




















# Client I

Campaigns													
Ad sets													
1 selected X													
Ads for 1 Ad set													
View Setup Columns: CHIBUSOG Breakdown Reports													
Off / On	Campaign		CPC (cost per link click)	CPC (All)	CPM (cost per 1,000 impressions)	Frequency	Purchases	Meta purchases	Purchase ROAS (return on ad spend)	Amount spent	REVENUE	PROFIT	Budget
<input type="checkbox"/>	ABO NEW TEST	9%	₱4.14	₱1.81	₱55.81	2.00	21 [2]	21	4.43 [2]	₱5,079.89	22,495.00	14,040.86	Using ad set bu...
<input type="checkbox"/>	REMARKETING	7%	₱6.39	₱3.18	₱69.12	2.36	38 [2]	—	3.11 [2]	₱13,026.69	40,510.00	21,406.81	₱500.00 Daily
<input type="checkbox"/>	ABO   SALES   MSG   LAL 9/13/23	3%	₱2.29	₱0.87	₱33.47	1.62	74 [2]	70	2.38 [2]	₱31,062.14	73,935.00	31,782.61	Using ad set bu...
<input type="checkbox"/>	LLA   SALES   3%   9/3/23	8%	₱9.55	₱3.71	₱77.27	1.78	181 [2]	—	2.63 [2]	₱70,730.22	186,085.00	87,442.03	Using ad set bu...
<input type="checkbox"/>	CBO   SALES   WEB   Audience+	7%	₱9.66	₱4.03	₱71.24	1.74	236 [2]	4	2.64 [2]	₱93,361.68	246,305.00	115,997.57	₱2,000.00 Daily
<input type="checkbox"/>	CBO   SALES   WEB   Retargeting	8%	₱8.62	₱3.64	₱57.51	2.07	17 [2]	—	2.69 [2]	₱6,582.64	17,715.00	8,475.11	₱700.00 Daily
<input type="checkbox"/>	CBO   SALES   MSG   BROAD	5%	₱3.26	₱1.24	₱69.97	1.51	16 [2]	16	2.07 [2]	₱6,917.19	14,325.00	5,259.06	₱500.00 Daily
<input type="checkbox"/>	CBO   SALES   MSG   Organica Mole	4%	₱2.68	₱1.06	₱51.25	1.87	63 [2]	63	2.26 [2]	₱27,230.90	61,590.00	25,120.60	₱1,000.00 Daily
Results from 8 campaigns ⓘ		82%	₱5.41	₱2.16	₱60.79	2.31	646 [2]	174	2.61 [2]	₱253,991.35	662,960.00 [2]	309,524.65 [2]	
Excludes deleted items		isions	Per Action	Per Click	Per 1,000 Impressions	Per Accounts Center a...	Total	Total	Average	Total Spent			

Client II

Client II														View Setup		Columns: CHIBUSOG		Breakdown	
	Off / On	Campaign		CPM (cost per 1,000 impressions)	Purchases	Website purchases	Meta purchases	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad...	Budget	Amount spent ↓	Revenue	D c						
	<input type="checkbox"/>	 SR   T&T	3 [2]	\$16.67	237 [2]	237 [2]	—	2.00 [2]	2.00 [2]	\$65.34 Daily	\$7,426.13	14,841.68							
	<input type="checkbox"/>	 SR   C&T	7 [2]	\$15.60	167 [2]	167 [2]	—	1.75 [2]	1.75 [2]	\$43.25 Daily	\$6,061.32	10,632.14							
	<input type="checkbox"/>	 SR   T&T	9 [2]	\$16.54	107 [2]	107 [2]	—	1.75 [2]	1.75 [2]	\$68.54 Daily	\$3,690.22	6,462.62							
	<input type="checkbox"/>	 SR   Ad	3 [2]	\$14.93	92 [2]	92 [2]	—	1.97 [2]	1.97 [2]	Using ad set bu...	\$2,850.78	5,614.47							
	<input type="checkbox"/>	 SR   OG	5 [2]	\$14.24	63 [2]	63 [2]	—	1.82 [2]	1.82 [2]	\$51.09 Daily	\$2,133.76	3,890.76							
	<input type="checkbox"/>	 CAL   NSR	3 [2]	\$14.78	46 [2]	46 [2]	—	1.71 [2]	1.71 [2]	Using ad set bu...	\$1,731.06	2,958.32							
	<input type="checkbox"/>	 Campaign	2 [2]	\$12.80	26 [2]	26 [2]	—	1.49 [2]	1.49 [2]	Using ad set bu...	\$1,220.14	1,818.48							
	<input type="checkbox"/>	 CAL   NSR	1 [2]	\$20.01	25 [2]	25 [2]	—	1.37 [2]	1.37 [2]	\$40.00 Daily	\$1,120.32	1,538.71							
	<input type="checkbox"/>	 SR   NSR   Campaign	7 [2]	\$27.01	25 [2]	25 [2]	—	1.57 [2]	1.57 [2]	\$53.24 Daily	\$956.06	1,498.75							
	<input type="checkbox"/>	 and Relax	5 [2]	\$21.63	22 [2]	22 [2]	—	1.49 [2]	1.49 [2]	\$49.64 Daily	\$925.71	1,378.85							
	<input type="checkbox"/>	 CAL   NSR   Sciatic	5 [2]	\$23.83	12 [2]	12 [2]	—	0.79 [2]	0.79 [2]	\$45.00 Daily	\$879.22	695.40							
	<input type="checkbox"/>	 CAL   NSR	3 [2]	\$18.49	15 [2]	15 [2]	—	1.19 [2]	1.19 [2]	Using ad set bu...	\$813.16	968.78							
	<input type="checkbox"/>	 And Wellness	0 [2]	\$20.26	9 [2]	9 [2]	—	1.04 [2]	1.04 [2]	\$51.00 Daily	\$513.84	533.56							
	<input type="checkbox"/>	 CAL   SB	4 [2]	\$16.16	3 [2]	3 [2]	—	0.51 [2]	0.51 [2]	\$50.00 Daily	\$337.83	173.85							
	<input type="checkbox"/>	 Wellness	1 [2]	\$24.01	—	—	—	—	—	\$50.00 Daily	\$251.09	—							
	<input type="checkbox"/>	 ing Wellness	1 [2]	\$17.16	2 [2]	2 [2]	—	0.49 [2]	0.49 [2]	\$40.00 Daily	\$237.82	115.90							
	<input type="checkbox"/>	 ALES   New	4 [2]	\$23.20	1 [2]	1 [2]	—	0.31 [2]	0.31 [2]	Using ad set bu...	\$195.22	59.95							
	<input type="checkbox"/>	 ed	1 [2]	\$17.42	4 [2]	4 [2]	—	1.37 [2]	1.37 [2]	Using ad set bu...	\$175.02	239.80							
 24 campaigns ⓘ			30 [2]	\$15.59	856 [2]	856 [2]	—	1.68 [2]	1.68 [2]		\$31,713.57	53,422.02 [2]							
Total			Total	Per 1,000 Impressions	Total	Total	Total	Average	Average		Total Count								

# Link click & Traffic

Amount Spent, Avg. CPC, Impressions, Avg. CPM,Clicks

CTR (all)

2.8%

Link clicks

23.8K

Unique clicks (all)

48.3K

Reach

964,091

# Amount Spent & Impressions

Amount Spent, Avg. CPC, Impressions, Avg. CPM,Clicks

Amount spent

₱121.55K

CPC (all)

₱1.49

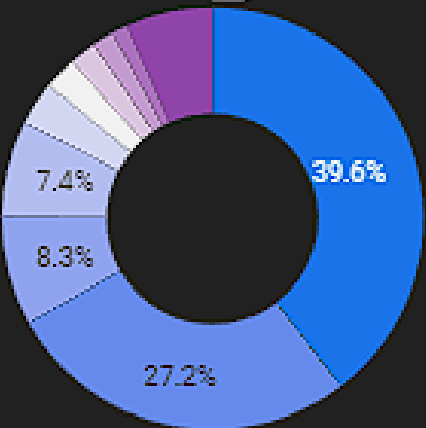
Clicks (all)

81.5K

Impressions

2,914,062

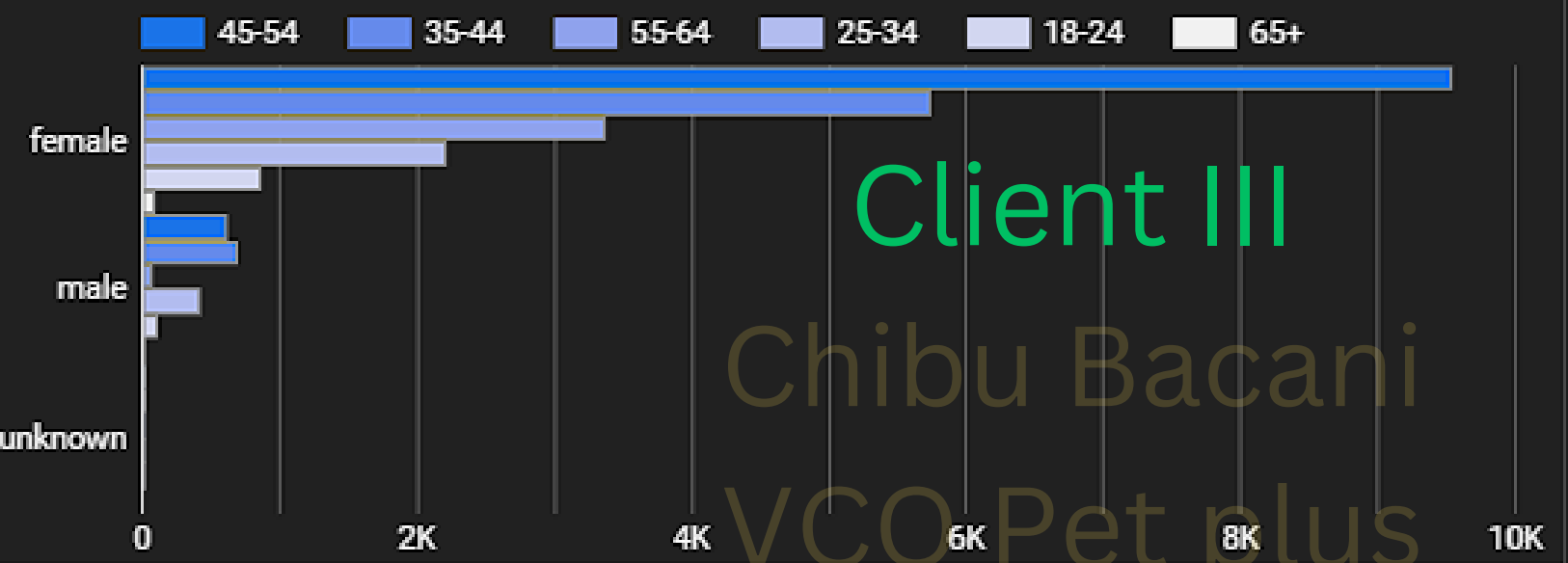
# Region



- Metro Manila
- Calabarzon
- Central Luzon
- Central Visayas
- Western Visayas
- Ilocos Region
- Davao Region
- Bicol Region
- Eastern Visayas
- others

# Gender

Link Clicks sorted per Gender



Client III

Chibu Bacani

VCO Pet plus

# Device

Operating System	Reach	Impressions	Link clicks
android_smartphone	860,156	2,528,209	20,692
iphone	95,232	310,125	2,584
desktop	14,336	35,465	207
android_tablet	13,056	37,784	321
other	768	919	14
ipad	512	1,543	14

# Campaigns

	Campaign name	Amount spent ▾
1.	3Ints-1KD-Dog&Girl-Post: "I WANNA TRY OUR ZERO BADBREATH FO...	14,029.26
2.	NewAud-Newphoto-1000D-Message-Post: "WANNA TRY OUR ZERO B...	10,564.95
3.	ABO   Detailed Target   MSG 9/18/23	9,943.91
4.	Copy2-VCO-General-1000-NewCus-Post: "I WANNA TRY OUR ZERO ...	9,372.02

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# Sales

Purchase

1,788

Sales per order

₱409.9

Conversion Rate

15.9%

TOTAL SALES

₱732,884.9