

Performance overview

Customize metrics

Messaging conversations started ⓘ

151

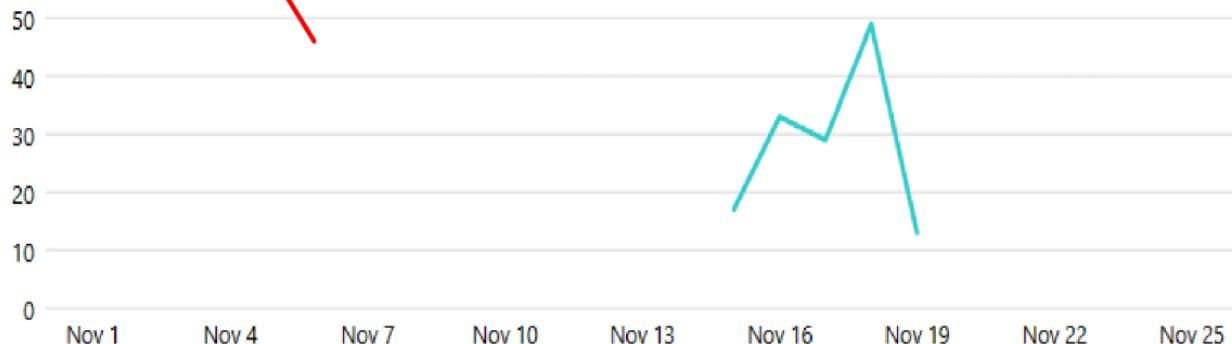
Messaging conversations started

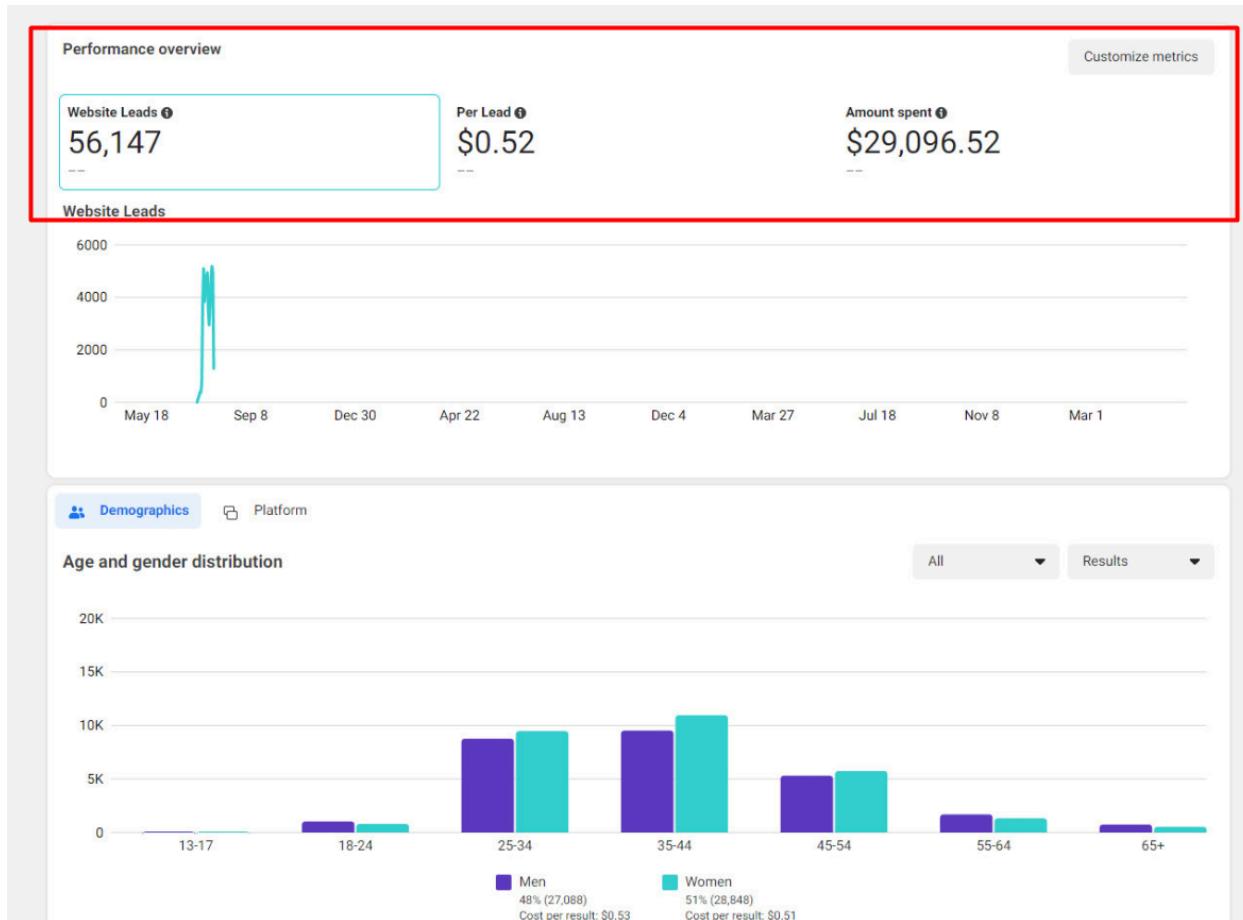
Per Messaging Conversation Started ⓘ

\$0.04

Amount spent ⓘ

\$6.00





	On / Off	Campaign Name		Purchase ROAS (Return on Ad Spend) View Attribution	Purchase ROAS (Return on Ad Spend) Click Attribution	Amount Spent ↓	CPM (Cost per 1,000 Impressions)	Purchases Conversion Value View Attribution	Purchases Conversion Value Click Attribution
<input type="checkbox"/>	<input checked="" type="checkbox"/>			1.29 28 Days	3.26 28 Days	\$102,147.87	\$20.24	\$131,758.39 28 Days	\$333,300.5 28 Days
<input type="checkbox"/>	<input checked="" type="checkbox"/>			2.46 28 Days	3.22 28 Days	\$44,006.37	\$25.07	\$108,425.55 28 Days	\$141,656.08 28 Days
<input type="checkbox"/>	<input checked="" type="checkbox"/>			1.40 28 Days	2.75 28 Days	\$37,853.47	\$11.30	\$52,823.61 28 Days	\$104,002.78 28 Days
<input type="checkbox"/>	<input checked="" type="checkbox"/>			1.14 28 Days	1.94 28 Days	\$25,949.55	\$12.99	\$29,559.17 28 Days	\$50,358.25 28 Days
<input type="checkbox"/>	<input checked="" type="checkbox"/>			2.32 28 Days	4.62 28 Days	\$24,421.88	\$32.28	\$56,626.75 28 Days	\$112,724.45 28 Days
<input type="checkbox"/>	<input checked="" type="checkbox"/>			0.81 28 Days	2.13 28 Days	\$22,874.62	\$12.28	\$18,554.97 28 Days	\$48,769.07 28 Days
<input type="checkbox"/>	<input checked="" type="checkbox"/>			3.38 28 Days	5.67 28 Days	\$18,014.94	\$18.43	\$60,934.58 28 Days	\$102,154.96 28 Days
<input type="checkbox"/>	<input checked="" type="checkbox"/>			1.16 28 Days	3.84 28 Days	\$16,562.44	\$13.18	\$19,188.66 28 Days	\$63,633.57 28 Days
<input type="checkbox"/>	<input checked="" type="checkbox"/>			2.88 28 Days	4.54 28 Days	\$14,018.54	\$22.38	\$40,358.75 28 Days	\$63,593.19 28 Days
<input type="checkbox"/>	<input checked="" type="checkbox"/>			2.26 Average	3.48 Average	\$398,852.00	\$17.00 Per 1,000 Impressions	\$961,725.70 Total	\$1,389,471.44 Total
> Results from 112 campaigns ⓘ									

Results	Cost per result	Reach	Impressions	Amount spent
.13 [?] Website leads	\$12.06 [?] Per Lead	14,419	17,335	\$156.79
.5 [?] Website leads	\$10.04 [?] Per Lead	3,950	4,526	\$50.18
.3 [?] Website leads	\$8.23 [?] Per Lead	1,689	1,925	\$24.69
21 [?] Website leads	\$11.03 [?] Per Lead	19,283 People	23,786 Total	\$231.66 Total Spent

+ 21 Leads in 1 day!

Results	Cost per result	Reach	Impressions	Amount spent ↑
.4 [?] Website leads	\$20.82 [?] Per Lead	5,014	7,413	\$83.28
.16 [?] Website leads	\$12.76 [?] Per Lead	14,108	20,910	\$204.10
.55 [?] Website leads	\$11.64 [?] Per Lead	44,334	75,105	\$640.04
75 [?] Website leads	\$12.37 [?] Per Lead	56,334 People	103,428 Total	\$927.42 Total Spent

+ 75 Leads in 7 days!

Results	Cost per result	Reach	Impressions	Amount spent ↑
.14 [?] Website leads	\$19.84 [?] Per Lead	11,496	22,073	\$277.78
.57 [?] Website leads	\$12.90 [?] Per Lead	39,504	91,467	\$1,020.41
.155 [?] Website leads	\$16.03 [?] Per Lead	98,273	252,404	\$2,485.11
226 [?] Website leads	\$16.74 [?] Per Lead	122,561 People	365,944 Total	\$3,783.30 Total Spent

+ 226 Leads in 1 month!

Impressions	Reach	Results ↓	Cost per result	Amount spent
—	—	—	—	—
319,270	89,359	.199 Website leads	\$13.87 Per Lead	\$2,760.64
—	—	—	—	\$0.00
—	—	—	—	\$0.00
—	—	—	—	\$0.00

+ 199 Leads in 7 days!

CTR	Avg. CPC	Cost	Avg. pos.	Conversions	Cost / conv.	Conv. rate
36.59%	\$1.05	\$737.84	1.3	40.44	\$18.25	5.74%
11.48%	\$1.09	\$310.79	1.4	14.15	\$21.97	4.95%
17.65%	\$2.48	\$699.31	1.2	45.06	\$15.52	15.98%
12.02%	\$1.84	\$223.07	1.5	15.50	\$14.39	12.81%
9.74%	\$1.61	\$157.92	1.1	5.47	\$28.89	5.58%
16.73%	\$2.13	\$182.98	1.1	6.13	\$29.83	7.13%
18.31%	\$2.14	\$166.58	1.4	8.90	\$18.72	11.41%

	Off/On	Campaign	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "We're off to a start, but time is winding..."	Using ad set bid...	Using ad set bu...	28-day click o...	—	—	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Sweet Dreams Chil...-Page Likes-US-18-65	Using ad set bid...	Using ad set bu...	28-day click o...	—	—	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Traffic Campaign by Raisa Moni/6/1/2023	Using ad set bid...	Using ad set bu...	7-day click or ...	374 Link Clicks	6,814	9,508	\$0. Per link cl...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	SimpleChildcareOwnership MC - Warm Audie...	Highest volume	\$10.00 Daily	7-day click or ...	— Website lead	—	—	Per Le...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	SimpleChildcareOwnership MC	Highest volume	\$20.00 Daily	7-day click or ...	— Website lead	—	—	Per Le...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Inspire SCOP Launch2021	Using ad set bid...	Using ad set bu...	28-day click o...	— ThruPlay	—	—	Cost per Thru...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Influence SCOP Launch 2021	Using ad set bid...	Using ad set bu...	28-day click o...	— Reach	—	—	Per 1,000 people re...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Instagram Post	Bid cap	\$30.00 Lifetime	28-day click o...	— Link click	—	—	Per link cl...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[02/26/2020] Promoting Childcare Ninjas	Highest volume	\$15.00 Daily	28-day click o...	— Page Like	—	—	Per Page L...
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Is your childcare business set for success?"	Highest volume	€10.00	28-day click o...	—	—	—	Per Page L...
Results from 20 campaigns 1					Multiple attrib...	—	6,814 Accounts Centre acco...	9,508 Total	Activate Windows Go to Settings to activate Windows.

Performance overview

Customize metrics

Messaging conversations started ⓘ

151

Per Messaging Conversation Started ⓘ

\$0.04

Amount spent ⓘ

\$6.00

Messaging conversations started



Facebook Ads Manager interface showing Campaigns, Ad sets, and Ads sections.

Campaigns section:

Off/On	Campaign	Amount spent	Results
On	1_COLD LEAD FORM_Perth_Interest_CBO 2	\$985.47	33 On-Facebook leads
On	1_COLD LEAD FORM_Brisbane_Interest_CBO 2	\$4,960.66	576 On-Facebook leads
On	1_COLD LEAD FORM_Perth_Interest_CBO 1-1	\$541.80	19 On-Facebook leads
On	1_COLD LEAD FORM_Brisbane_Interest_CBO	\$590.31	94 On-Facebook leads
On	1_COLD LEAD FORM_Perth_Interest_ABO 1-1	\$396.94	15 On-Facebook leads
On	1_COLD LEAD FORM_Brisbane_Interest_ABO	\$405.60	47 On-Facebook leads
	Results from 6 campaigns	\$7,880.78 Total Spent	784 On-Facebook leads

Ad sets section:

Ads section:

A red box highlights the **Cost per Lead** section of the Ads table, which shows the cost per lead for each campaign and the total cost per action.

Leads	Cost per Lead
33 [2]	\$29.86 [2]
576 [2]	\$8.58 [2]
19 [2]	\$27.09 [2]
94 [2]	\$5.84 [2]
15 [2]	\$26.46 [2]
47 [2]	\$7.80 [2]
784 [2]	\$9.86 [2] Total Per Action

Campaigns is 3 selected X Search and filter Save Clear Maximum: Sep 21, 2020 – Oct 21, 2023 ▾

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

+ Create Edit A/B Test Preview Rules View Setup Columns: aa Breakdown Reports

	Off / On	Ad	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent	Ends	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad spend)	Purchases	Website purchases	Purchases conversion value
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ad 1	9,853	42,766	€5.81 <small>Per Purchase</small>	Above average	Average	Below average Bottom 35% of ...	€133.67	Ongoing	81.54 <small>1x</small>	81.54 <small>1x</small>	23 <small>1x</small>	23 <small>1x</small>	€10,899.08 <small>1x</small>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 vi	13,781	59,742	€6.53 <small>Per Purchase</small>	Above average	Above average	Average	€241.76	Ongoing	44.31 <small>1x</small>	44.31 <small>1x</small>	37 <small>1x</small>	37 <small>1x</small>	€10,712.17 <small>1x</small>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ac	81,671	841,737	€13.40 <small>Per Purchase</small>	Above average	Above average	Average	€3,483.56	Ongoing	25.34 <small>1x</small>	25.34 <small>1x</small>	260 <small>1x</small>	260 <small>1x</small>	€88,277.32 <small>1x</small>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ac	17,480	82,760	€33.99 <small>Per Purchase</small>	—	—	—	€407.83	Ongoing	8.87 <small>1x</small>	8.87 <small>1x</small>	12 <small>1x</small>	12 <small>1x</small>	€3,618.69 <small>1x</small>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 ac	5,685	14,150	€36.46 <small>Per Purchase</small>	—	—	—	€72.91	Ongoing	11.81 <small>1x</small>	11.81 <small>1x</small>	2 <small>1x</small>	2 <small>1x</small>	€860.80 <small>1x</small>
		Results fr...	94,531	1,041,155	€12.99 <small>Per Purchase</small>				€4,339.73	Total Spent	26.35 <small>1x</small>	26.35 <small>1x</small>	334 <small>1x</small>	334 <small>1x</small>	€114,368.06 <small>1x</small>
		Accounts Center a...	Total								Average	Average	Total	Total	Total

Results Driven

Consistent ROI and margins that
keeps happy clients working with us

> \$1,000,000 > \$30
in Revenue Man

Campaign name	Reach	Impressions	Frequency	Amount spent	Clicks (all)	RoAS	Purchases Conver...
[04/04/2020] Promoting h...	107,939	756,232	7.01	\$4,918.82	10,323	38.41 [2]	\$188,910.67 [2]
[01/04/2019] Promoting h...	234,297	1,309,549	5.59	\$5,345.79	12,133	33.37 [2]	\$178,414.40 [2]
Retargetting Campaigns - ...	15,065	448,514	29.77	\$9,191.75	8,216	7.27 [2.4]	\$66,834.47 [2.4]
[05/08/2020] Promoting h...	149,379	903,708	6.05	\$6,254.24	4,777	9.41 [2]	\$58,823.83 [2]
[05/08/2020] Promoting h...	141,920	743,390	5.24	\$5,523.91	3,686	9.95 [2]	\$54,975.86 [2]
TC // Picnic Day Out	110,443	744,022	6.74	\$7,709.58	2,602	7.05 [2]	\$54,320.85 [2]
Canvent Calendar - Lowes...	148,446	783,473	5.28	\$7,881.35	5,028	5.96 [2]	\$47,010.22 [2]
SC // Evergreen Ads	153,102	612,804	4.00	\$6,901.50	12,886	6.72 [2]	\$46,349.76 [2]
TC// Support Local	148,831	804,455	5.41	\$7,025.43	4,403	6.50 [2]	\$45,654.55 [2]
Purchase Conversions - Hi...	50,784	214,843	4.23	\$2,814.67	3,978	6.71 [2]	\$18,876.51 [2]
Wine Collection	25,176	97,369	3.87	\$1,537.39	1,789	10.39 [2]	\$15,970.22 [2]
Celebratory Bubbles	31,840	125,506	3.94	\$1,239.76	664	12.19 [2]	\$15,112.48 [2]
TC // Canvent Box - Pre-Or...	81,724	306,412	3.75	\$2,555.72	5,322	5.09 [2]	\$13,008.93 [2]
Made in Singapore	33,920	124,690	3.68	\$1,184.86	1,092	10.79 [2]	\$12,781.62 [2]
Black Friday Sale	10,700	32,268	3.02	\$639.65	1,146	18.74 [2]	\$11,985.23 [2]

Campaign name	Amount spent	Cost per result	Link clicks	Purchases	Purchases Conversion Value	Purchase ROAS (return on...)
	€1,541.59	€13.52 ⓘ Per Purchase	2,942	134 ⓘ	€6,095.29 ⓘ	3.95 ⓘ
	€338.16	€8.25 ⓘ Per Purchase	821	54 ⓘ	€2,704.71 ⓘ	8.00 ⓘ
	€469.96	€6.91 ⓘ Per Purchase	1,383	71 ⓘ	€1,945.51 ⓘ	4.14 ⓘ
	€739.96	€13.21 ⓘ Per Purchase	3,971	59 ⓘ	€1,869.38 ⓘ	2.53 ⓘ
	€308.88	€14.71 ⓘ Per Purchase	1,050	33 ⓘ	€1,713.13 ⓘ	5.55 ⓘ
	€532.22	€24.19 ⓘ Per Purchase	1,232	25 ⓘ	€1,476.53 ⓘ	2.77 ⓘ
	€459.61	€32.83 ⓘ Per Purchase	543	21 ⓘ	€1,461.34 ⓘ	3.18 ⓘ
	€288.69	€7.40 ⓘ	1,681	39 ⓘ	€1,233.99 ⓘ	4.27 ⓘ

Ad sets

Ads

...

Columns ▾

Breakdown ▾

Report

Attribution Type	Results	Reach ↓	Impressions	Cost per result
click or ...	1,877 Messaging Convers...	278,655	702,377	\$0.12 Per Messaging Conv...
click or ...	344 Messaging Convers...	216,701	459,636	\$0.61 Per Messaging Conv...
click or ...	300 Messaging Convers...	198,206	381,631	\$0.53 Per Messaging Conv...
click or ...	1,137 Messaging Convers...	189,727	419,317	\$0.19 Per Messaging Conv...
click or ...	254 Messaging Convers...	179,169	339,109	\$0.63 Per Messaging Conv...
click or ...	—	952,865 People	4,669,885 Total	—

Campaigns **Ad Sets** **Ads**

+ Create Duplicate Edit More Columns: Performance Breakdown Reports

	Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result
	Download Workshop Manual Web-Traffic	Active	Using ad ...	Using ad...	29,957 Link Clicks	2,061,870	4,292,299	\$0.01 Per Link Click
	Web-Traffic-Seat	Completed	Using ad ...	Using ad...	115 Link Clicks	22,432	49,178	\$0.17 Per Link Click
	Web-Traffic- Mercedes	Completed	Using ad ...	Using ad...	122 Link Clicks	28,952	43,074	\$0.16 Per Link Click
	Web-Traffic-BMW	Completed	Using ad ...	Using ad...	126 Link Clicks	30,472	46,872	\$0.16 Per Link Click
	Results from 4 campaigns ⓘ				30,320 Link Clicks	2,144,814 People	4,431,423 Total	\$0.01 Per Link Click

Performance

Demographics Placement Delivery

648

Results: Completed Registration

12,264

People Reached

\$400.00

Amount Spent

Custom

Results: Completed Registration over Cost per Result



— Results: Completed Registration

— Cost per Result

Result Rate

2.45%

Facebook Feeds

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[HTTPS://TOTALBODY-FIT.COM/COL...](https://TOTALBODY-FIT.COM/COL...)
Fitness Clothing Collection 

 SHOP NOW

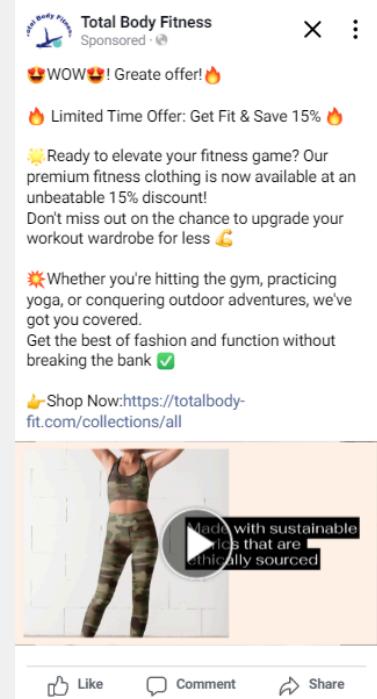
 Like  Comment  Share

Disclaimer
Vertical videos (with an aspect ratio taller than 4:5) may be masked to 4:5.

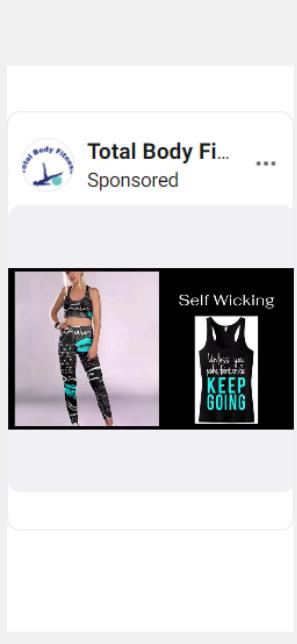
See Variations

Advanced preview 5 of 5

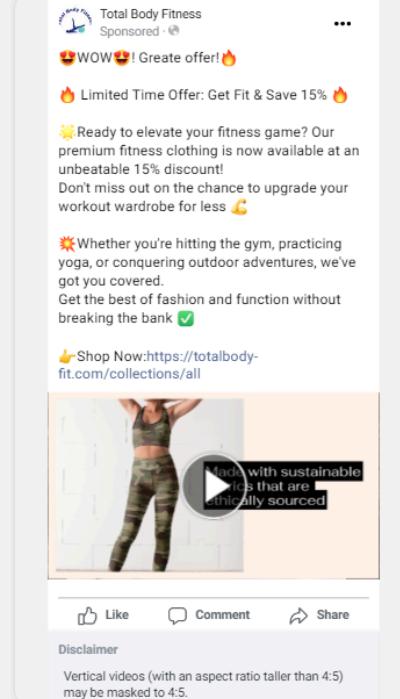
 Facebook
Feeds



 Facebook
Marketplace



 Facebook
Video feeds



 Stories and Reels  

Performance overview

On-Facebook Leads ⓘ

170

Per On-Facebook Leads

\$10.65

Amount spent ⓘ

\$1,811.27

On-Facebook Leads

6

4

2

0

Nov 8 Mar 1 Jun 22 Oct 13 Feb 3 May 27 Sep 17 Jan 8 May 1 Aug 22

