ALAT

Support

Facebook Ads Overview

Apr 1, 2021 - Jun 30, 2021 ▼

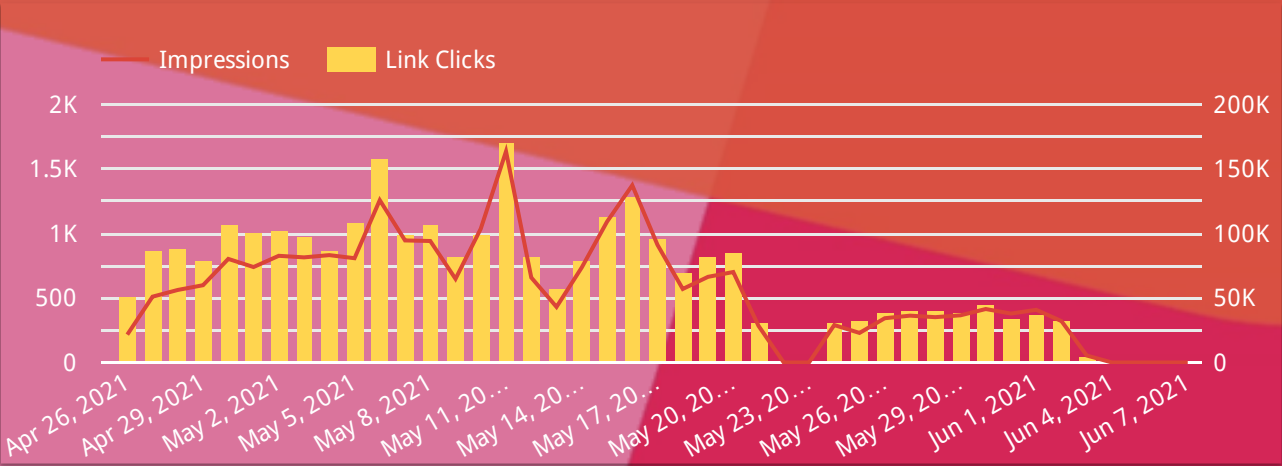| Impressions	Reach	App Installs	Registrations	Link Clicks	Install to Reg %	CTR(All) %
2.4M	2.2M	7K	2.0K	28K	32.6%	3.9%

Impressions and Link Clicks
By date

Impressions ☐ Link Clicks

Action Types
By date

App Installs ☐ Registrations
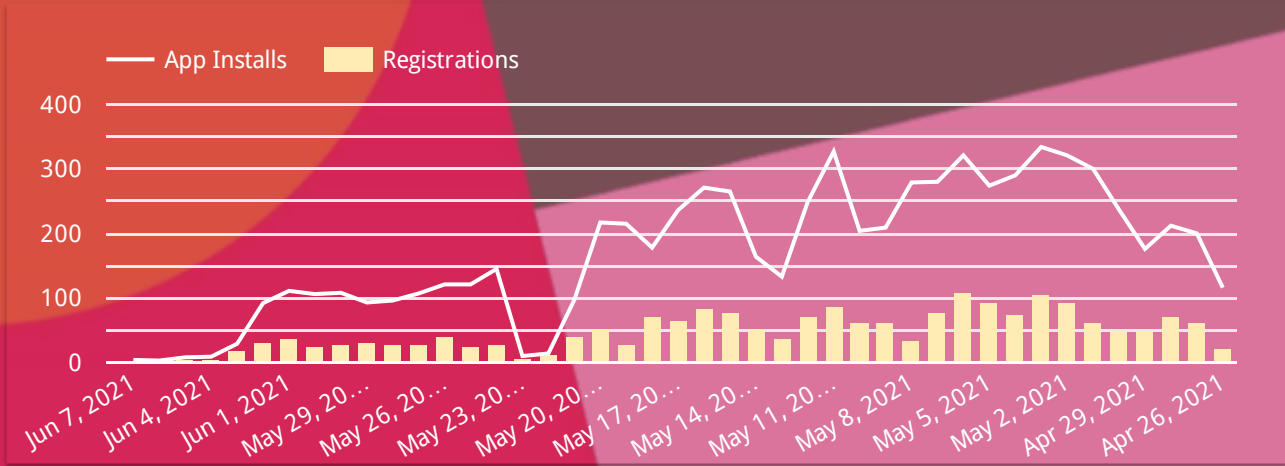
Campaign Performance
Main KPI's by campaign

Ad Name ▼

	Ad Name	Registrations ▼	Link Clicks	App Installs	CTR %	Install to Registration Rate
1.	Card_zero_charges	1,021	14,853	3,560	3.91%	41.91%
2.	Card_zero_charges - new	492	7,503	1,800	3.05%	30.82%
3.	Money	363	3,746	1,322	4.07%	26.48%
4.	Money - Product	117	1,482	449	3.77%	26.28%
5.	Carousel	40	513	116	3.25%	46.5%

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Ads Performance
Main KPI's by ad

Ad Set Name ▼

	Ad Set Name	Impressions ▼	Link Clicks	Results	CTR %	Install to Registration Rate
1.	ALAT_Money_Interests	814,397	9,196	710	3.64%	36.26%
2.	ALAT_Broad_audience	562,567	6,532	478	4.18%	35.27%
3.	ALAT_Lookalike_Regist...	282,097	3,420	276	3.92%	38.64%
4.	ALAT_Lookalike_Regist...	236,664	3,439	244	4.06%	45.61%
5.	ALAT_Music_Streamin...	163,445	1,956	152	4.19%	24.62%

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Demographic & Time Data
By gender and age

☐ Results ☐ App Installs

male ● female
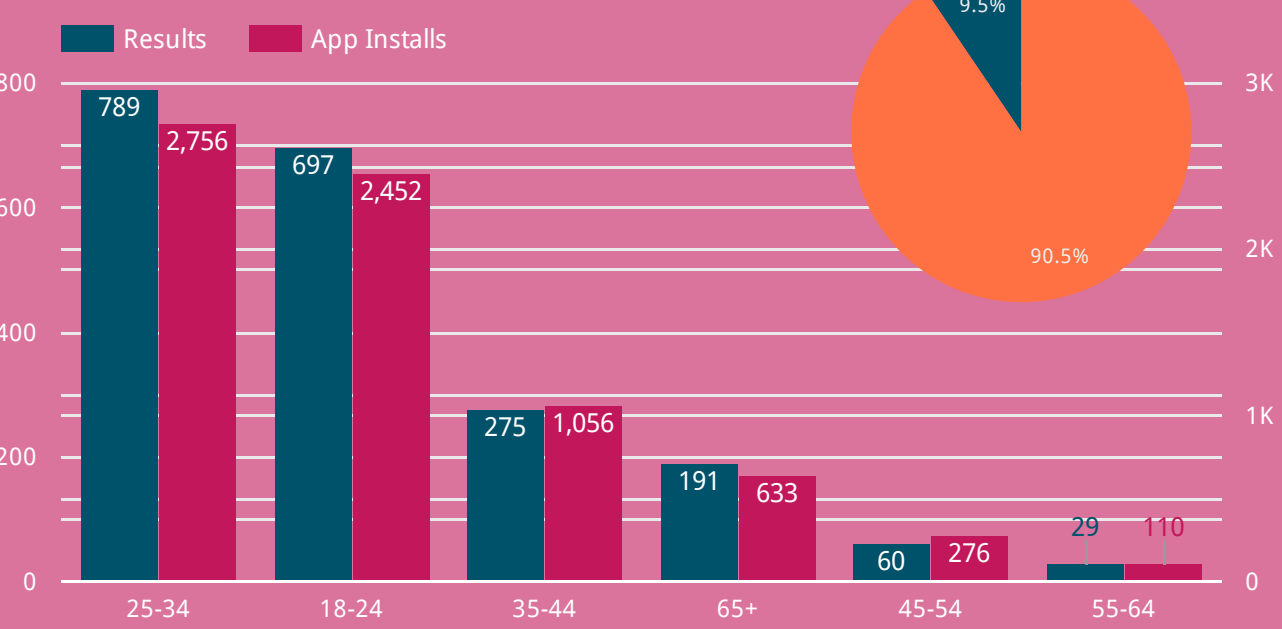
Geographic Data
By region

4 ▬▬▬▬ 417
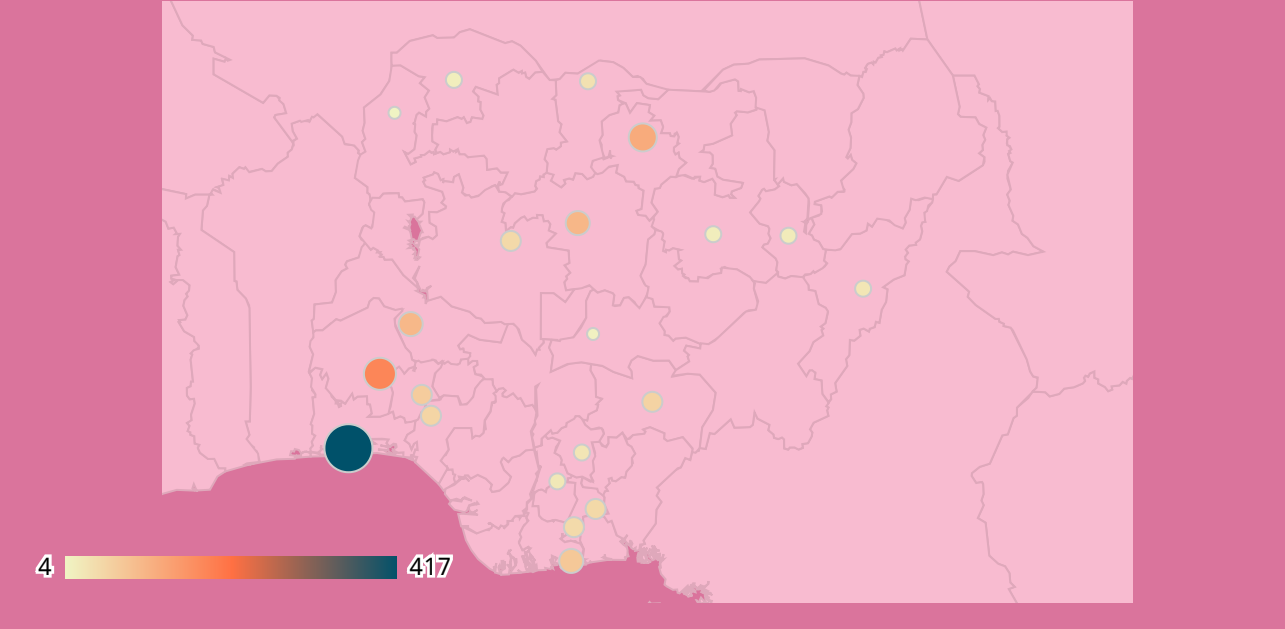
Placement ▼

Mobile App Purchase and Link Clicks
By Install to Reg Rate

Mobile App Purchases ☐ Link Clicks
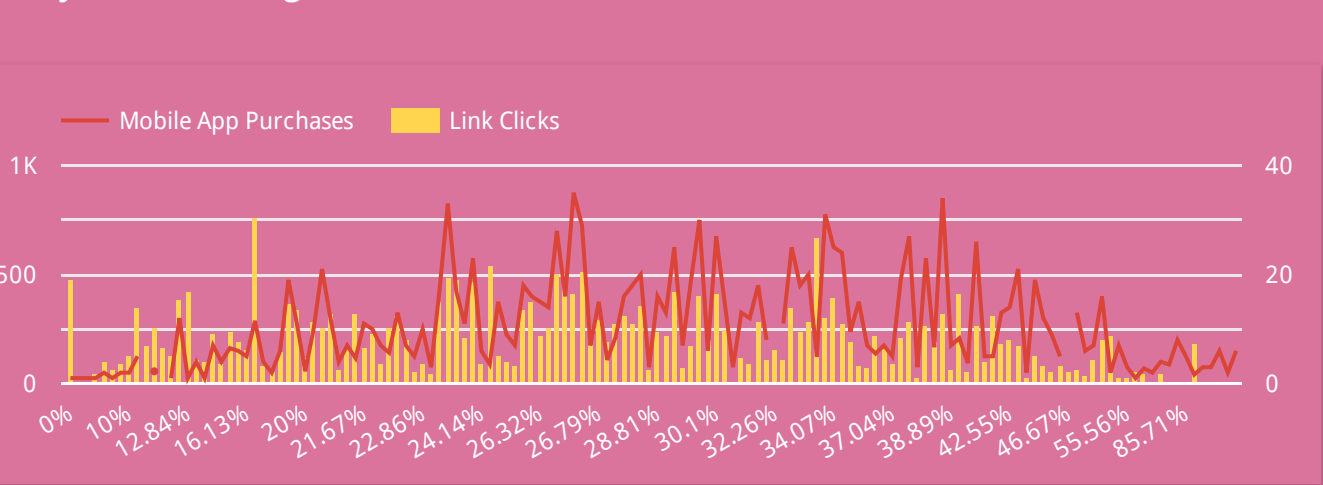
	Device Platform	Placement	Platform	Link Clicks ▼	App Installs	Registrations
1.	mobile_app	feed	facebook	27,527	7,034	1,970
2.	mobile_app	feed	instagram	326	166	50
3.	mobile_app	an_classic	audience_network	235	38	8
4.	mobile_app	instagram_stor...	instagram	79	35	11
5.	mobile_app	messenger_sto...	messenger	31	4	null

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If you have any questions or need support, feel free to contact us