

System 1 Overview

Ad Campaign > Ad Set > Account Hierarchy

All

3/27/2023 4/23/2023

Key Metrics for Selected Period

Net Profit/Loss from Ads
\$17,261.55

Average Return on Ad Spend
\$1.15

Ad Visiting Frequency
1.13

Impressions
110.21M

Reach
97.12M

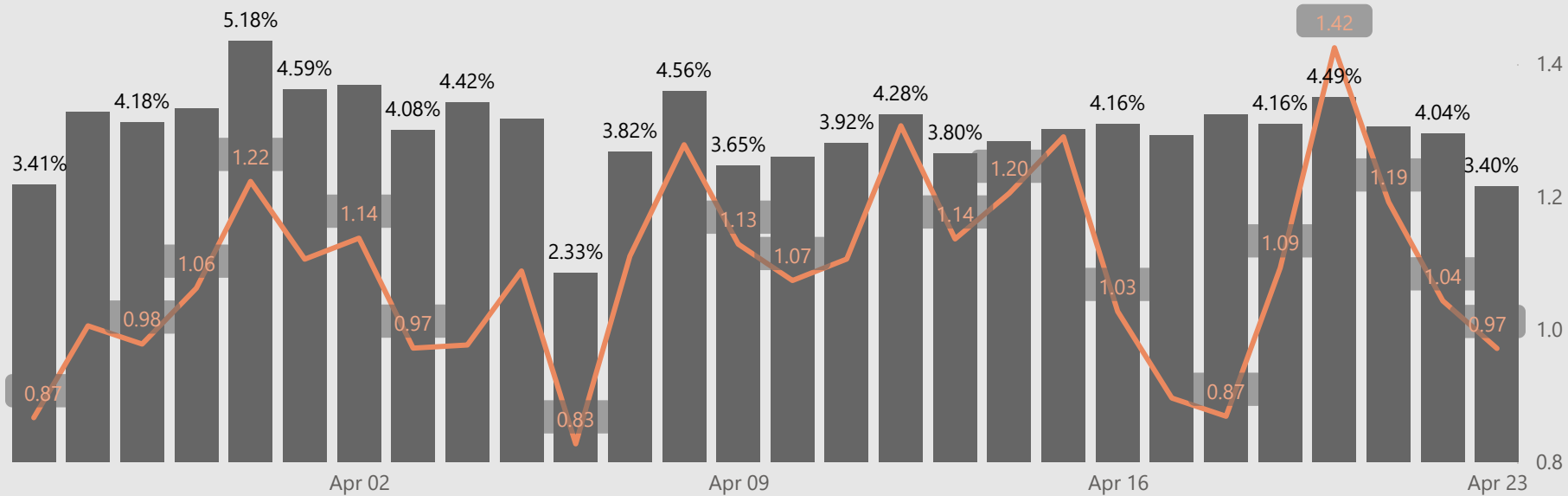
Clicks
4.47M

Conversions
1.45M

System 1

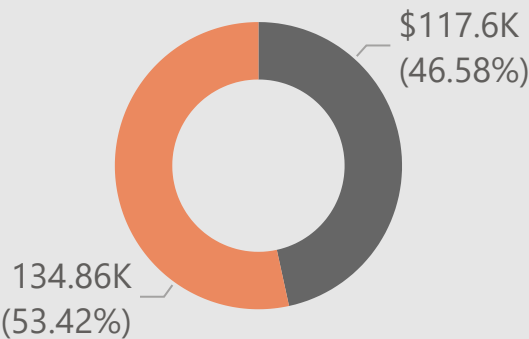
Profitability Overview

(CTR) Click Trough Rate (CPM) Cost Per Thousand Impressions



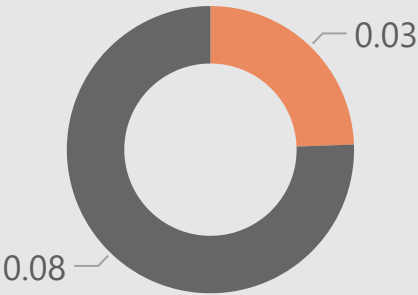
Ad Budget to Revenue

Ad Budget Revenue



Cost Per Click to Cost Per Conversion

(CPC) Cost Per Click (CPC) Cost Per Conversion



Conversion Rate

