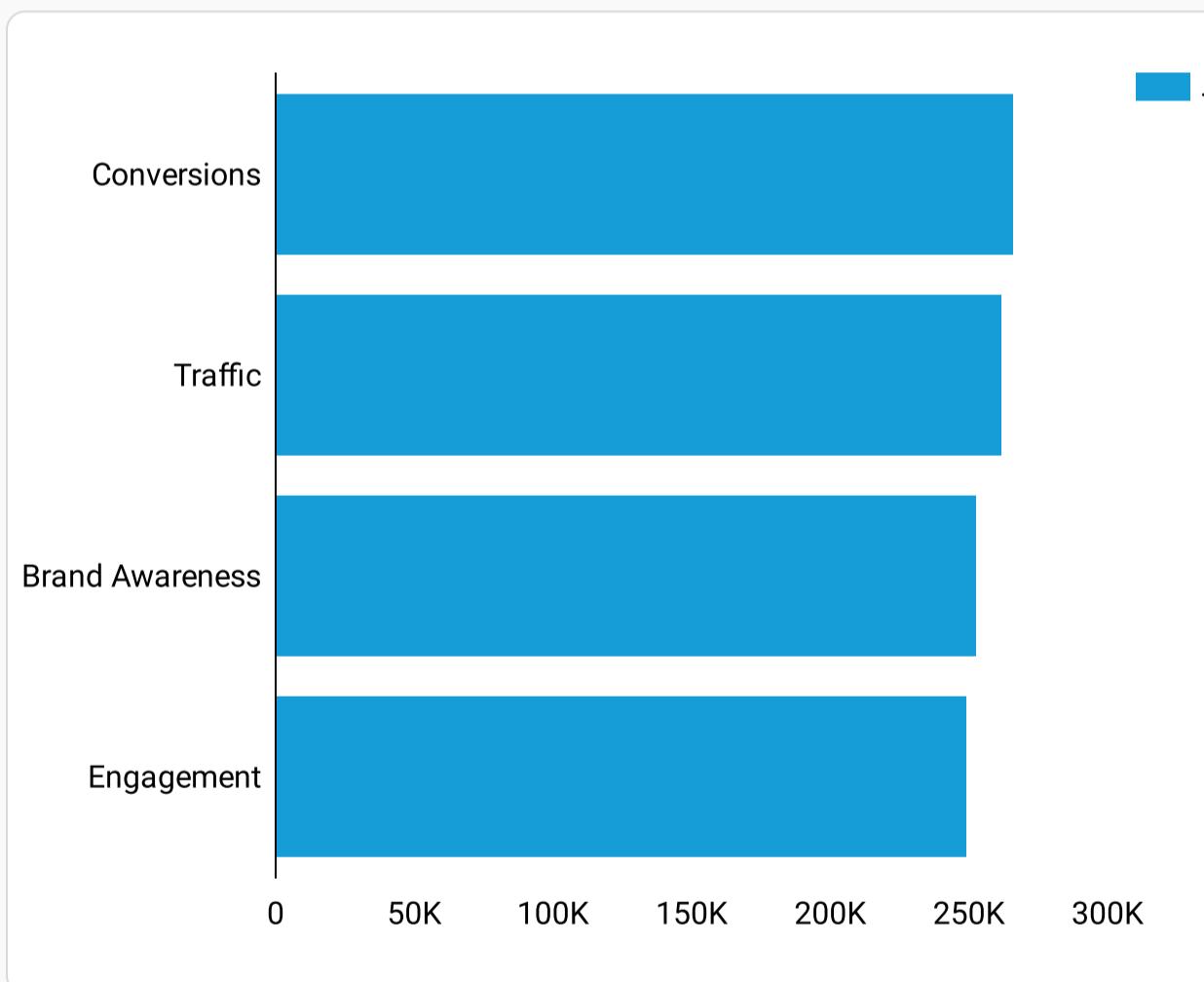
Ads

Started

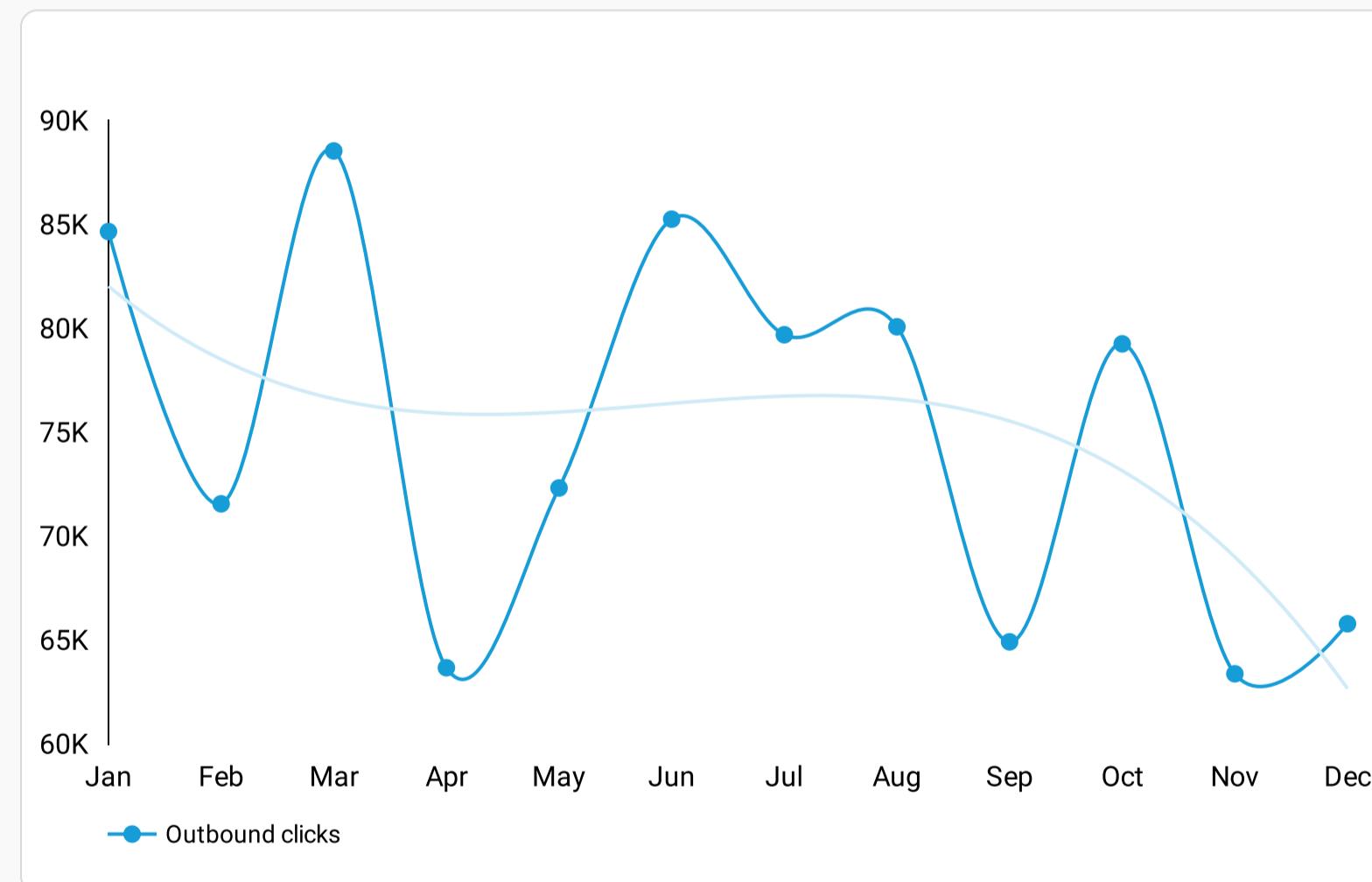
Impressions Overtime



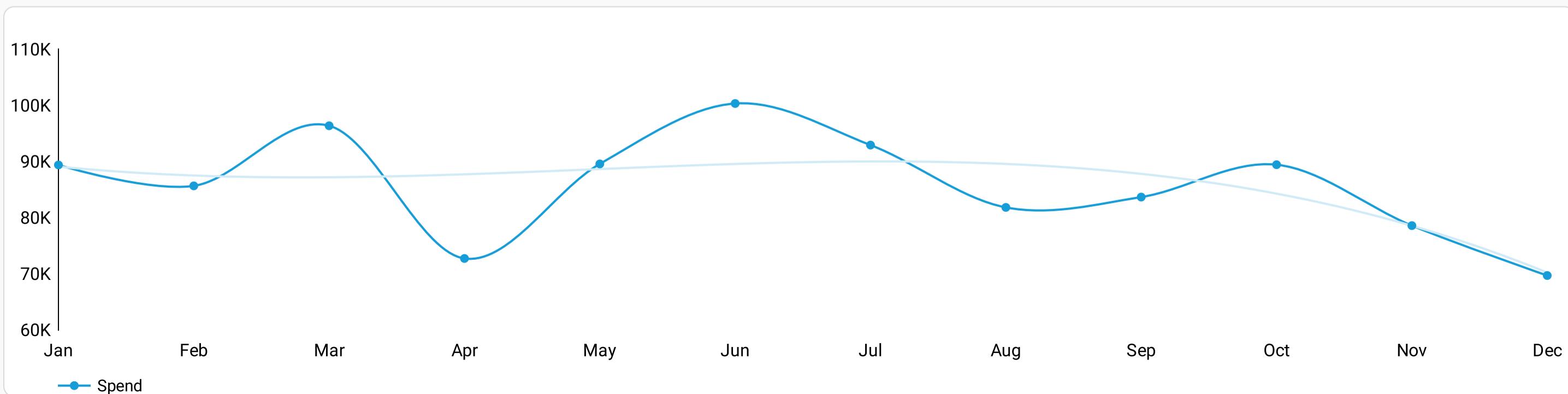
Campaign Objectives by Spend



Clicks Overtime



Total Spend Overtime





Snapchat Ads - Campaign Performance

Select date range



Overview

Account name ▾

Ad name

Campaign objective ▾

Publisher platform ▾

Campaign

Peach

Frequency

Post Engagement

Website Conversions

Conversion Rate

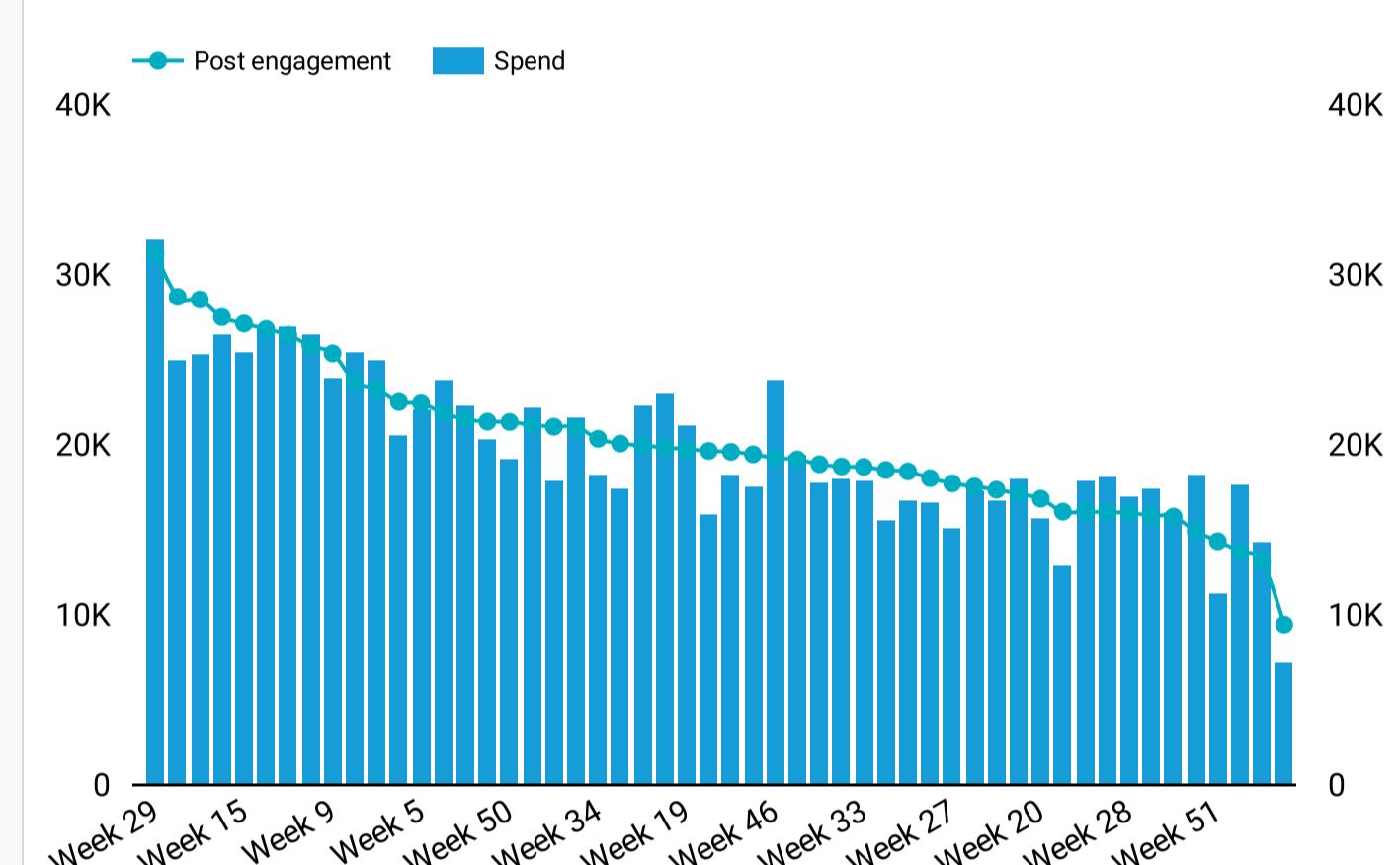
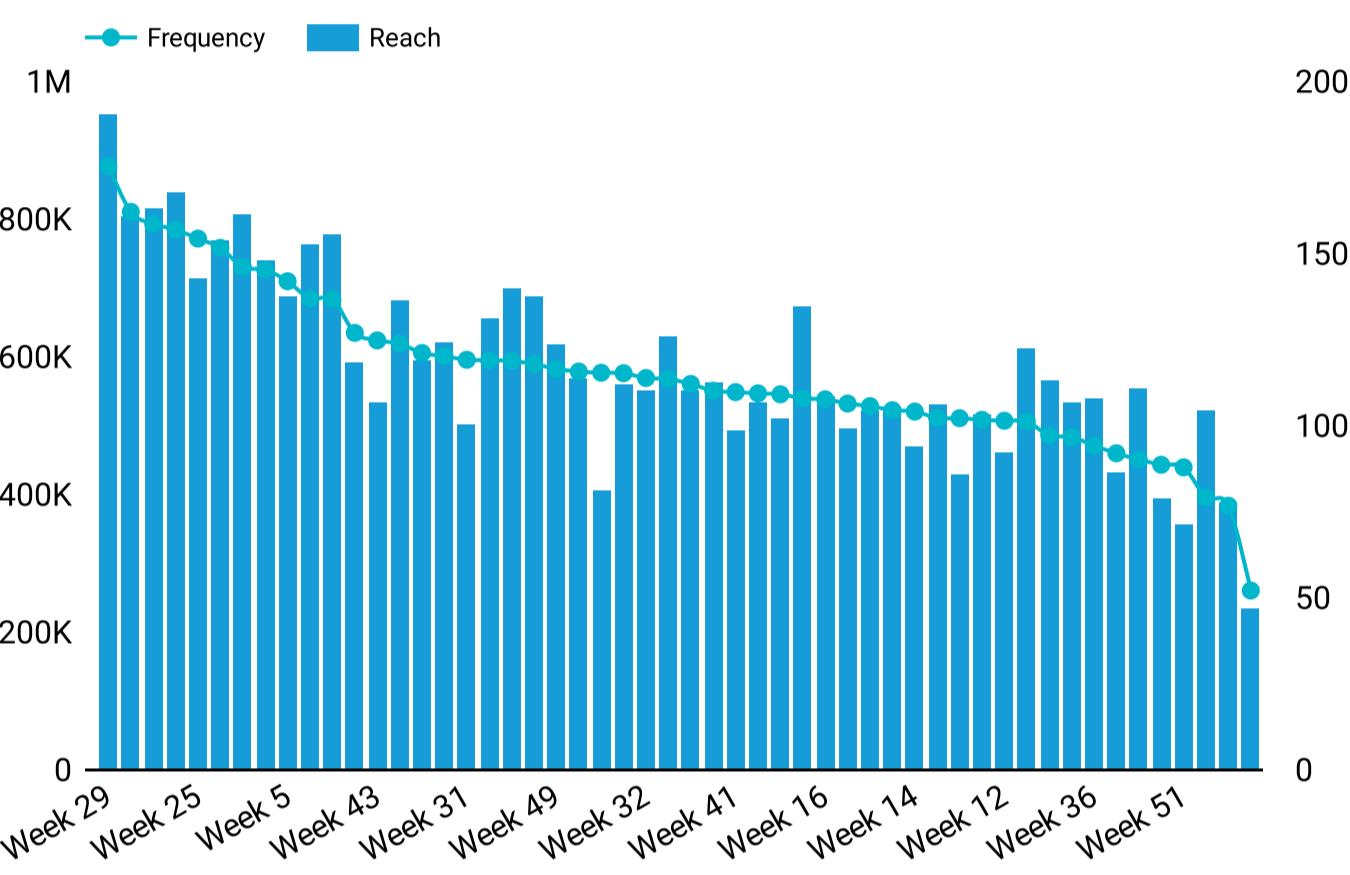
Cost / Web Conver

Ads

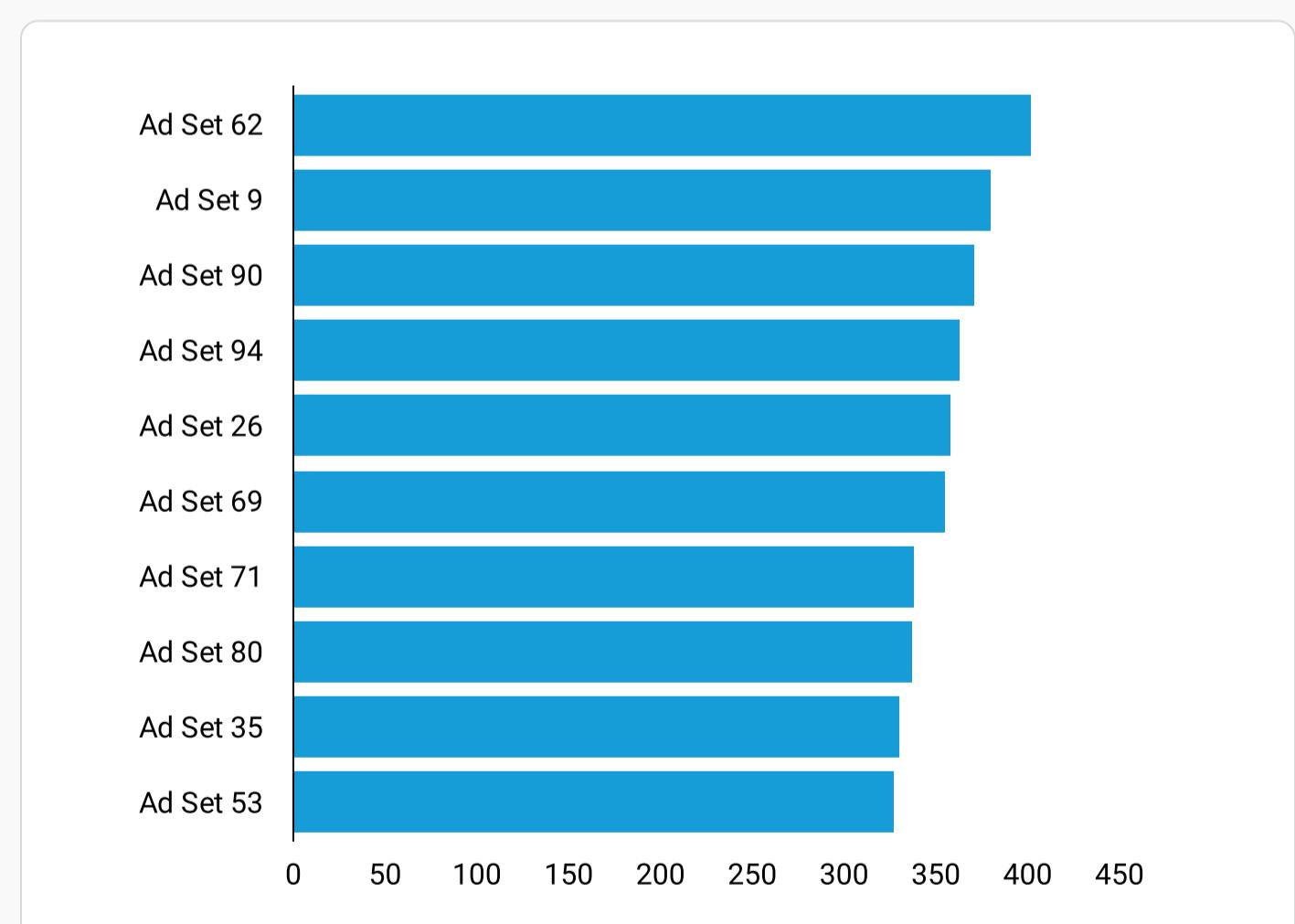
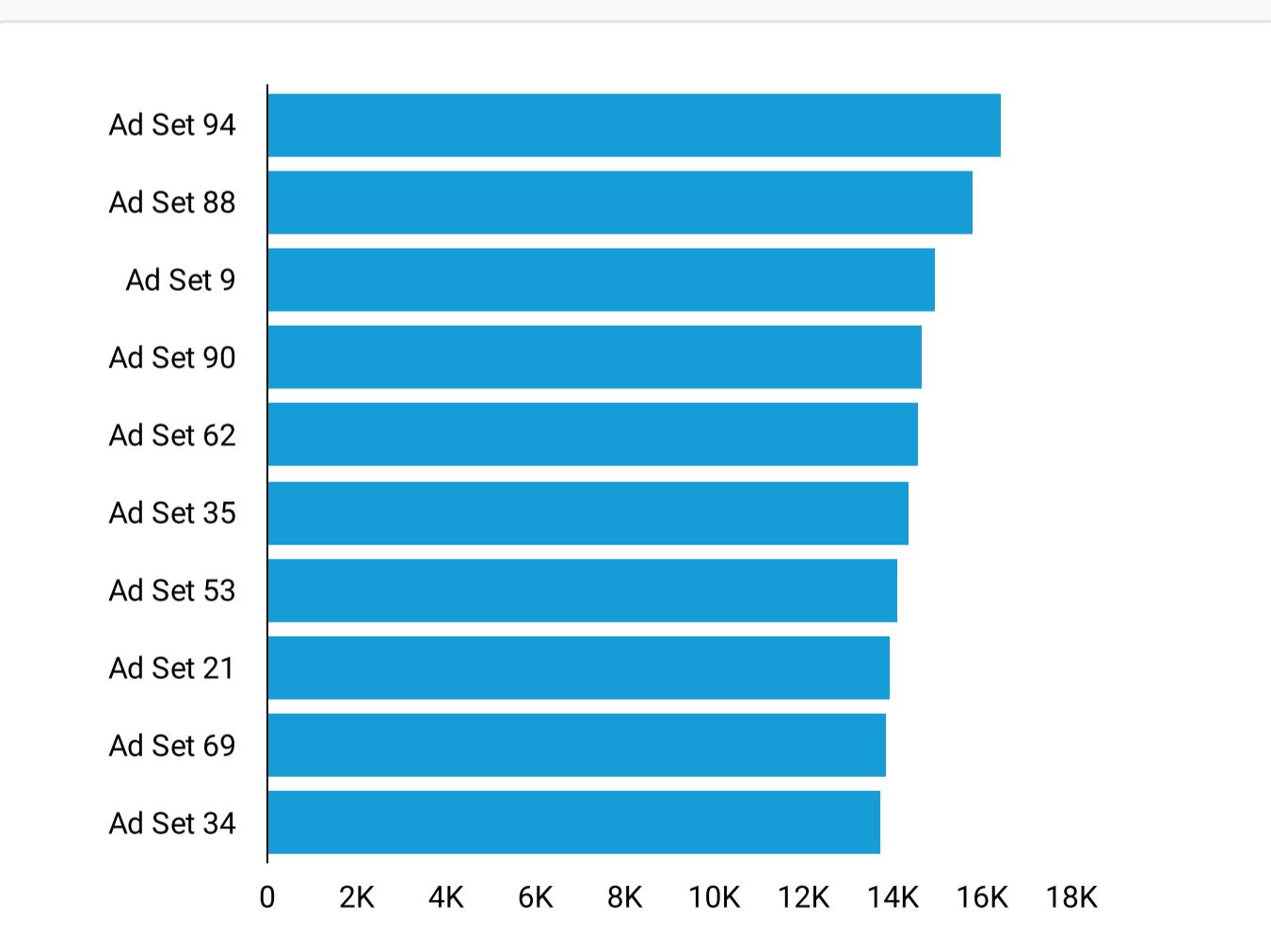
Impressions Overtime

Frequency Reach

10



Top 10 Campaigns



Campaign List



Snapchat Ads - Ads Performance

Select date range

Overview

Account name

Ad name

Campaign objective

Publisher platform

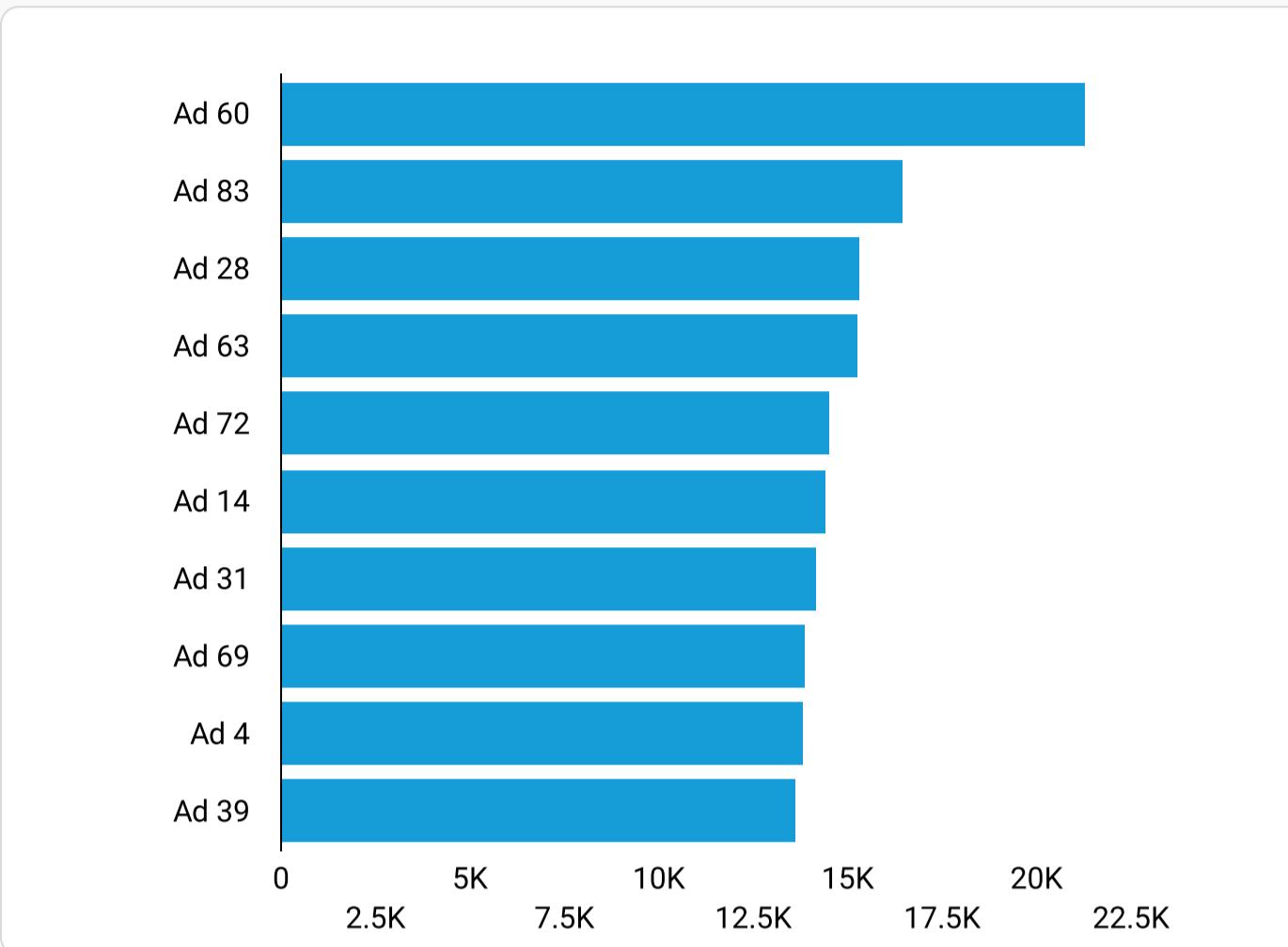


Campaign

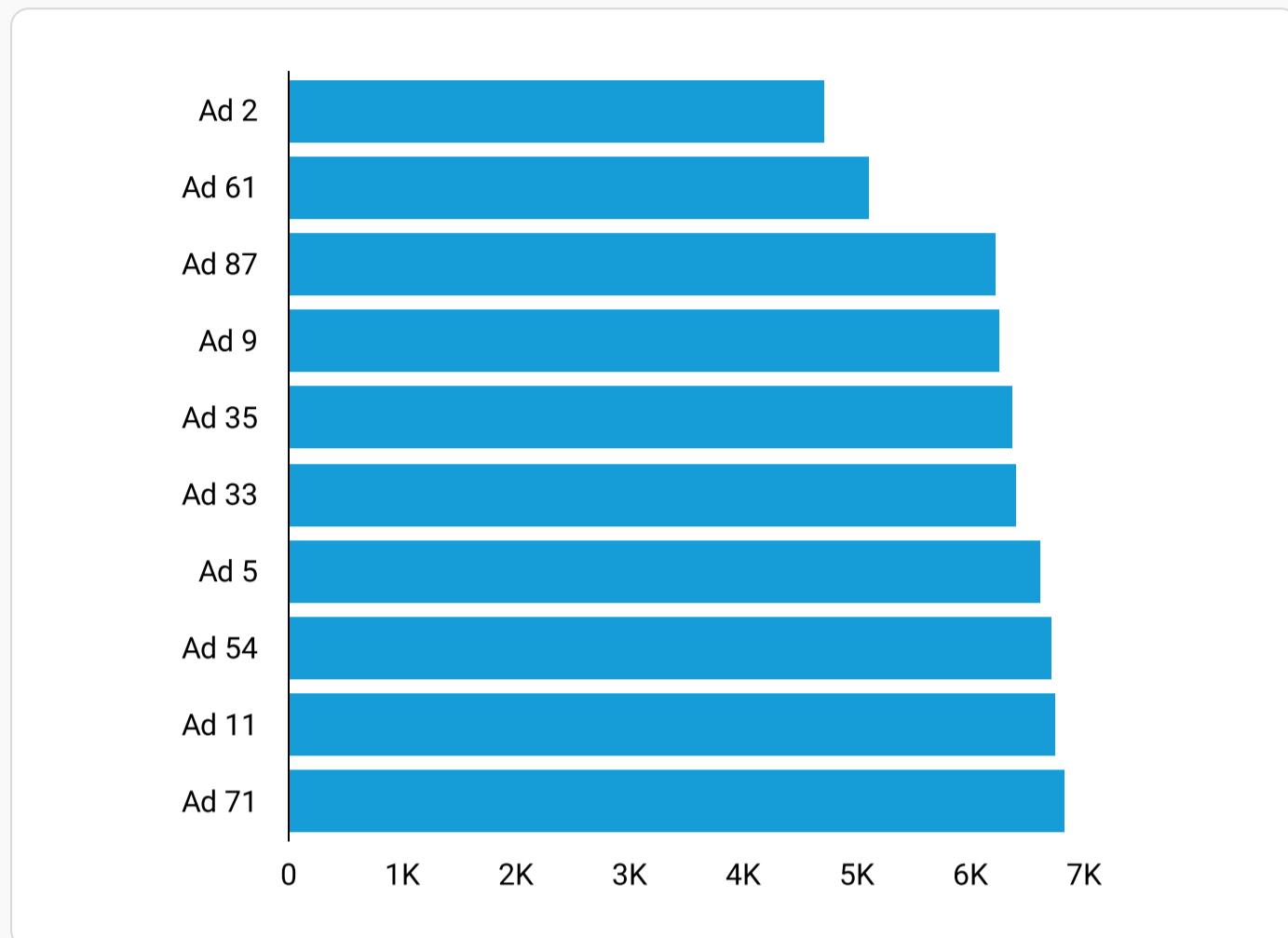
Ads

Started

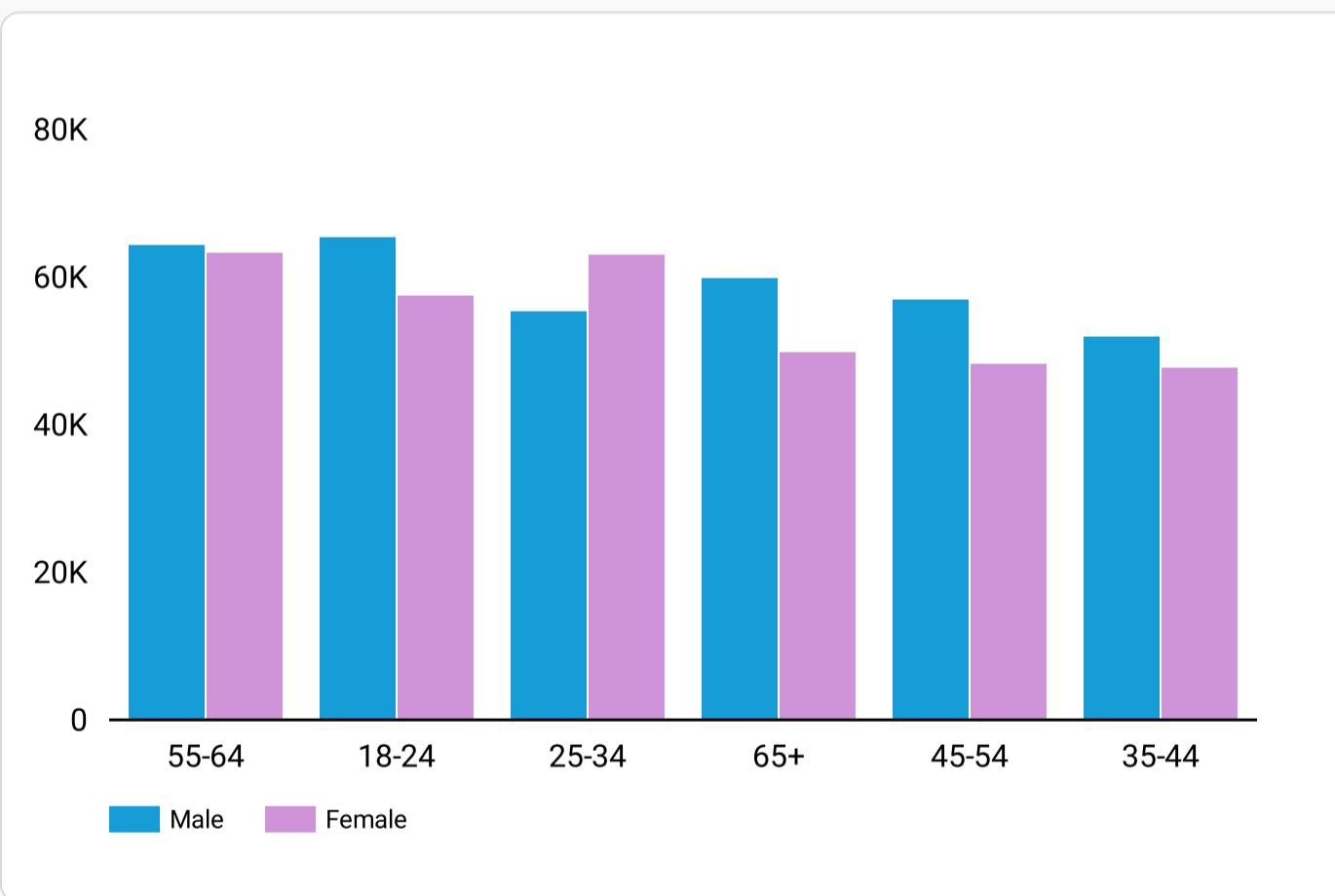
Top 10 Ads by Spend



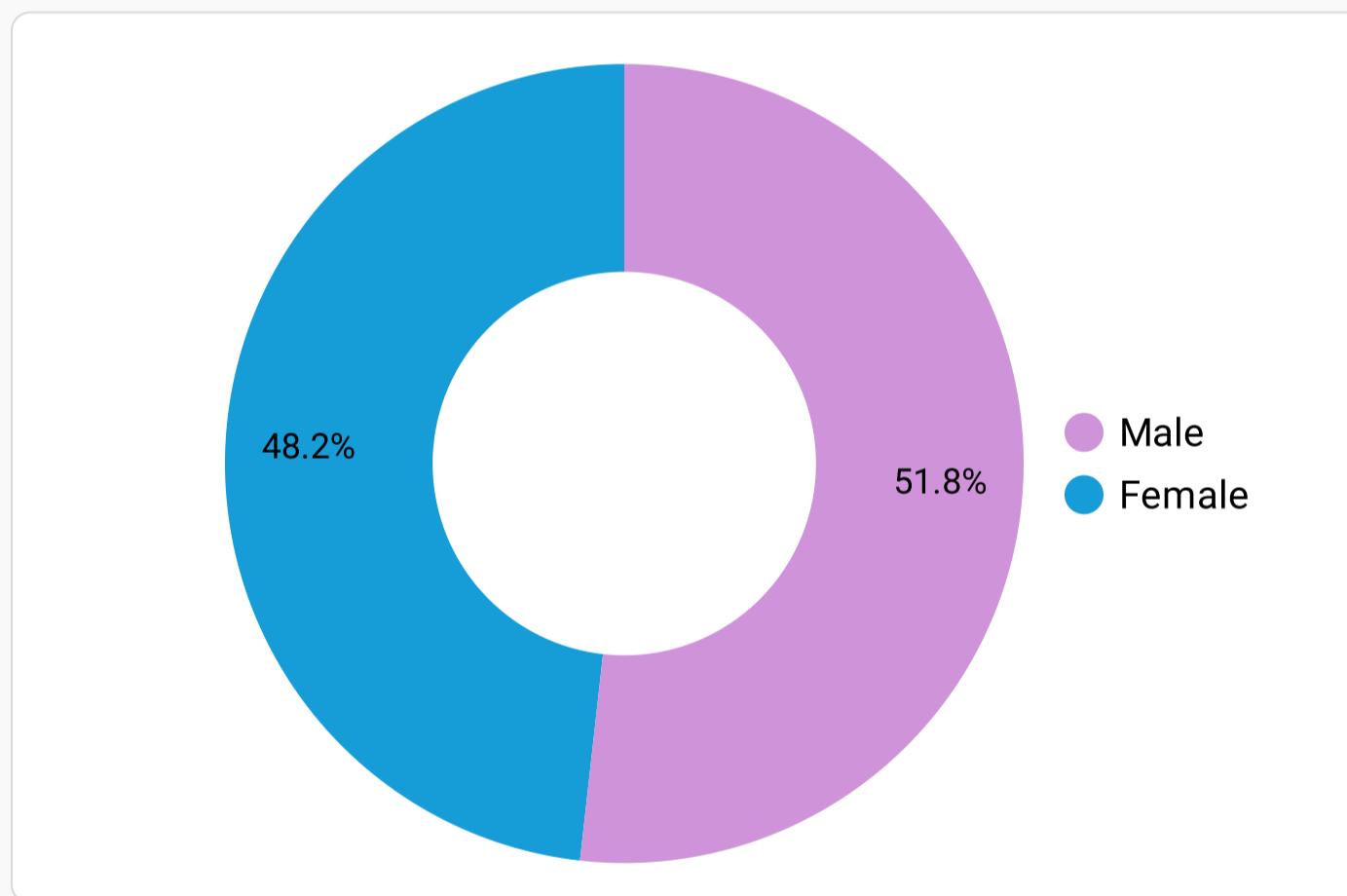
Bottom 10 Ads by Spend



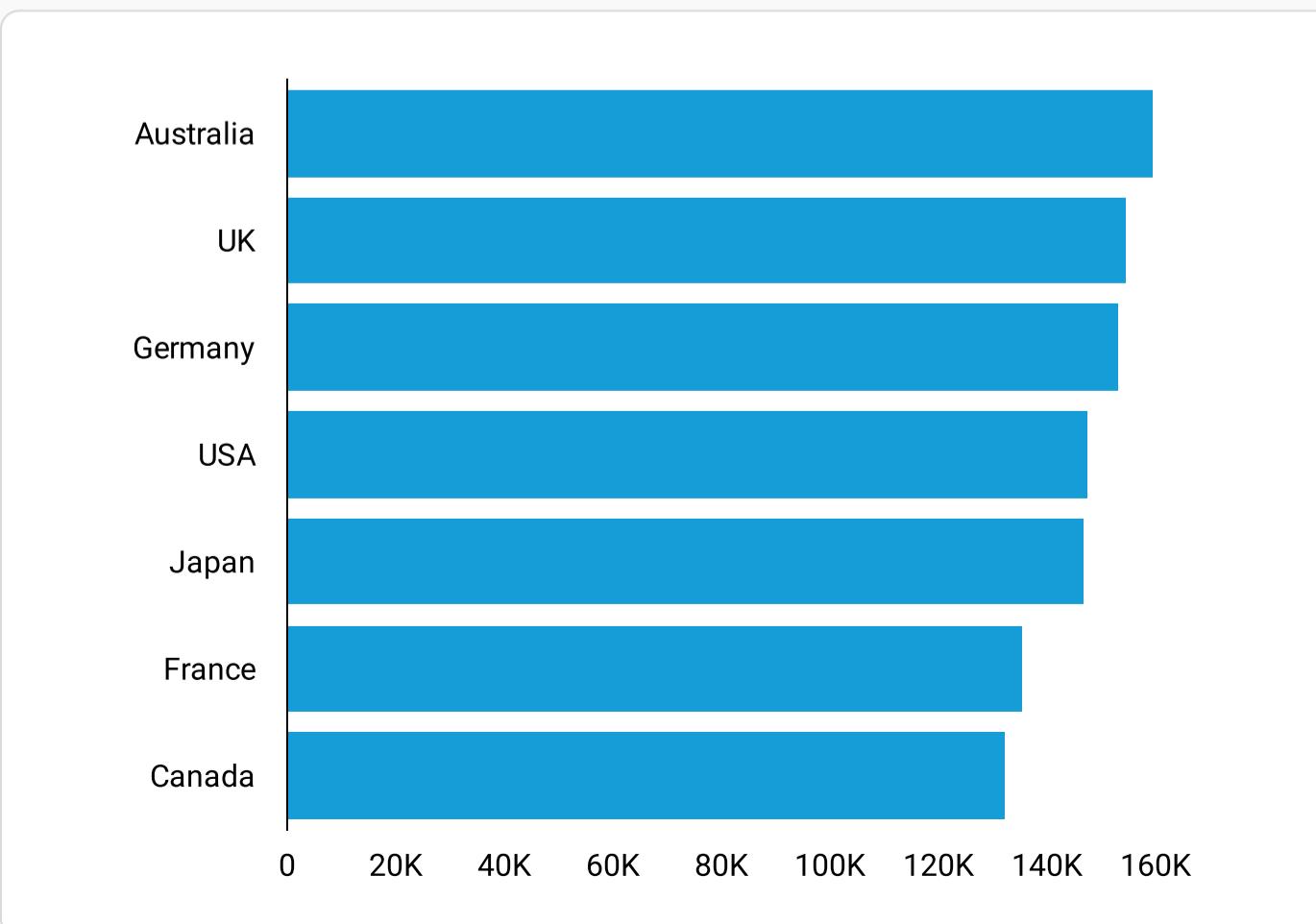
Age Group by Spend



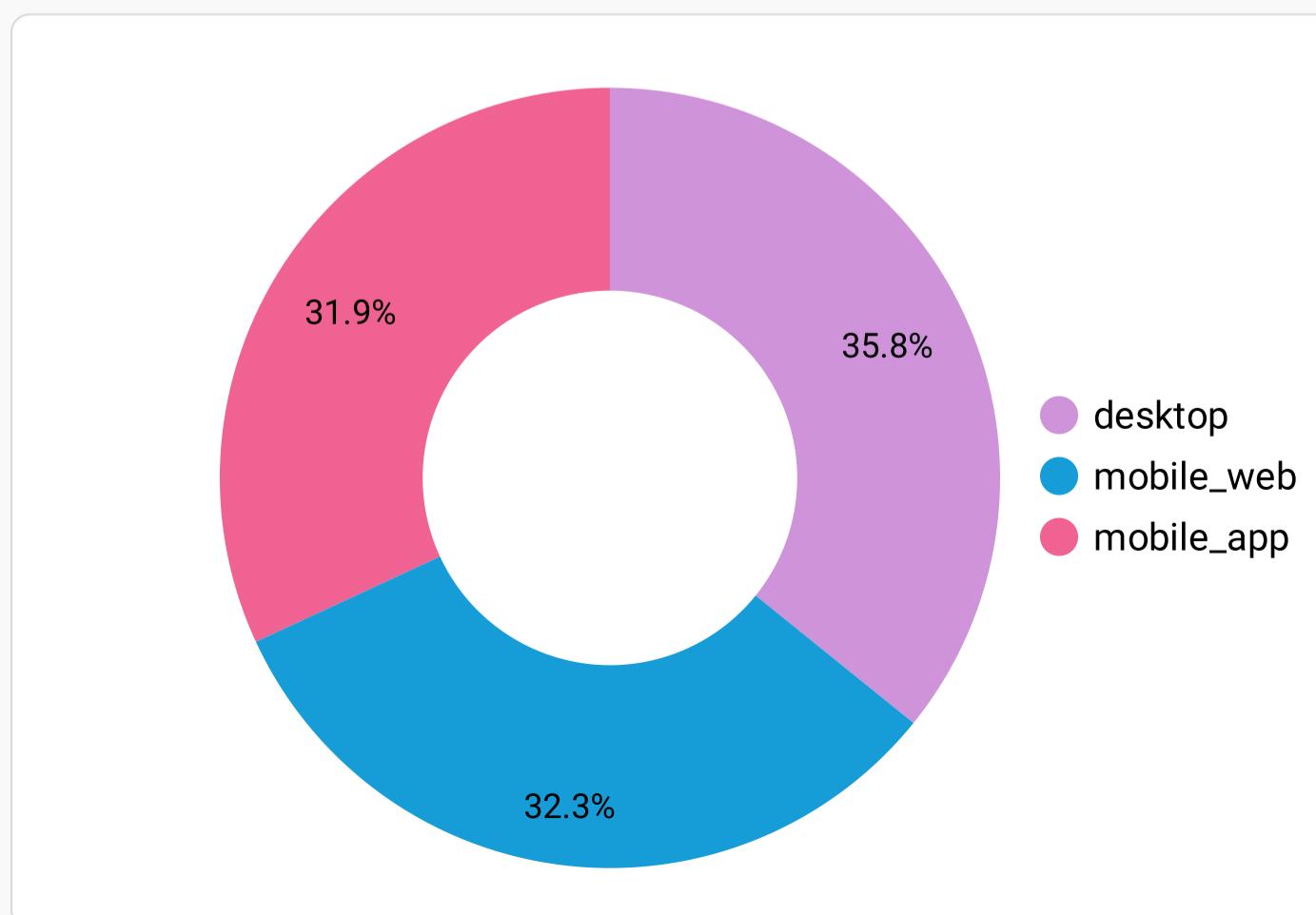
Gender by Spend



Countries by Spend



Device Usage by Spend





Snapchat Ads - Getting Started

Overview

Campaign

Ads

Started

Start your journey with EverythingData



Looker Studio and EverythingData essentials

Start your Looker Studio journey with ease. Access beginner support, watch tutorials on YouTube, and read our blog for valuable insights.

→ [Support articles for getting started with EverythingData in Looker Studio](#)

→ [EverythingData blog: Looker Studio articles](#)



Connector guides

Explore the available fields for this data source connector and get started with the connection guide.

→ [LinkedIn Ads Metrics and Dimensions](#)

→ [LinkedIn Ads connection guide](#)

More from EverythingData

Browse our templates for Looker Studio, as well as the available connectors. Discover the Supermetrics Hub to manage your subscription, data source connections, and teams.

→ [Connectors List](#)

→ [EverythingData Hub](#)

Step by Step Guide to Connect to Data Source

- Select Add data panel at the top
- A connect to data source will pop-up, click on the search bar and type everything data.
- After that, you get to see data source connected to everythingData, select the source you wish to connect to and authorize.

For video description click this:



Support center

Explore support articles on data connection, report building, team management, and beyond for comprehensive guidance

→ [EverythingData Support](#)