



PORTRAIT OF
MD. SHOHANUR RAHMAN SHUVO
Digital Marketer | Social Media & Search Engine

ME?

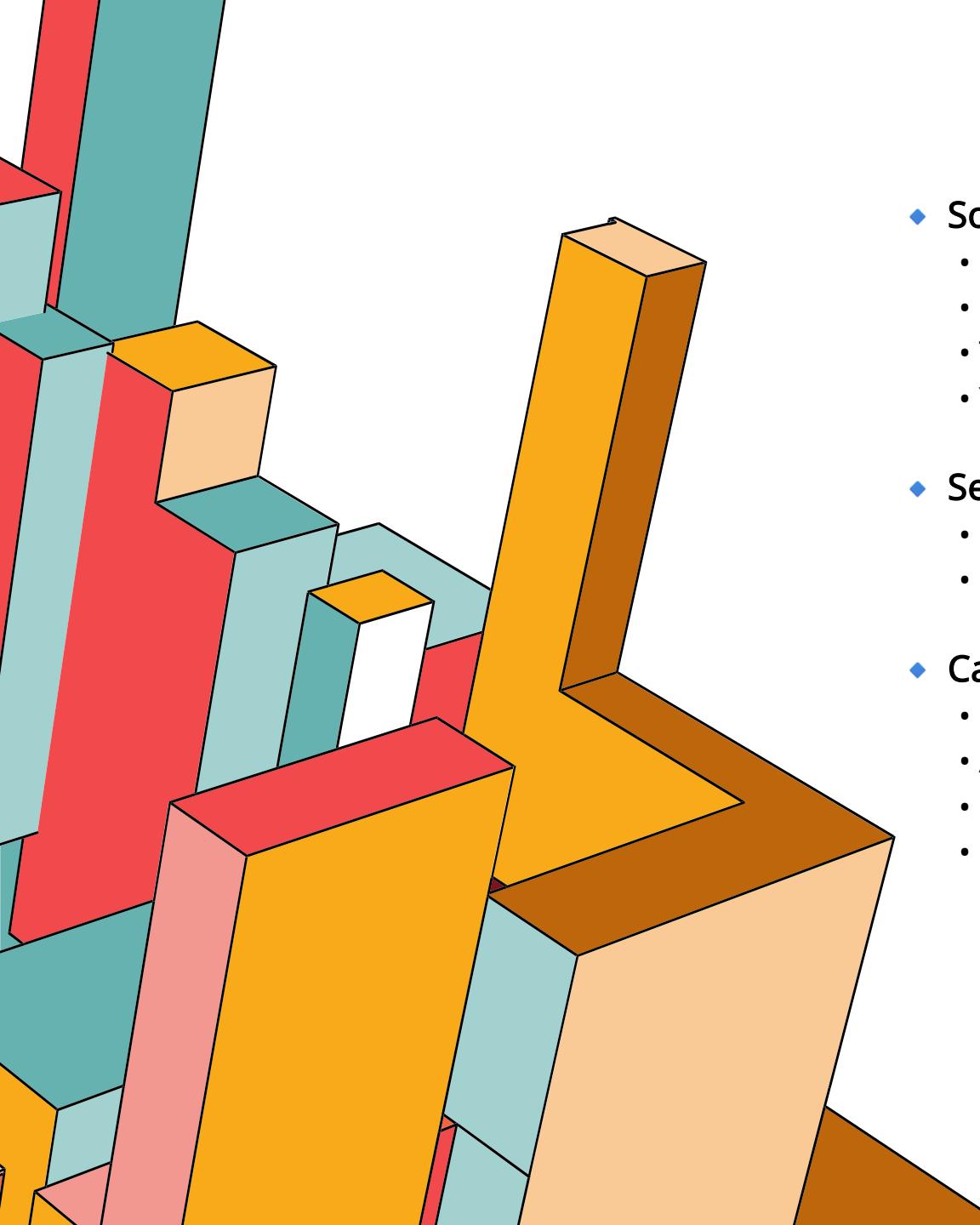
Myself Md. Shohanur Rahman Shuvo, a passionate and results-driven digital marketer with over 3 years of experience in the industry.

I specialize in **Social Media** and **Search Engine Marketing**, helping businesses grow through strategic campaign planning, audience targeting, and data-driven optimization. My focus is always on delivering measurable results — whether it's increasing brand visibility, generating qualified leads, or increasing return on ad spend (ROAS).

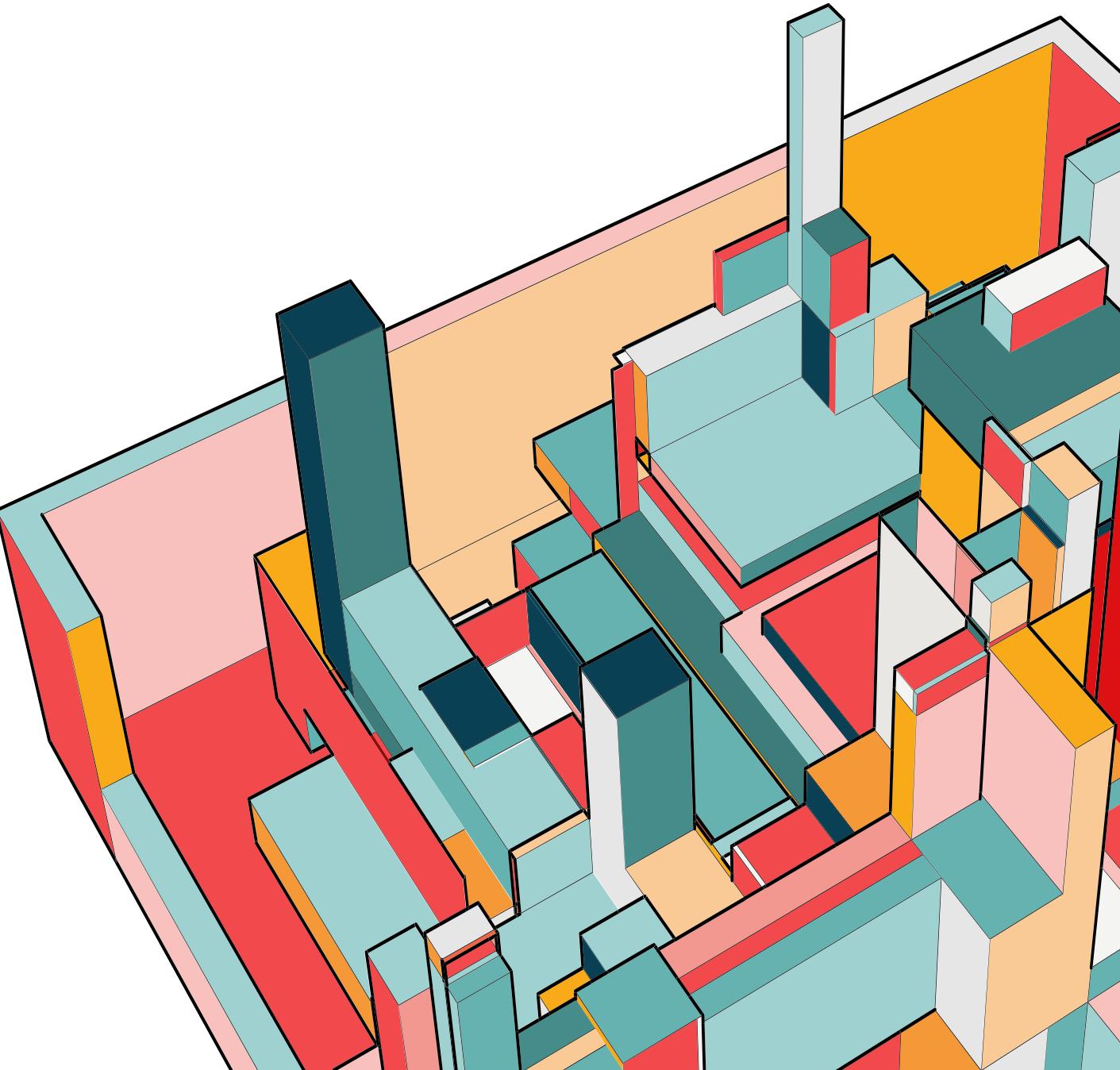
I'm committed to staying updated with the latest trends and tools in digital marketing to ensure my clients achieve **sustainable success**.



MY SERVICES

- 
- ◆ **Social Media Advertising**
 - Facebook , Instagram Ads
 - LinkedIn Ads
 - TikTok Ads
 - YouTube Ads
 - ◆ **Search & Display Advertising**
 - Google Search Ads
 - Google Display Ads
 - ◆ **Campaign Strategy & Optimization**
 - Funnel Marketing
 - Audience Research
 - Competitor Analysis
 - Keyword Research
 - ◆ **Tracking & Analytics Setup**
 - Facebook Pixel Setup
 - Conversion API Integration
 - Google Tag Manager(GTM)
 - Google Analytics 4 (GA4)
 - ◆ **Social Media Management**
 - Content Scheduling
 - Page Optimization
 - Community Engagement

AD CAMPAIGN RESULTS



AD TRENDS

Ad trends

Export

Paid reach ⓘ

7,676,461 ↑ 100%

Paid impressions ⓘ

17,973,821 ↑ 100%

1.0M

800.0K

600.0K

400.0K

200.0K

0

6 Oct

21 Oct

5 Nov

20 Nov

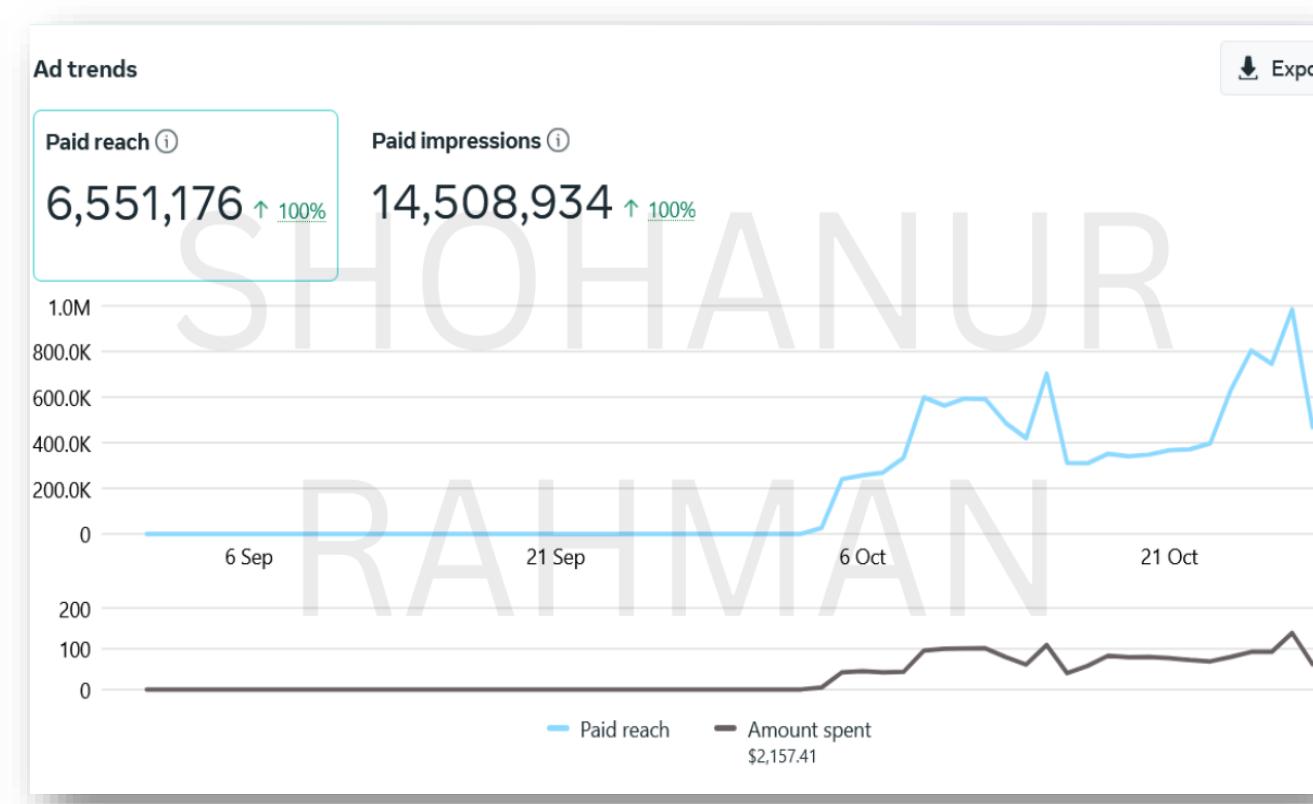
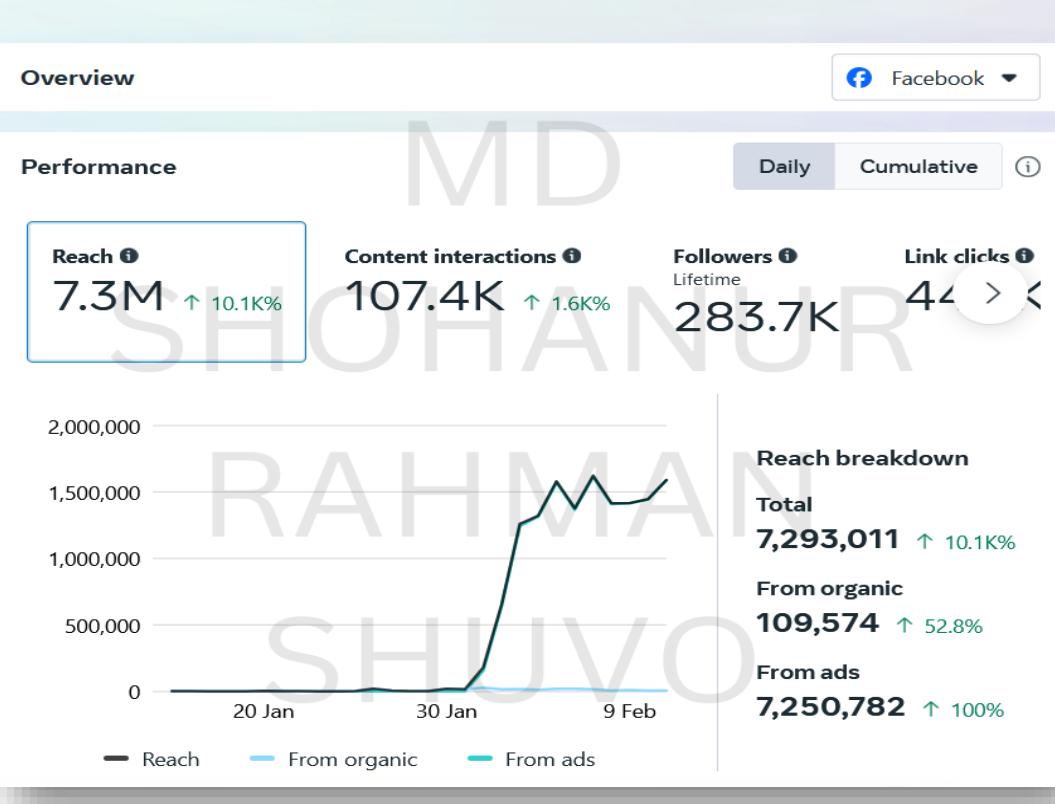
Paid reach

Amount spent
\$2,529.81

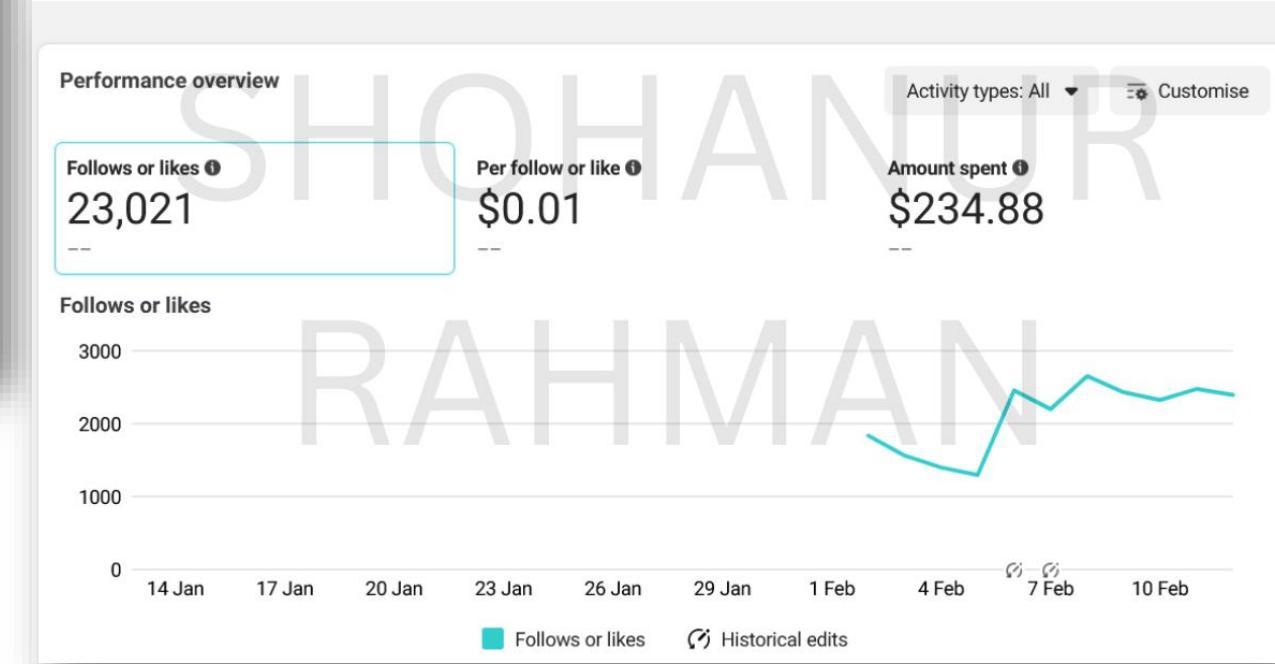
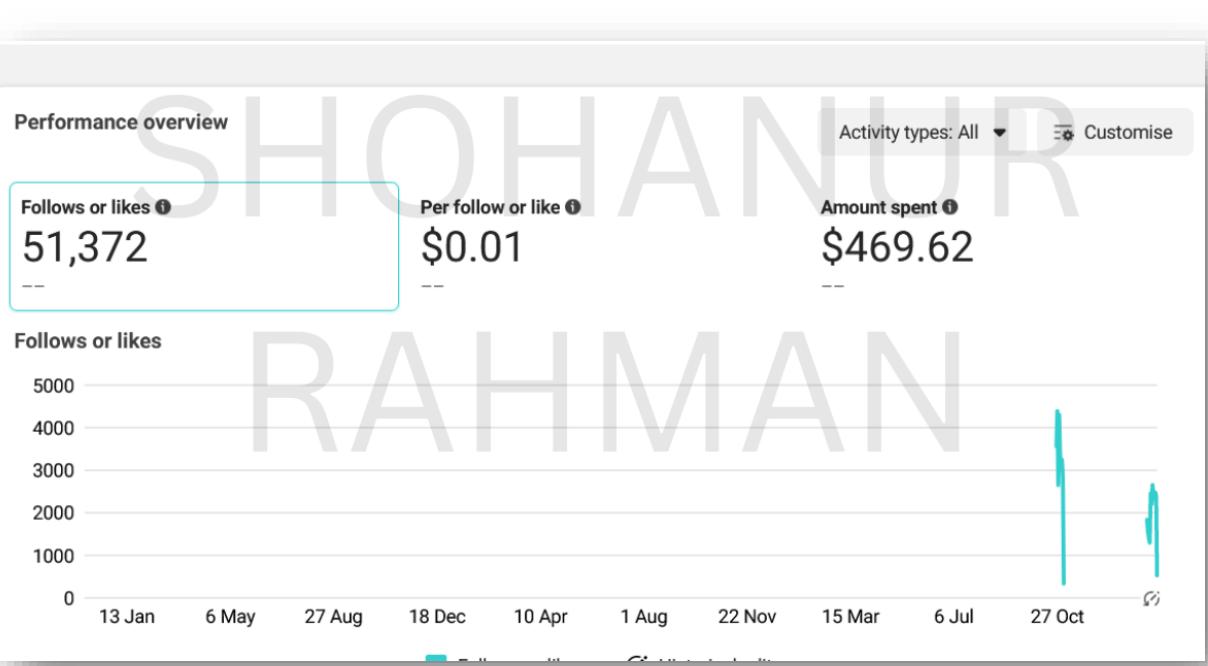
200

100

0



AD TRENDS



AD TRENDS

Performance overview

Post engagements i
896,795

Per post engagement i
\$0.0002

Amount spent i
\$188.32

Activity types: All ▼

Customise

Post engagements



Performance overview

Post engagements i
652,303

↑ 166.8% vs previous 7 days

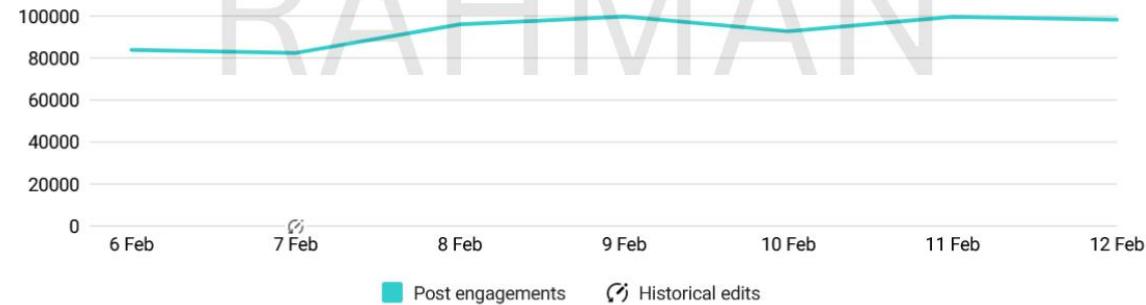
Per post engagement i
\$0.0002

↓ 15% vs previous 7 days

Amount spent i
\$130.67

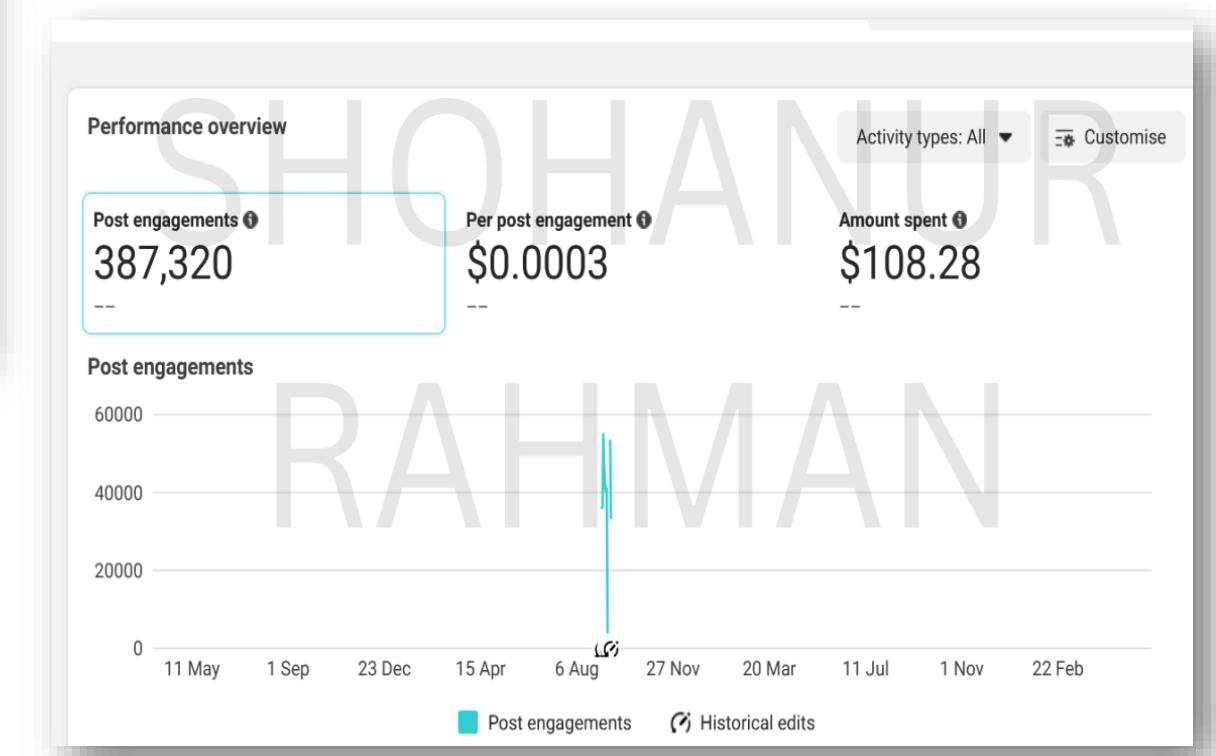
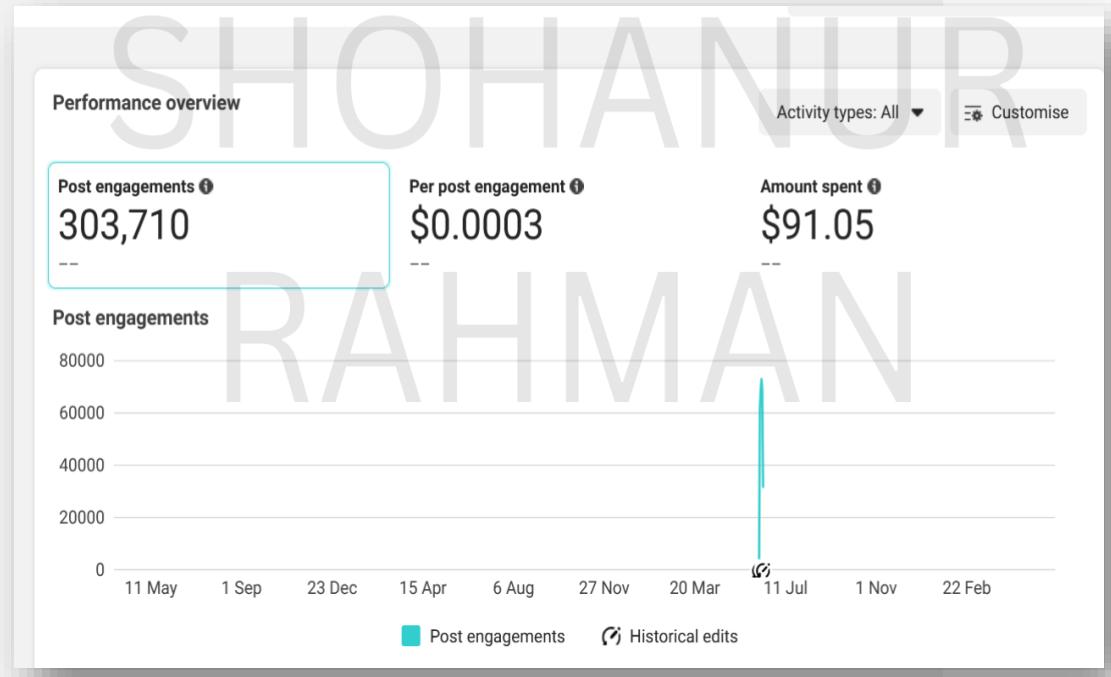
↑ 126.7% vs previous 7 days

Post engagements

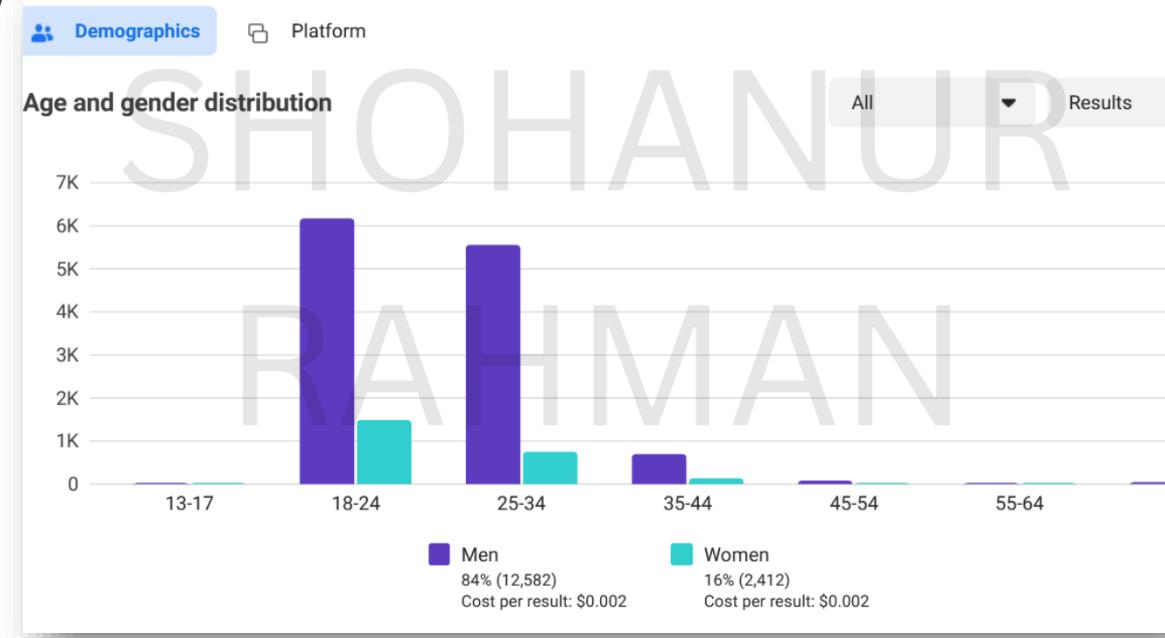
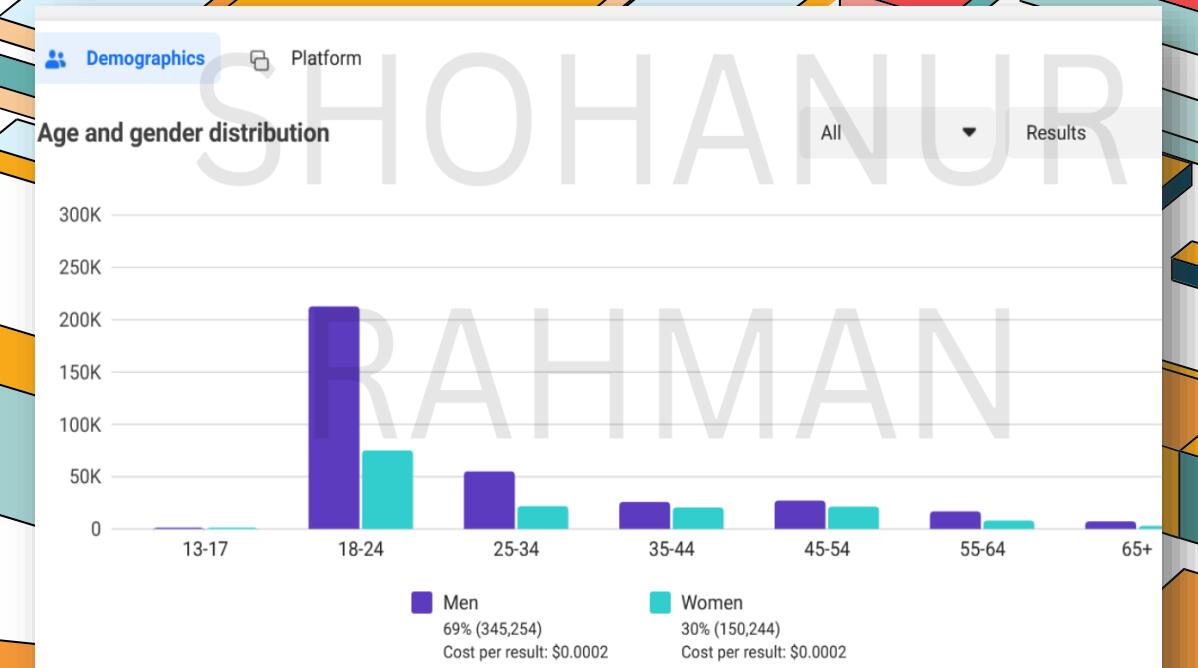
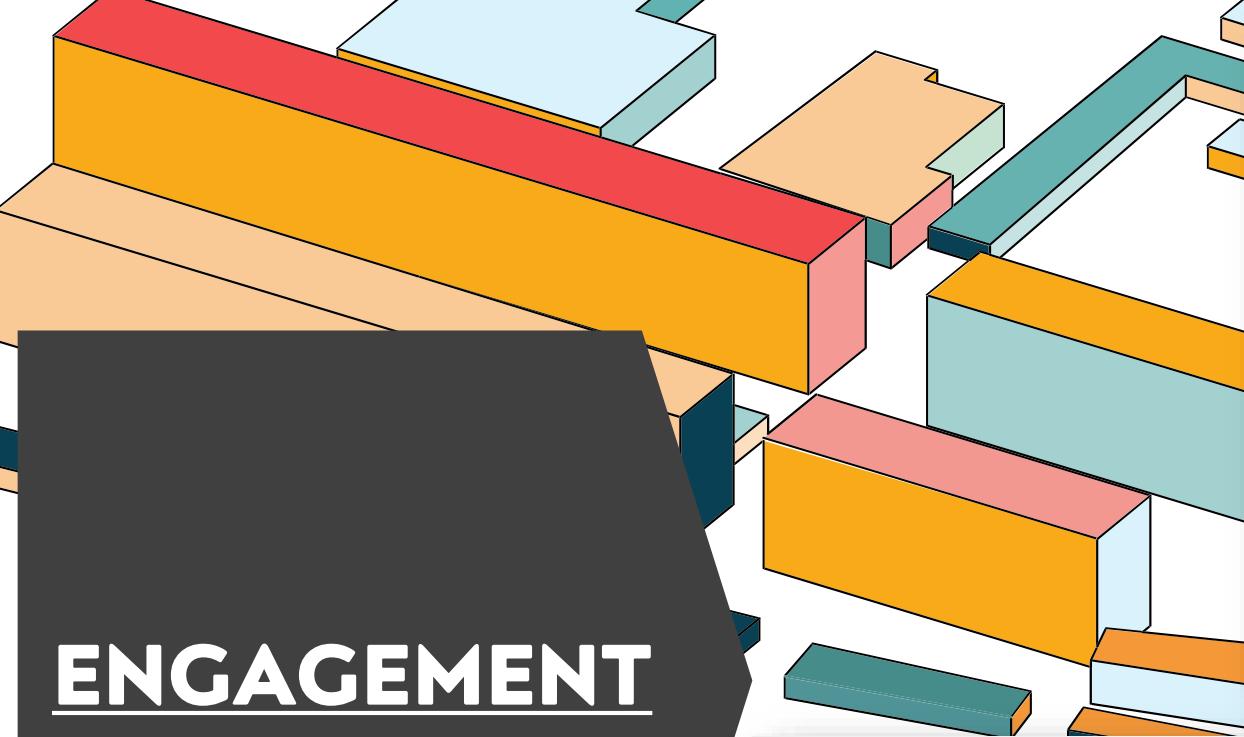


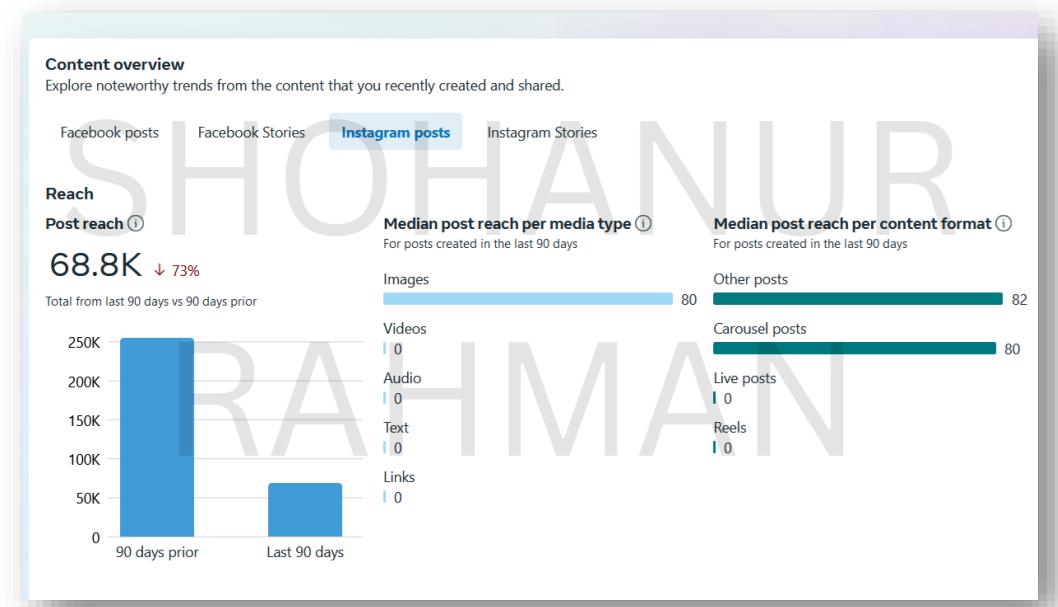
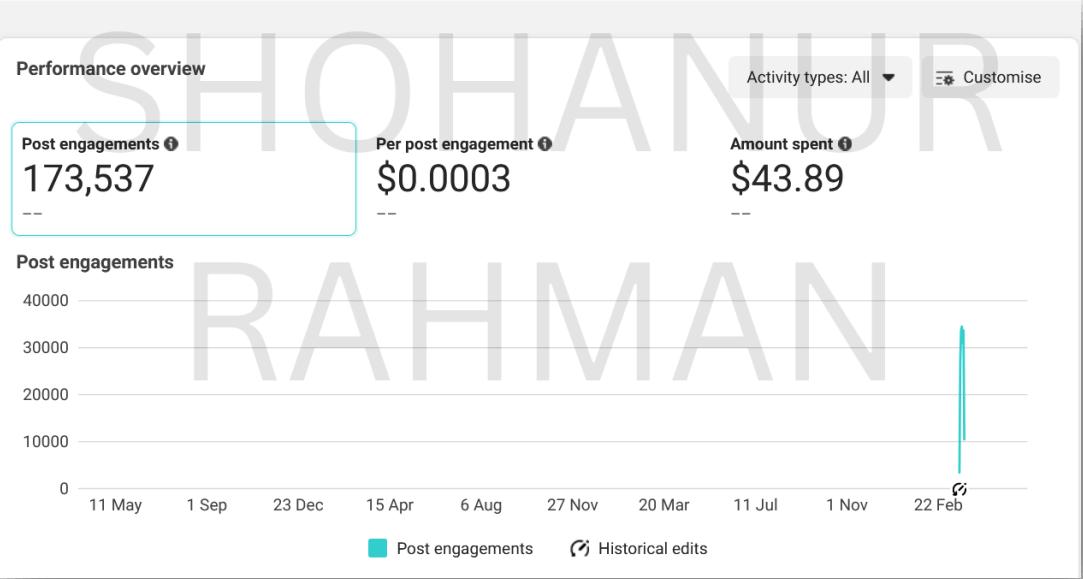
ENGAGEMENT

ENGAGEMENT

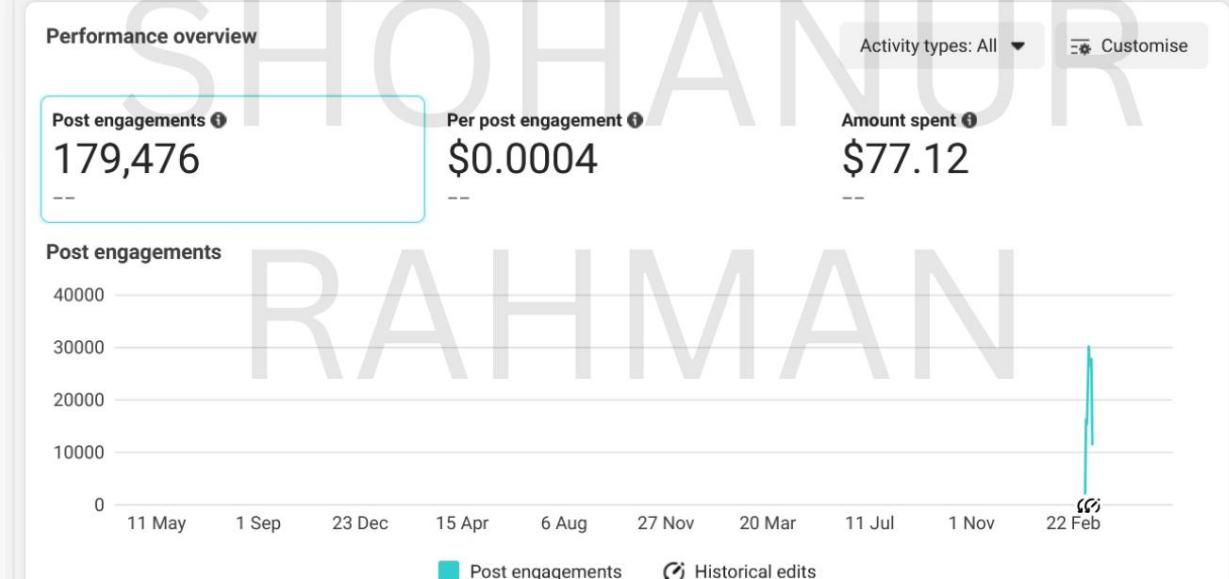


ENGAGEMENT



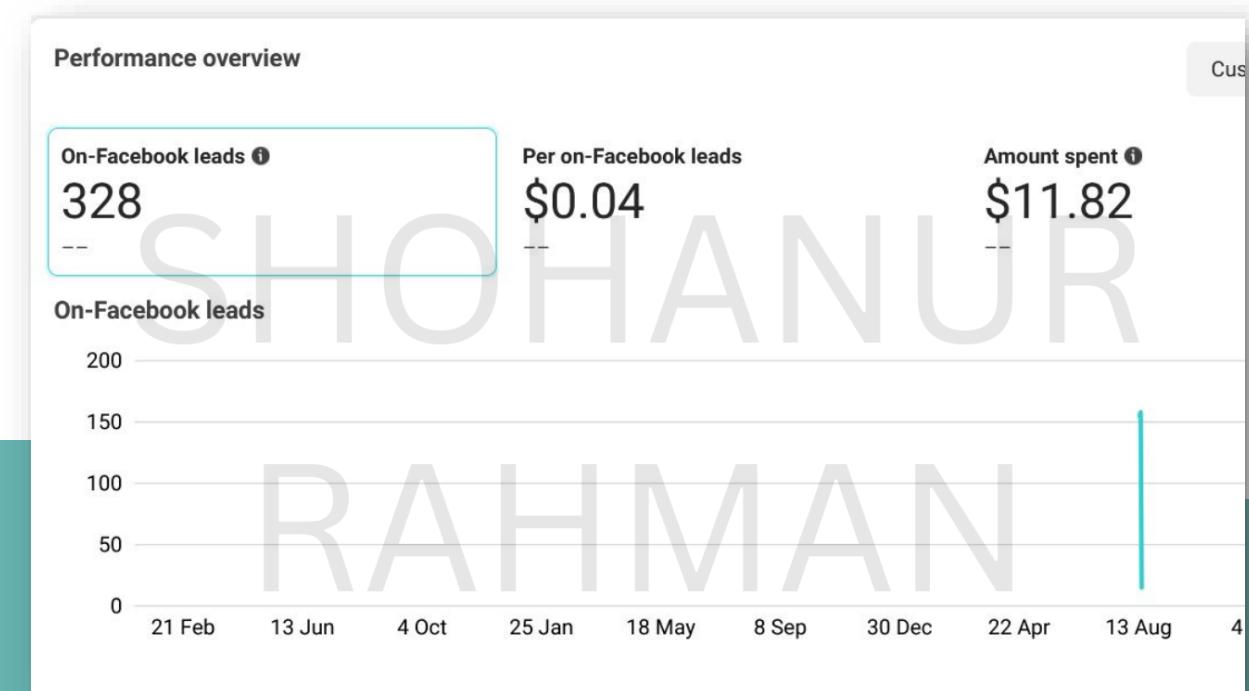


ENGAGEMENT



698	69,409	88,533	\$0.08
book leads			Per on-Facebook le...
814	83,876	103,710	\$0.07
book leads			Per on-Facebook le...
1,020	25,783	27,424	\$0.003
ad recall ...			Per estimated ad re...
557	98,515	131,671	\$0.17
Link Clicks			Per link click
138,818	277,385	388,781	\$0.001
—	8,069,642	18,473,744	—
conversions	Accounts Centre acc...	Total	Multiple conversions

LEADS



Performance overview



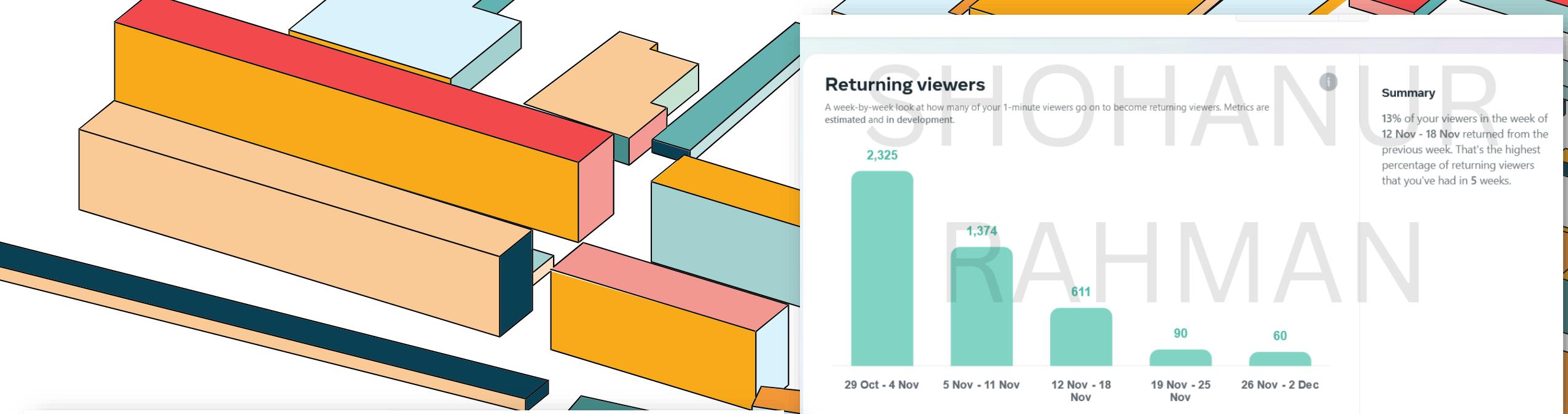
LEADS

Performance overview



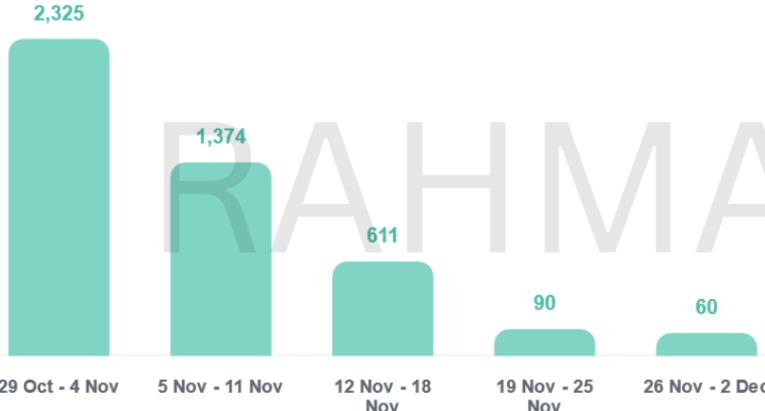
On-Facebook leads





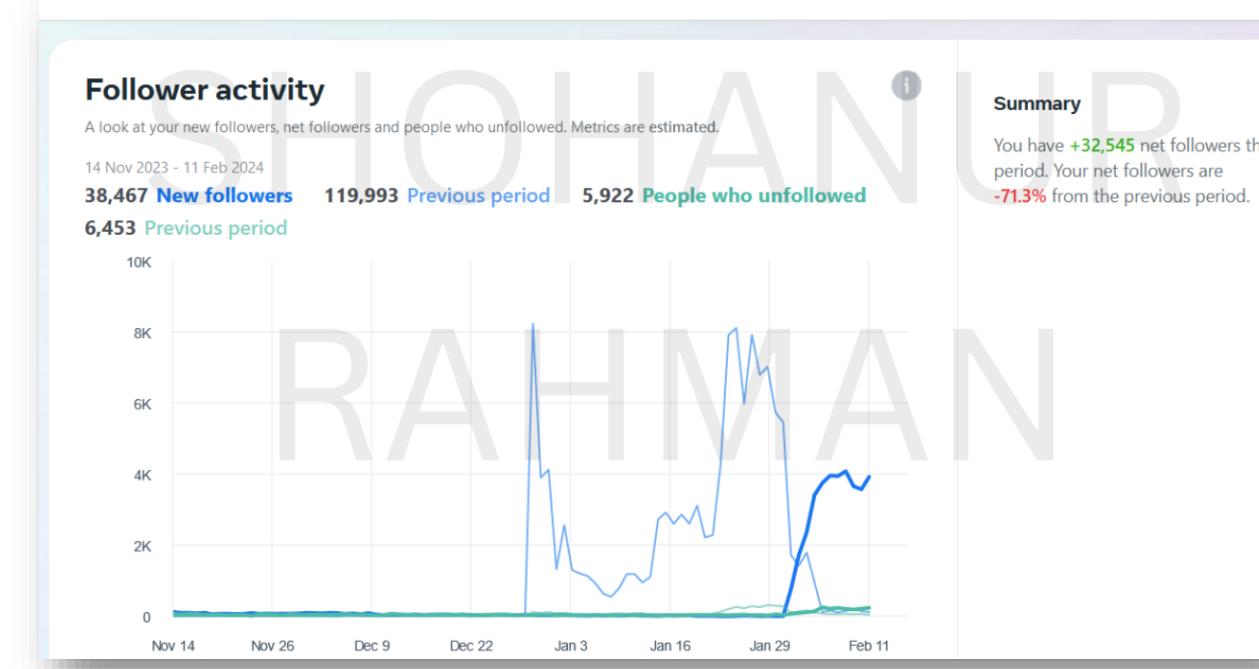
Returning viewers

A week-by-week look at how many of your 1-minute viewers go on to become returning viewers. Metrics are estimated and in development.



Summary

13% of your viewers in the week of 12 Nov - 18 Nov returned from the previous week. That's the highest percentage of returning viewers that you've had in 5 weeks.

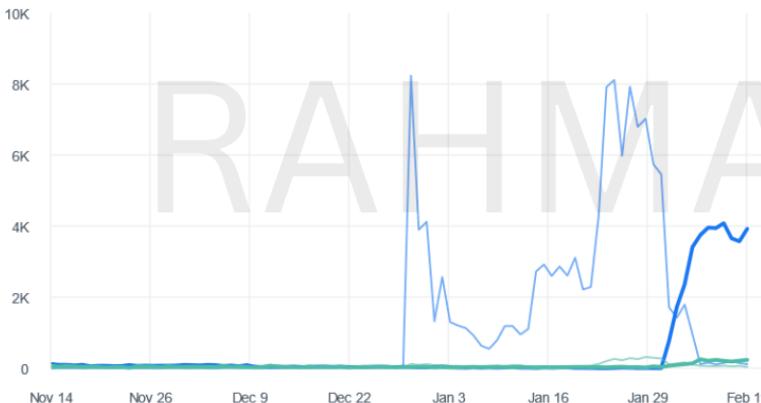


Follower activity

A look at your new followers, net followers and people who unfollowed. Metrics are estimated.

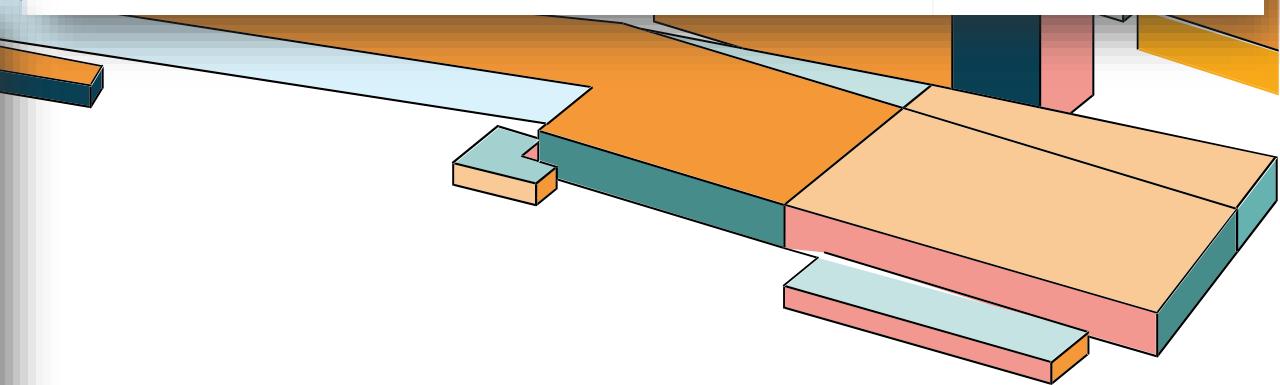
14 Nov 2023 - 11 Feb 2024

38,467 New followers 119,993 Previous period 5,922 People who unfollowed
6,453 Previous period



Summary

You have **+32,545** net followers this period. Your net followers are **-71.3%** from the previous period.



LOYALTY

Performance overview

Follows or likes ?

57,686

Per follow or like ?

\$0.01

Activity types: All ▼

Customise

Follows or likes



PAGE LIKE

Performance overview

Follows or likes ?

12,190

Per follow or like ?

\$0.01

Amount spent ?

\$161.85

Follows or likes



Performance overview

Messaging conversations started 1

9,116

Per messaging conversation started 1

\$0.08

Activity types: All ▼

Customise

Messaging conversations started



■ Messaging conversations started

⌚ Historical edits

■ dateset recently published changes

⌚ dateset recently published changes

MESSAGE CONVERSATION

Performance overview

Messaging conversations started 1

645

Per messaging conversation started 1

\$0.17

Activity types: All ▼

Customise

Messaging conversations started



■ Messaging conversations started

⌚ Historical edits

Performance overview

Day ▾

Activity types: All ▾

Customize

Messaging conversations started ⓘ

678

Per Messaging Conversation Started ⓘ

\$0.06

Amount spent ⓘ

\$37.83

Messaging conversations started

100
80
60
40
20
0

Aug 13, 2022

May 22, 2023

Feb 28, 2024

Dec 6, 2024

Sep 13, 2025

Message conversations started

Historical edits

MESSAGE CONVERSATION

Performance overview

Day ▾

Activity types: All ▾

Customize

Messaging conversations started ⓘ

485

Per Messaging Conversation Started ⓘ

\$0.05

Amount spent ⓘ

\$24.39

Messaging conversations started

60

40

20

0 Aug 13, 2022

May 22, 2023

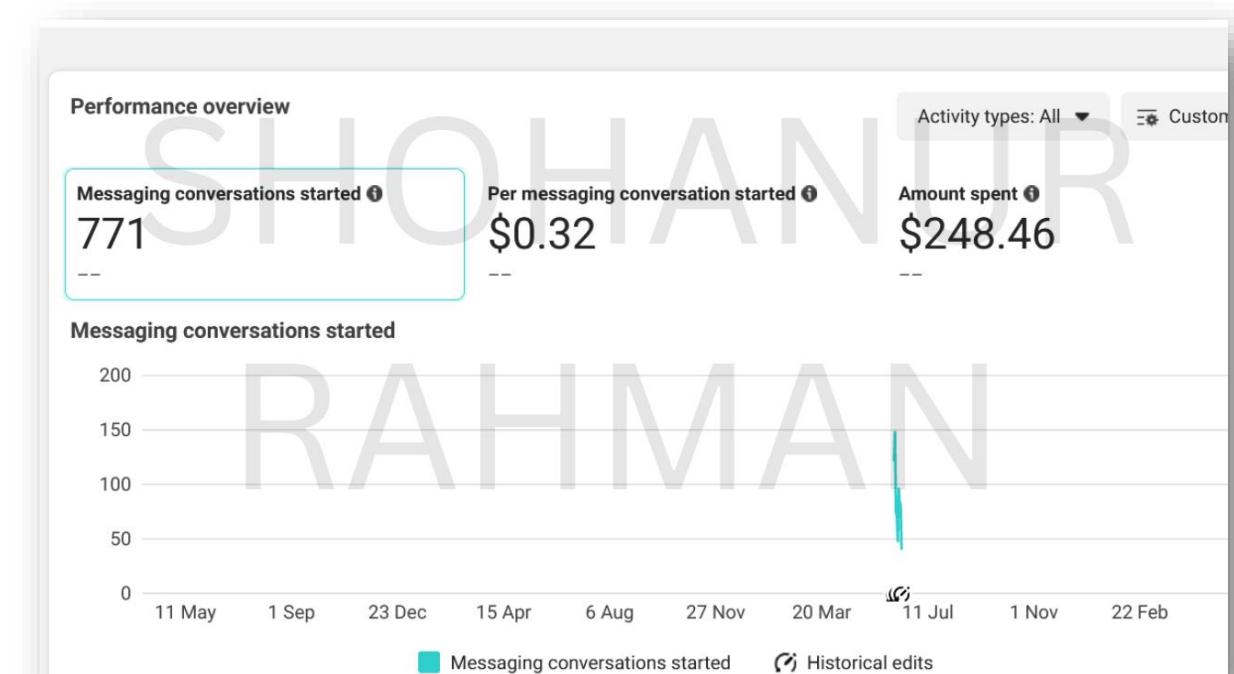
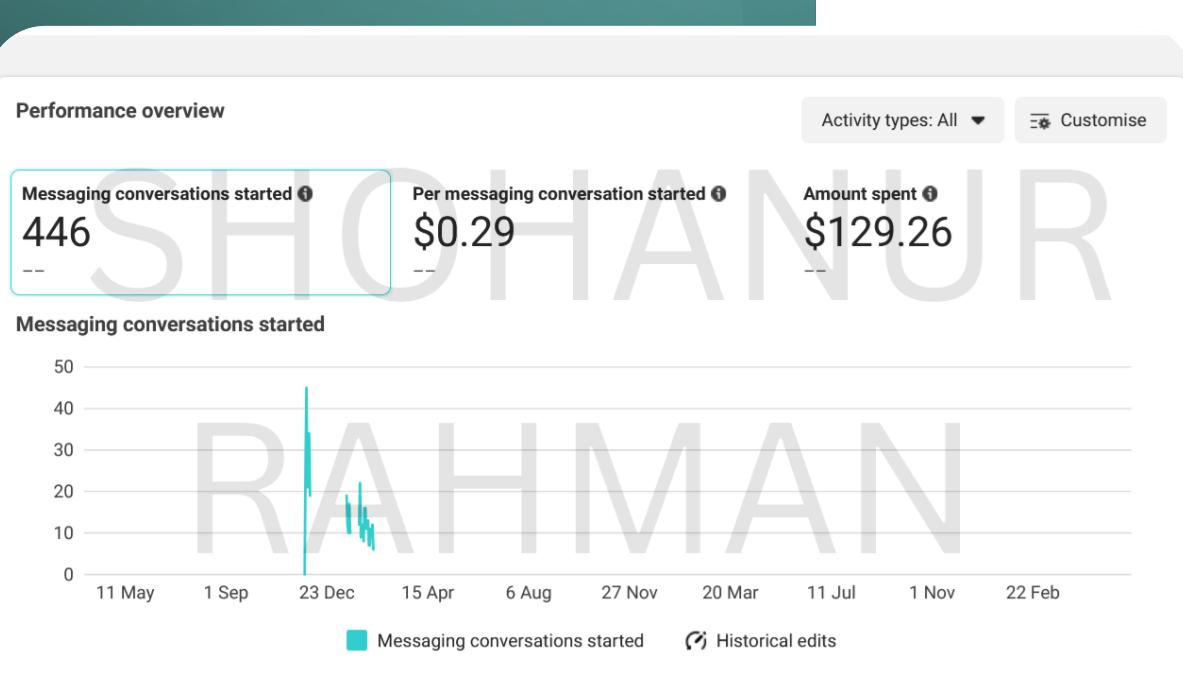
Feb 28, 2024

Dec 6, 2024

Sep 13, 2025

Message conversations started Historical edits

MESSAGE CONVERSATION



MESSAGE CONVERSATION

Performance overview

Day ▾ Activity history: All ▾ Customize

Messaging conversations started ⓘ
1,758
--

Per Messaging Conversation Started ⓘ
\$0.04
--

Amount spent ⓘ
\$73.75
--

Messaging conversations started



Message conversations started

Historical edits

Performance overview

Day ▾ Activity history: All ▾ Customize

Messaging conversations started ⓘ
721
--

Per Messaging Conversation Started ⓘ
\$0.03
--

Amount spent ⓘ
\$22.54
--

Messaging conversations started



Message conversations started Historical edits

Performance overview

Day

Activity types: All

Customize

Messaging conversations started

1,519

Per Messaging Conversation Started

\$0.06

Amount spent

\$85.34

Messaging conversations started

300

200

100

0

Aug 13, 2022

May 22, 2023

Feb 28, 2024

Dec 6, 2024

Sep 13, 2025

Messaging conversations started

Historical edits

MESSAGE CONVERSATION

Performance overview

Day

Activity types: All

Customize

Messaging conversations started

683

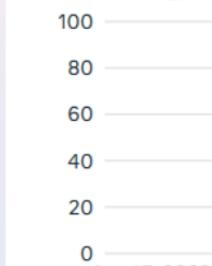
Per Messaging Conversation Started

\$0.06

Amount spent

\$38.79

Messaging conversations started



Messaging conversations started Historical edits

MESSAGE CONVERSATION

Messaging performance

Results from ads are attributed to all ad types from any ad account. Metrics are reported in Pacific Time, unless otherwise noted.

Facebook ▾

Audience

Here's everyone who contacted you through Messenger.

Total contacts 1

1.6K ↑ 155.1%

477 from ads

New contacts 1

1.2K ↑ 266.8%

430 from ads

Returning contacts 1

337 ↑ 19.9%

55 from ads

Contacts with orders 1

0 0%

Outcomes

See how messaging conversations can drive outcomes for your business.

Orders ▾

Messaging conversations started 1

1,632 ↑ 161.1%

Orders created 1

0 0%

0 from ads

Approximate earnings 1

₹0.00 0%

\$0.00 from ads

No insights to show

When you create orders directly in conversations, insights on your orders and earnings will appear here. To create an order:



Go to Inbox

Select a conversation

Select the currency icon near the bottom right of the conversation

Go to inbox

261 messages sent | 10 messages received | 261 messages delivered | 0 messages failed

261 messages sent | 10 messages received | 261 messages delivered | 0 messages failed

261 messages sent | 10 messages received | 261 messages delivered | 0 messages failed

Performance overview

Activity types: All ▾ Customise

Messaging conversations started 1

407

--

Per messaging conversation started 1

\$0.05

--

Amount spent 1

\$20.55

--

Messaging conversations started



Messaging conversations started

Historical edits

MESSAGE CONVERSATION

Performance overview

Messaging conversations started

889

--

Per Messaging Conversation Started

\$0.05

--

Amount spent

\$48.80

--

Messaging conversations started

200

150

100

50

0

Aug 13, 2022

May 22, 2023

Feb 28, 2024

Dec 6, 2024

Sep 13, 2025

Messaging conversations started

Historical edits

Performance overview

Day

Activity types: All

Customize

Messaging conversations started

1,660

--

Per Messaging Conversation Started

\$0.05

--

Amount spent

\$80.67

--

Messaging conversations started

400

300

200

100

0

Aug 13, 2022

May 22, 2023

Feb 28, 2024

Dec 6, 2024

Sep 13, 2025

Messaging conversations started

Historical edits

Sep 13, 2025

Reach

Facebook reach ⓘ

25.9M ↑ 11.1%

3M

2M

1M

0

20 Feb

10 Apr

30 May



Export ▾

Instagram reach ⓘ

681.4K ↑ 30.5%

200K

150K

100K

50K

0

20 Feb

10 Apr

30 May



REACH

Reach

Facebook reach ⓘ

14,615,047 ↑ 891.6%

3.0M

2.0M

1.0M

0

6 Oct

16 Oct

26 Oct

5 Nov

15 Nov

25 Nov

Export ▾

Instagram reach ⓘ

249,370 ↑ 2.6%

40.0K

30.0K

20.0K

10.0K

0

6 Oct

16 Oct

26 Oct

5 Nov

15 Nov

25 Nov



Reach

Facebook reach ⓘ

13,778,350 ↓ 3.1%

3.0M

2.0M

1.0M

0

19 Nov 29 Nov 9 Dec 19 Dec 29 Dec 8 Jan 18 Jan 28 Jan 7 Feb

Instagram reach ⓘ

818,679 ↑ 102.6%

300.0K

200.0K

100.0K

0

19 Nov 29 Nov 9 Dec 19 Dec 29 Dec 8 Jan 18 Jan 28 Jan 7 Fe



Export

REACH

Reach

Facebook reach ⓘ

8,559,261 ↑ 17.3%

2.0M

1.5M

1.0M

0.5M

0

17 Jan 21 Jan 25 Jan 29 Jan 2 Feb 6 Feb 10 Feb

Instagram reach ⓘ

814,721 ↑ 5.1K%

300.0K

200.0K

100.0K

0

17 Jan 21 Jan 25 Jan 29 Jan 2 Feb 6 Feb 10 Fe



Export

Content overview

All Posts Stories Reels Videos Live

Views 6.4M Reach 2.2M 3-second views 424.2K 1-minute views 3.2K Content interactions 37.8K Watch time 72d 1h

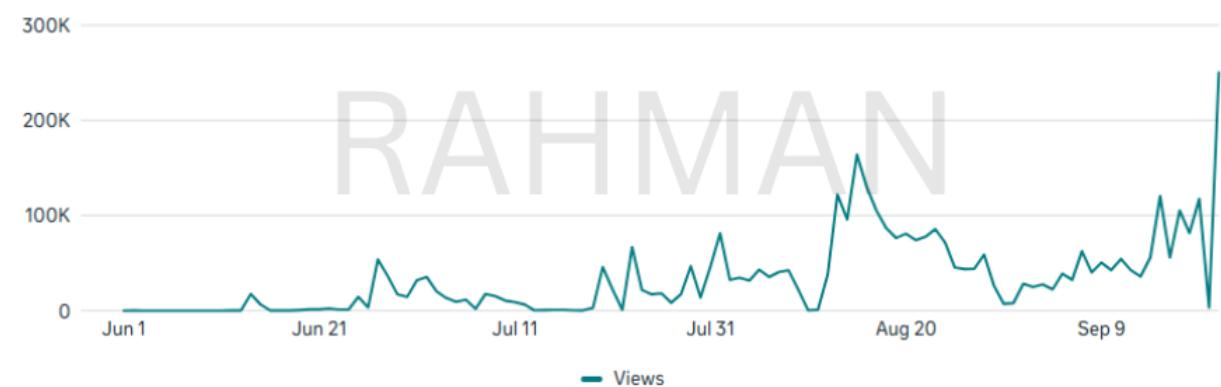


REACH

Content overview

All Posts Stories Reels Videos Live

Views 3.8M Reach 927.3K 3-second views 198.5K 1-minute views 0 Content interactions 11.8K



Content overview

All Posts Stories Reels Live

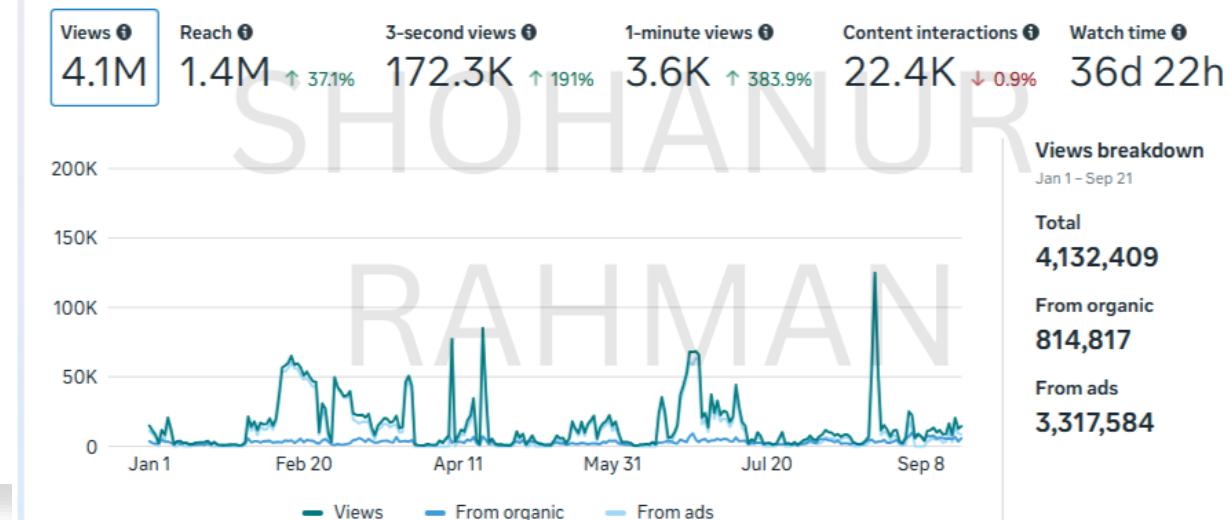
Breakdown: Organic/ads ▾



REACH

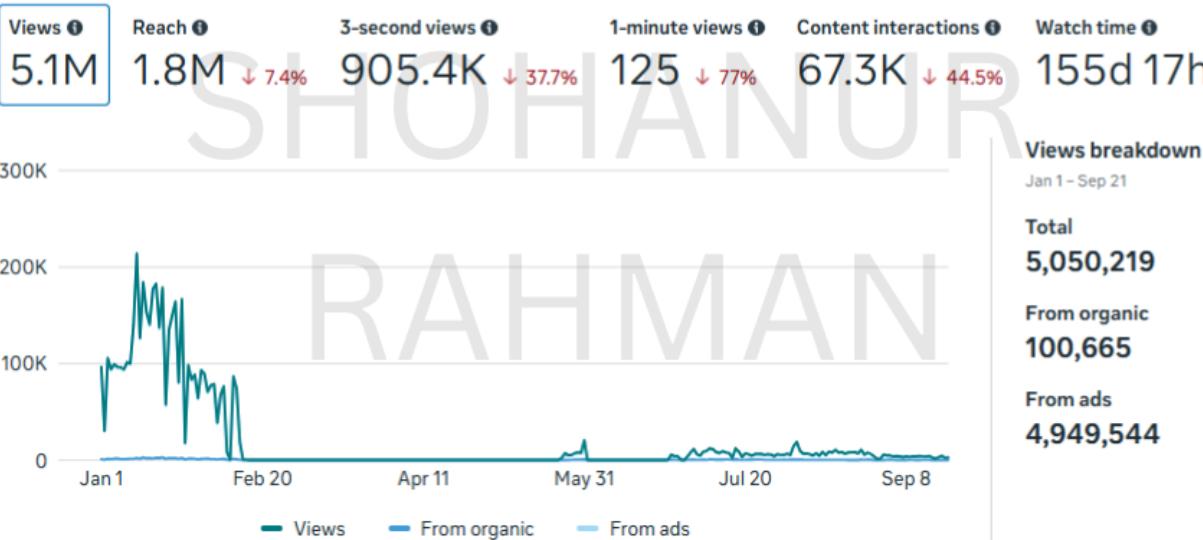
Content overview

All Posts Stories Reels Videos Live



Content overview

All Posts Stories Reels Videos Live



REACH

Breakdown: Organic/ads

Content overview

All Posts Stories Reels Videos Live

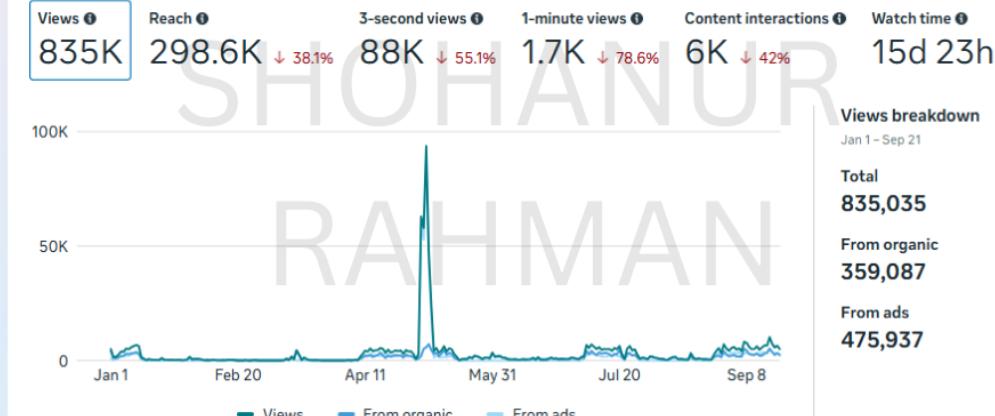


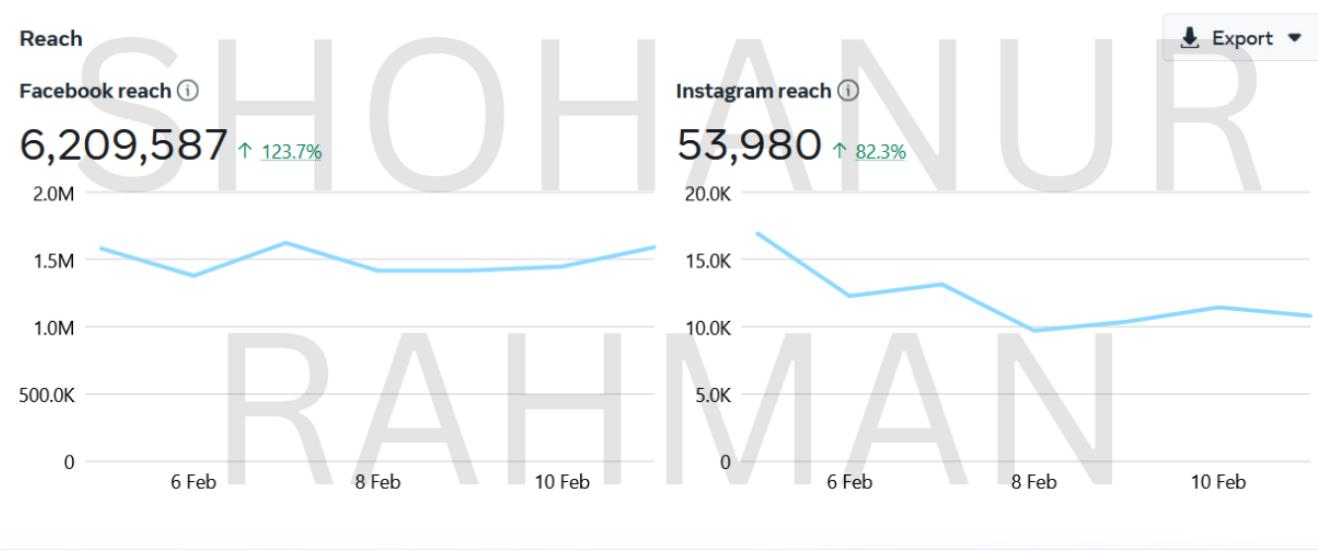
Content overview

Breakdown: Organic/ads

All

Posts Stories Reels Live





REACH

Content overview

Explore noteworthy trends from the content that you recently created and shared.

[Facebook posts](#)

[Facebook Stories](#)

[Instagram posts](#)

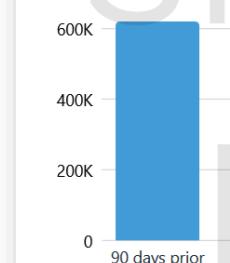
[Instagram Stories](#)

Reach

Post reach ⓘ

635.7K ↑ 2.6%

Total from last 90 days vs 90 days prior



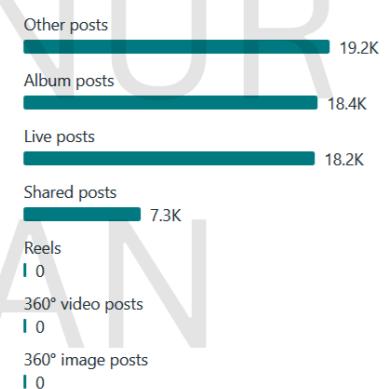
Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days

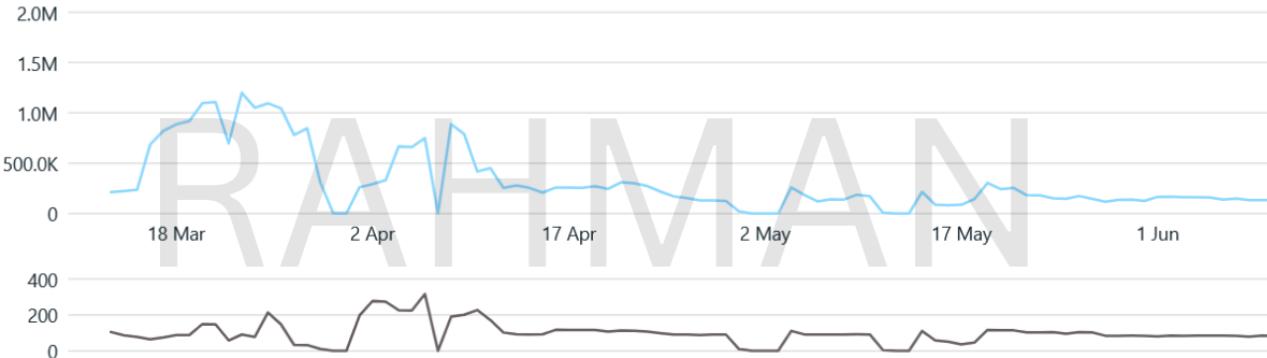


Ad trends

Export ▾

Paid reach ⓘ
8,431,885 ↑ 80.4%

Paid impressions ⓘ
38,852,344 ↑ 325.2%



REACH

Reach

SHOHANUR RAHMAN

Export ▾

Facebook reach ⓘ

4.9M ↓ 48.1%



Instagram reach ⓘ

457.3K ↑ 532.6%



VIDEOS

Performance overview

Activity types: All ▾ Customise

ThruPlays

61,433

Cost per result ⓘ

\$0.001

Amount spent ⓘ

\$67.53

ThruPlays

6000

4000

2000

0

11 May 1 Sep 23 Dec 15 Apr 6 Aug 27 Nov 20 Mar 11 Jul 1 Nov 22 Feb

ThruPlays

Historical edits

Performance overview

Activity types: All ▾ Customise

ThruPlays

75,453

Cost per result ⓘ

\$0.001

Amount spent ⓘ

\$65.52

ThruPlays



VIDEOS

Performance

Daily

Cumulative



Reach 1
19.5M ↑ 29.8%

Content interactions 1
1.5M ↑ 302.9%

Followers 1
Lifetime
572.5K

Link clicks 1
968.7K ↑ 128.7%

Minutes viewed 1
7.6M ↑ 235.8%

Performance overview

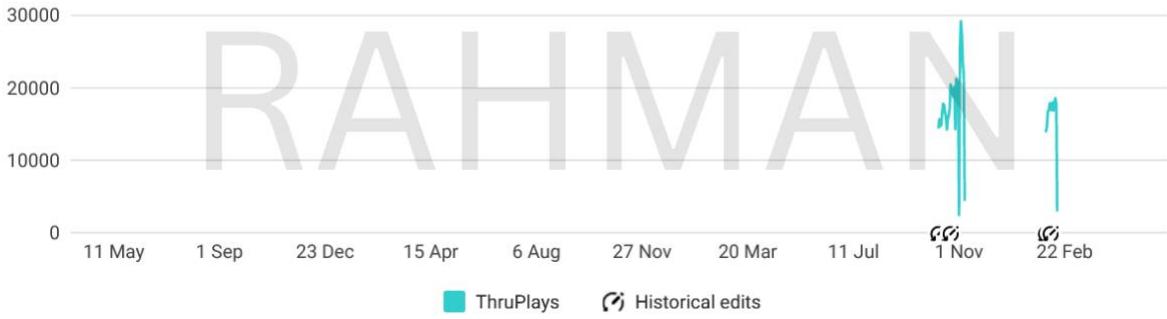
Activity types: All ▼ Customise

ThruPlays
724,847

Cost per result 1
\$0.001

Amount spent 1
\$688.85

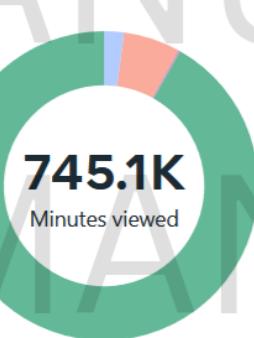
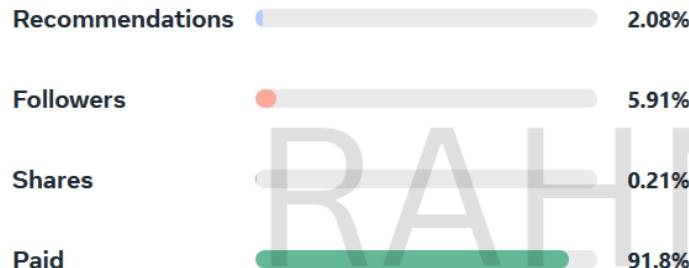
ThruPlays



VIEWS

Where your views are coming from

Traffic sources from 15 Jan 2024 - 11 Feb 2024



Where your views are coming from

Traffic sources from 1 Sep 2023 - 30 Nov 2023



Minutes viewed by source

Traffic sources for your videos and the minutes viewed by each. Detailed traffic source information can be found in the tabs below.

Traffic source details

See how Facebook recommends videos and learn more about followers and shares.

[Learn more](#)

Minutes viewed by source

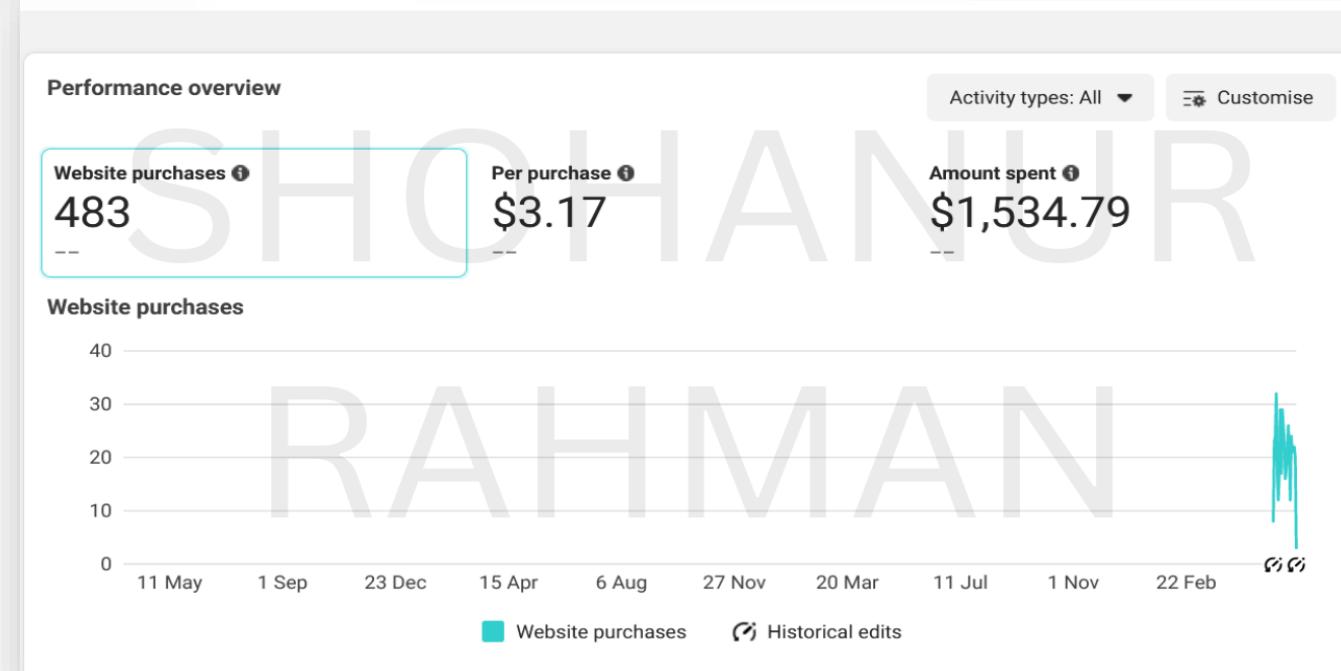
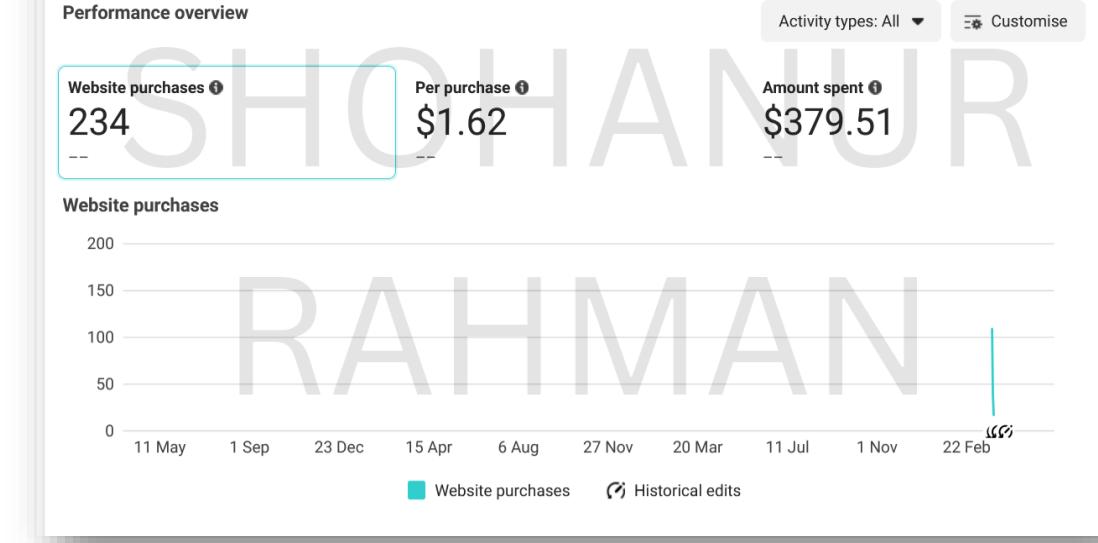
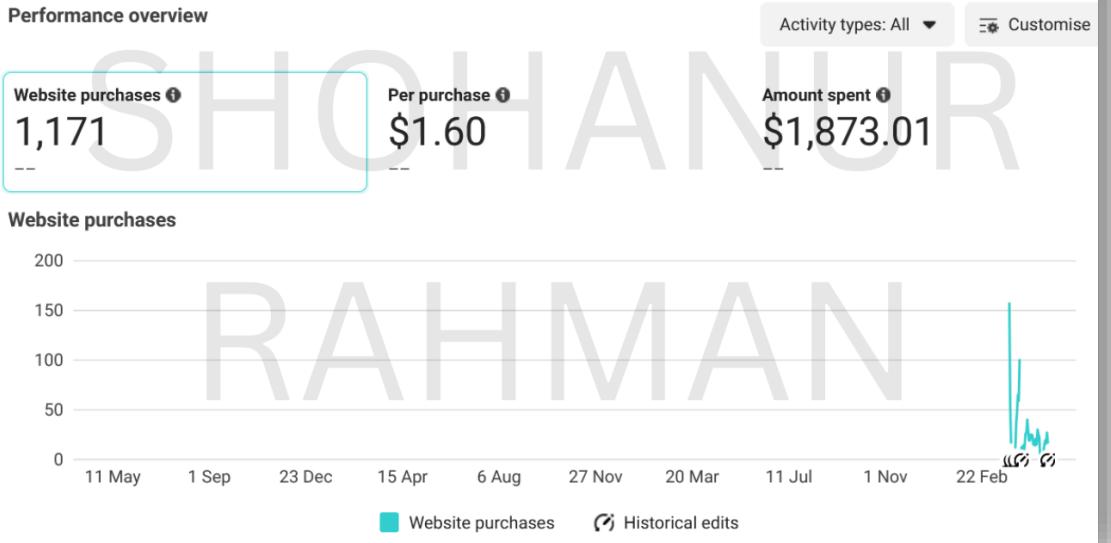
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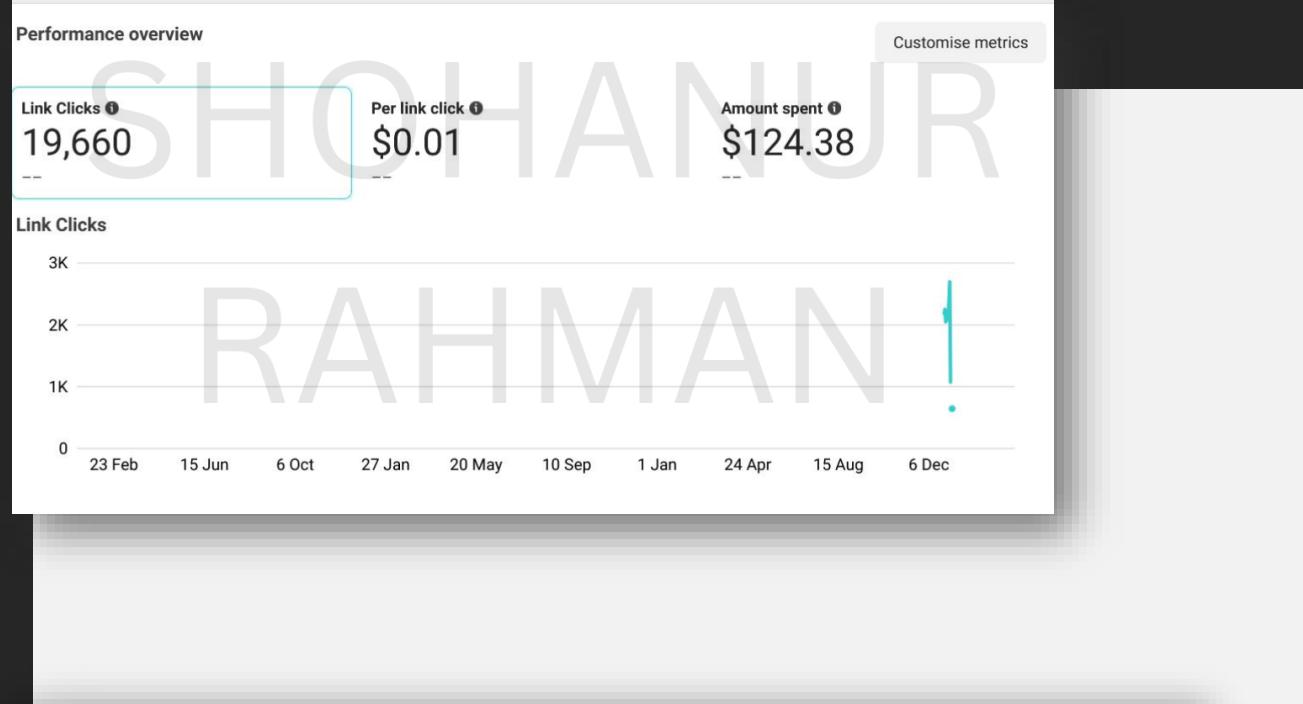
Traffic source details

See how Facebook recommends videos and learn more about followers and shares.

[Learn more](#)

WEBSITE PURCHASE

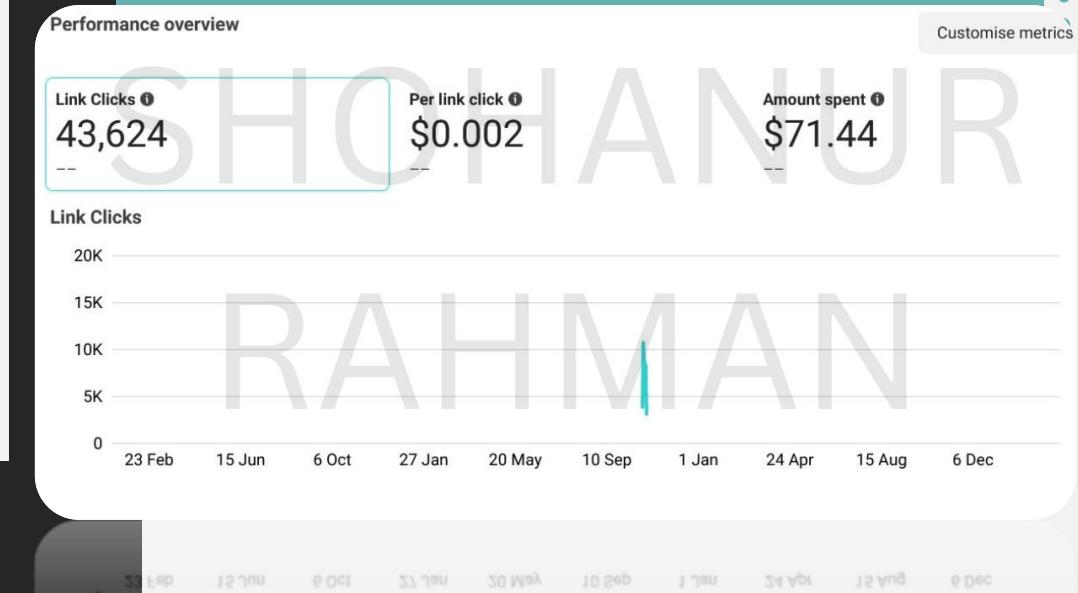




WEBSITE TRAFFIC

Test More ▾ Columns: Custom Breakdown Reports Export Ch

Amount spent ↓	Reach ↑	Impressions ↑	Link clicks ↑	Landing page views ↑	Purchases ↑	Landing page view...
\$902.39	208,290	1,281,428	25,307	162	407	0.64%
\$551.05	295,520	943,603	19,412	136	130	0.70%
\$218.97	112,443	285,706	5,688	4,260	225	74.89%
\$183.16	58,929	240,998	5,567	4,206	227	75.55%
\$133.60	51,022	195,400	3,795	2,903	177	76.52%
\$110.36	69,897	188,178	2,832	19	15	0.67%
\$105.93	77,527	226,040	4,623	198	32	4.28%



LET'S GET GOING

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FB: <https://www.facebook.com/shohan316212>