

Hiệu quả chiến dịch



Tổng số lượng người tiếp cận

921K

Tổng số tiền đã chi tiêu

58.37M

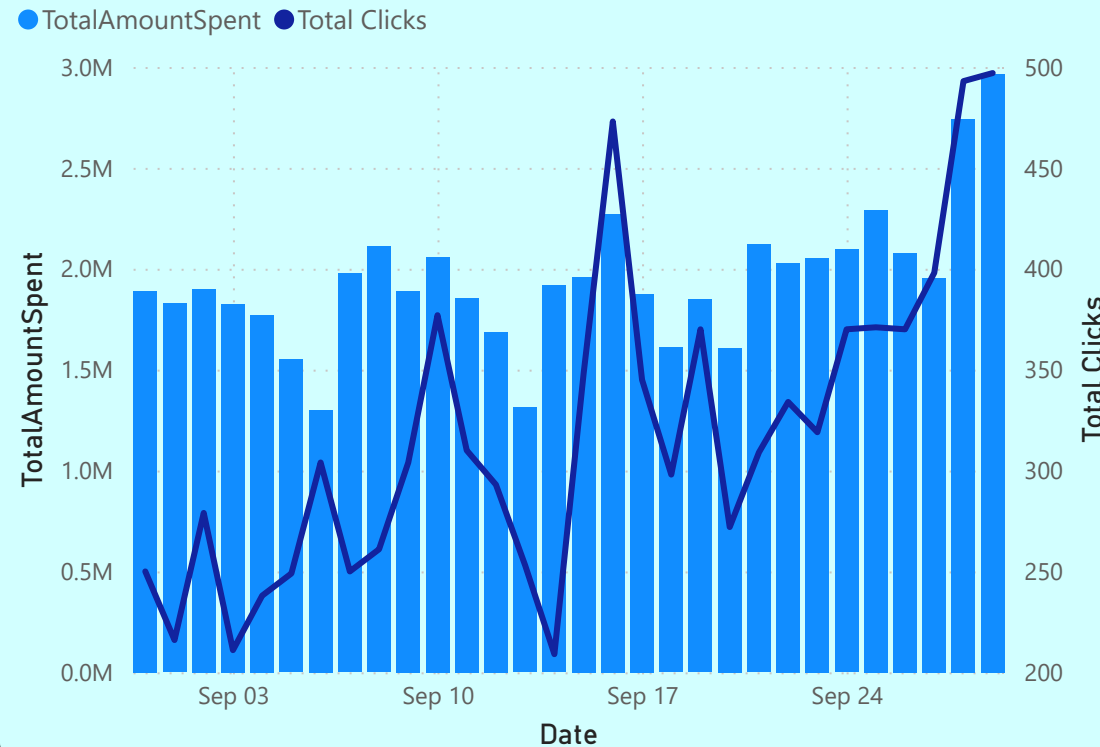
Tổng số lượng nhấp chuột vào liên kết.

10K

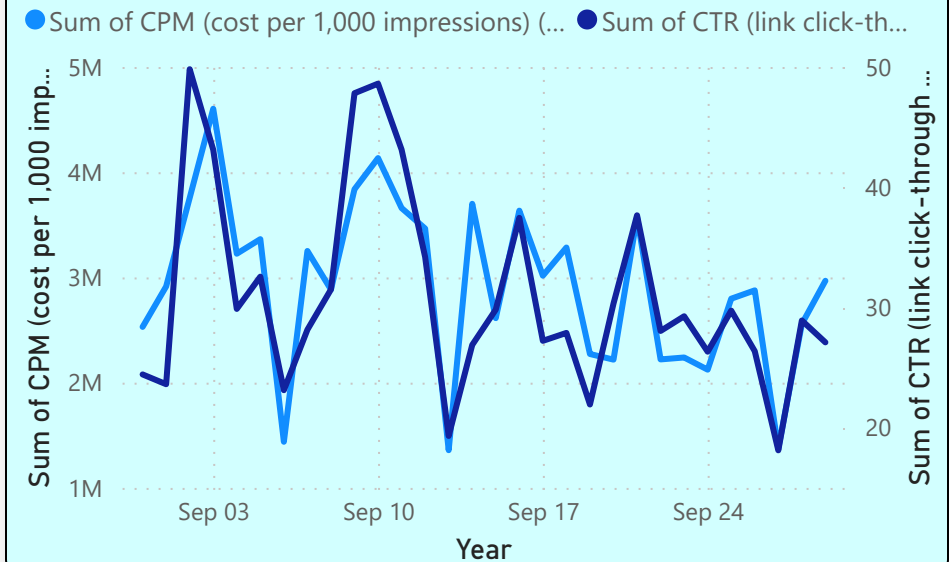
Tổng số lần hiển thị

1M

TotalAmountSpent and Total Clicks by Date



Sum of CPM (cost per 1,000 impressions) (VND) and Sum of CTR (link click-through rate) by Year, Month and Day



Date

8/31/2023

9/29/2023

Hiệu quả chiến dịch



facebook
ADS

Date

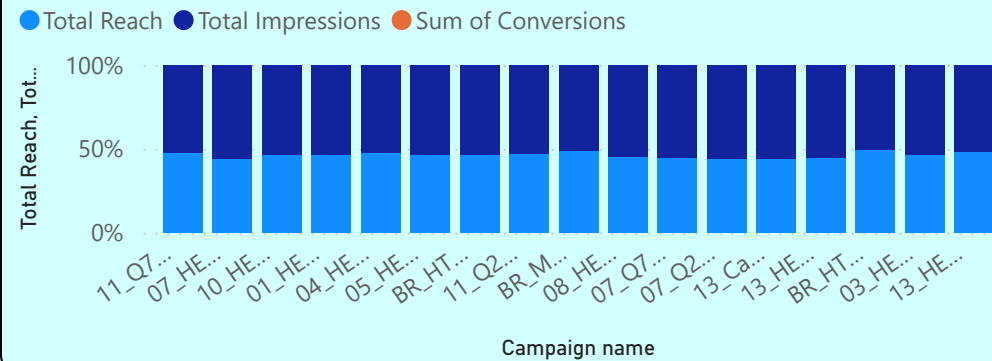
8/31/2023



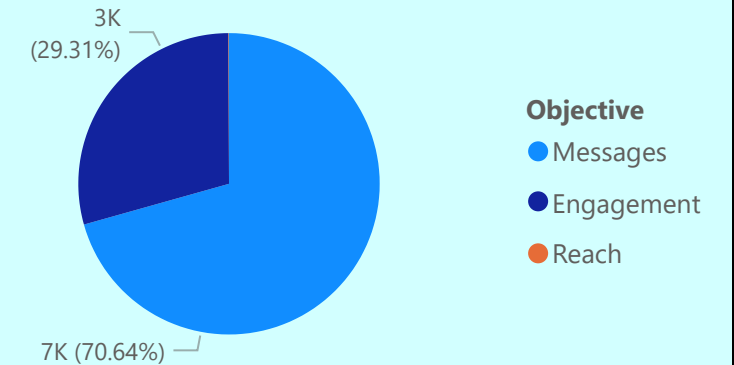
9/29/2023



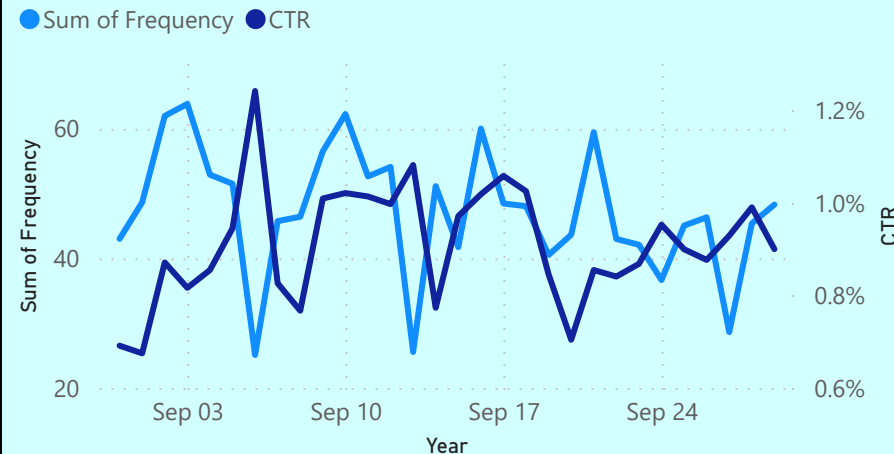
Total Reach, Total Impressions and Sum of Conversions by Campaign name



Total Clicks and Total Reach by Objective



Sum of Frequency and CTR by Year, Month and Day



Campaign name	Ad name	Ad Set Name
04_HEAD_Breezy	1037064997209010	HQ Người trẻ PN Breezy
04_HEAD_Breezy	1037064997209010	HQ Người trẻ PN Breezy -
04_HEAD_Breezy	1051317789117064	Nam hẹn hò
01_HEAD_Embrace of Tana	1076451159937060	test 3 nhân viên ngân hàng
01_HEAD_Embrace of Tana	1076451159937060	Trẻ - ghim kv CN Q2
01_HEAD_Embrace of Tana	1085824238999752	Sinh Nhật_Tặng Quà rồ m
13_HEAD_Campaign_08.03	1088121782103331	Sweet home tặng mẹ
05_HEAD_Thiet ke	1096665317915644	Test quà tặng
04_HEAD_Breezy	1098272407754935	Baby G_Người trẻ PN Bree

Total

Hiệu quả chiến dịch



facebook
ADS

Campaign name

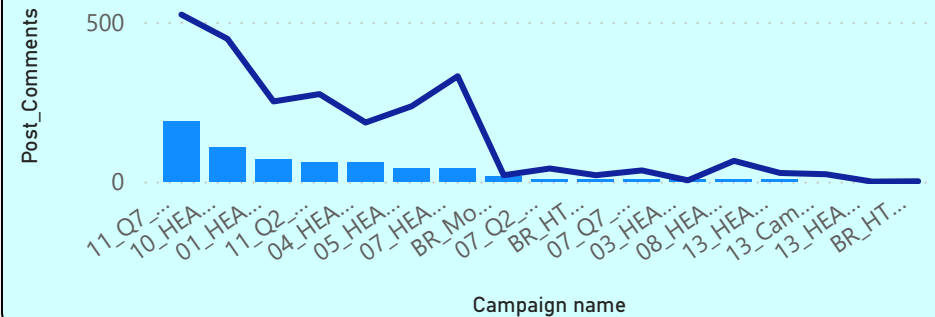
- ☐ 01_HEAD_Embrace of Ta...
- ☐ 03_HEAD_Dreamy
- ☐ 04_HEAD_Breezy
- ☐ 05_HEAD_Thiet ke
- ☐ 07_HEAD_Hoa cat canh

Objective

- ☐ Engagement
- ☐ Messages
- ☐ Reach

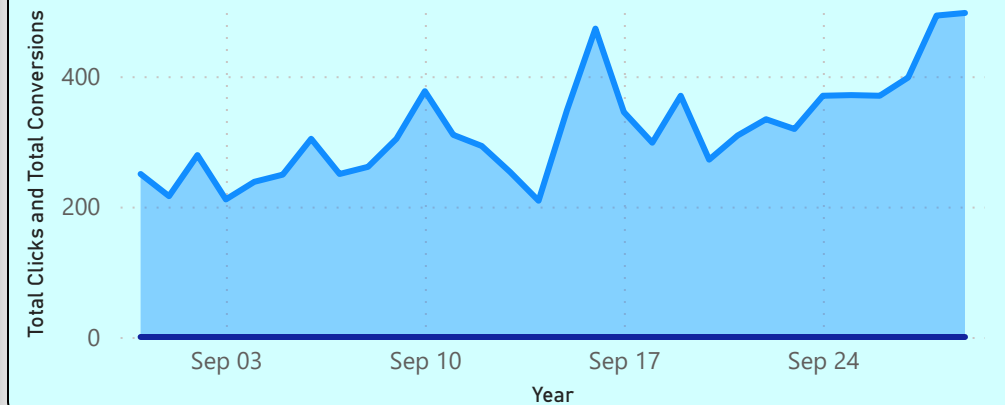
Post_Comments and TotalMessagingConversations by Campaign name

Post_Comments TotalMessagingConversations

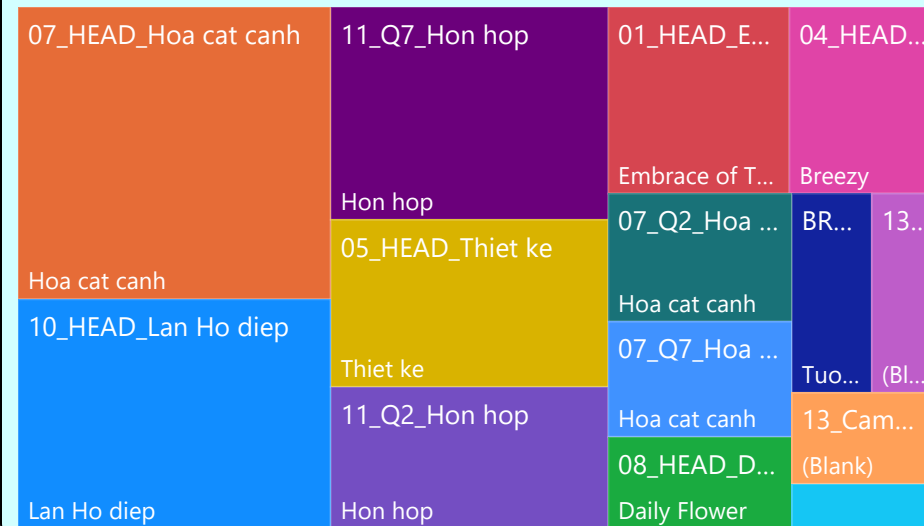


Total Clicks and Total Conversions by Year, Month and Day

Total Clicks Total Conversions

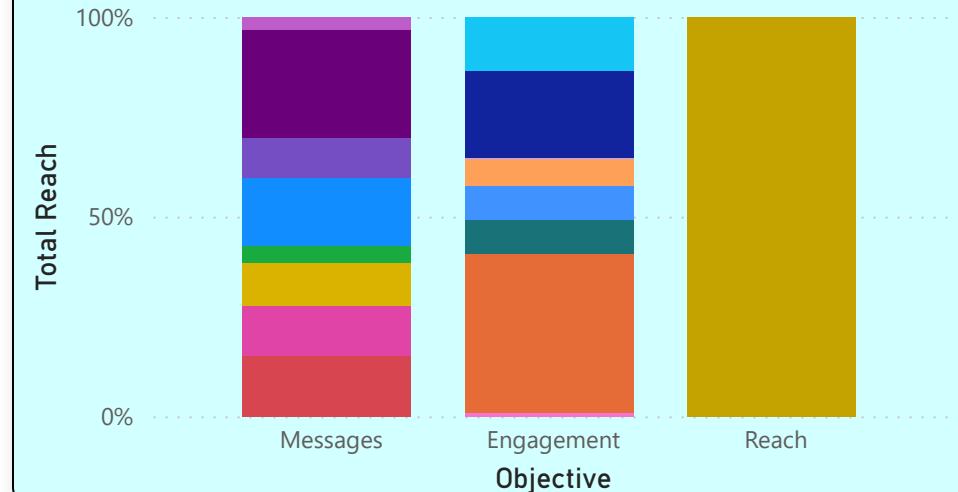


TotalAmountSpent by Campaign name and Tên sản phẩm



Total Reach by Objective and Campaign name

Campaign name 01_HEAD_... 03_HEA... 04_HEA... 05_HEA...



Hiệu quả chiến dịch



facebook
ADS

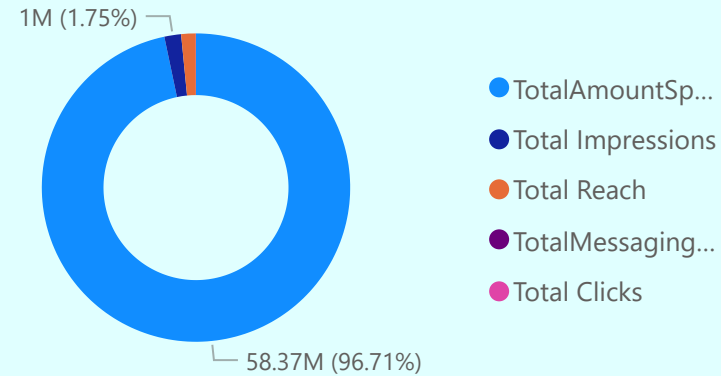
Objective

☐ Engagement

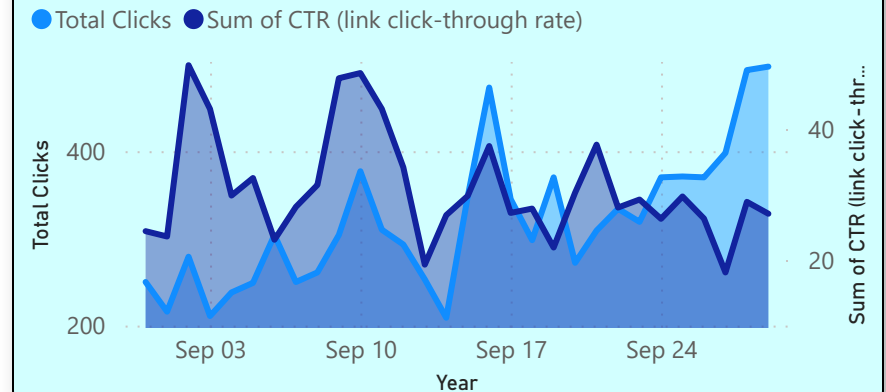
☐ Messages

☐ Reach

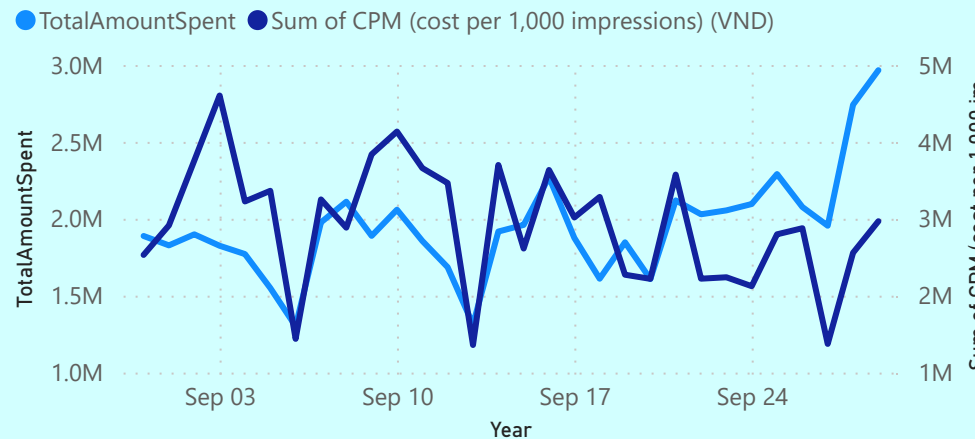
TotalAmountSpent, Total Impressions, Total Reach, TotalMessagingConversations and Total Clicks



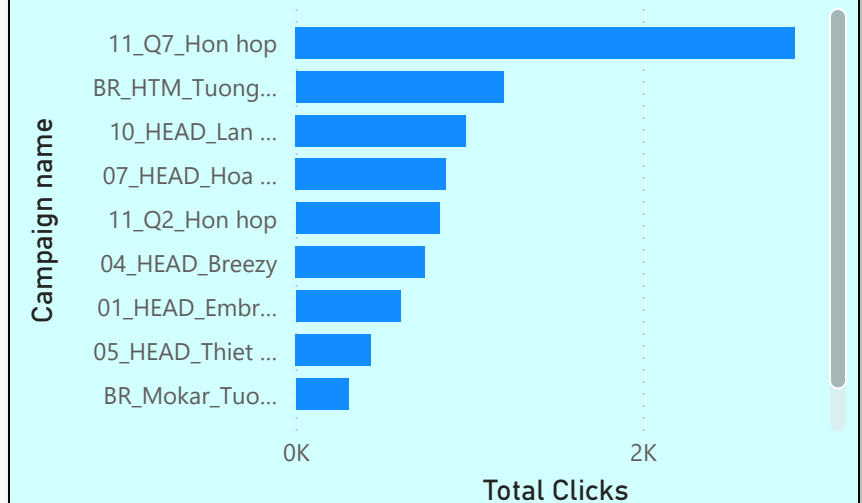
Total Clicks and Sum of CTR (link click-through rate) by Year, Month and Day



TotalAmountSpent and Sum of CPM (cost per 1,000 impressions) (VND) by Year, Month and Day



Total Clicks by Campaign name



Hiệu quả chiến dịch

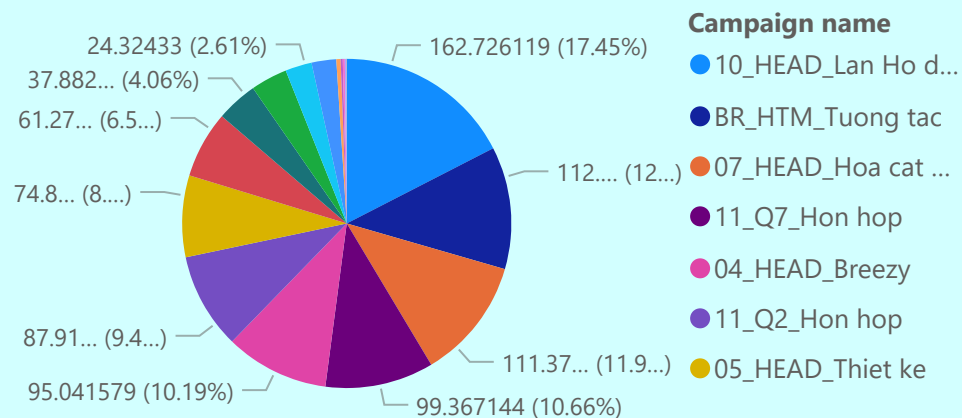


facebook
ADS

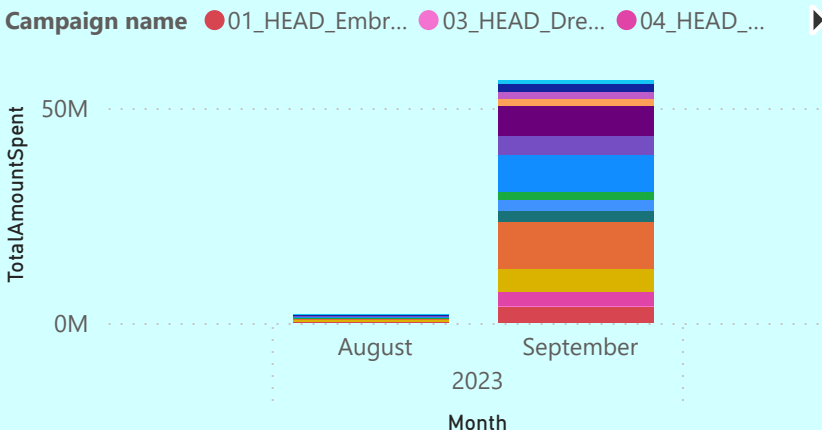
Ad Set Name

- ☐ 01_Breezy Test 20.6
- ☐ 01_Tana_Nam tặng quà
- ☐ 01_Trợ lý_ Snow hill
- ☐ 02_Rổ Bảo hiểm
- ☐ 02_Snow Hill Bảo hiểm
- ☐ 04_Bó Mộc_Người trẻ P...
- ☐ 04_Test Breezy

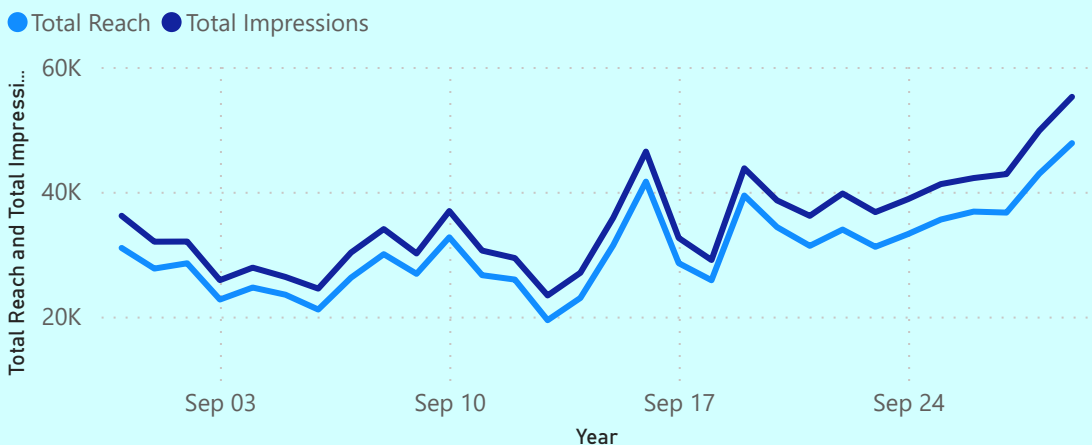
Sum of CTR (link click-through rate) by Campaign name



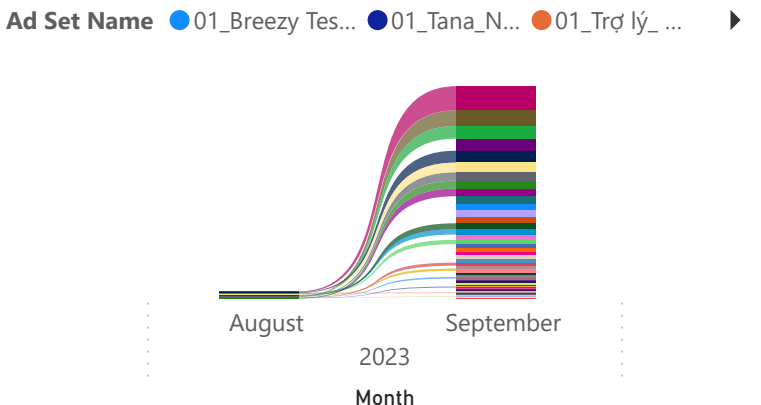
TotalAmountSpent by Year, Month and Campaign name



Total Reach and Total Impressions by Year, Month and Day



Sum of Frequency by Year, Month and Ad Set Name



Hiệu quả chiến dịch theo vị trí và thời gian



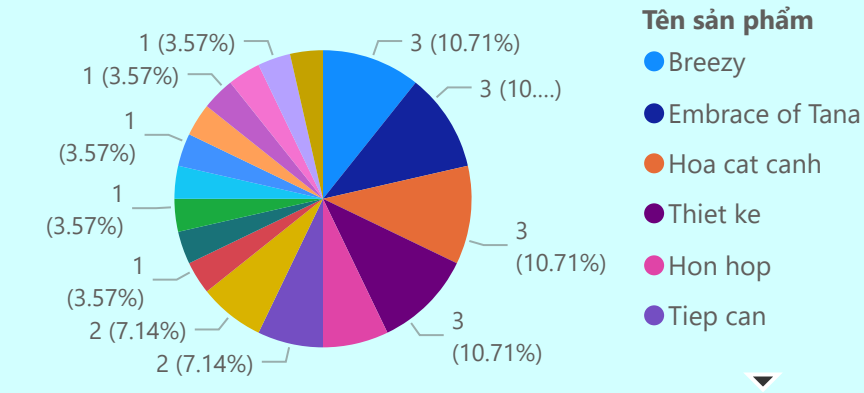
Date

8/31/2023 9/29/2023

Location

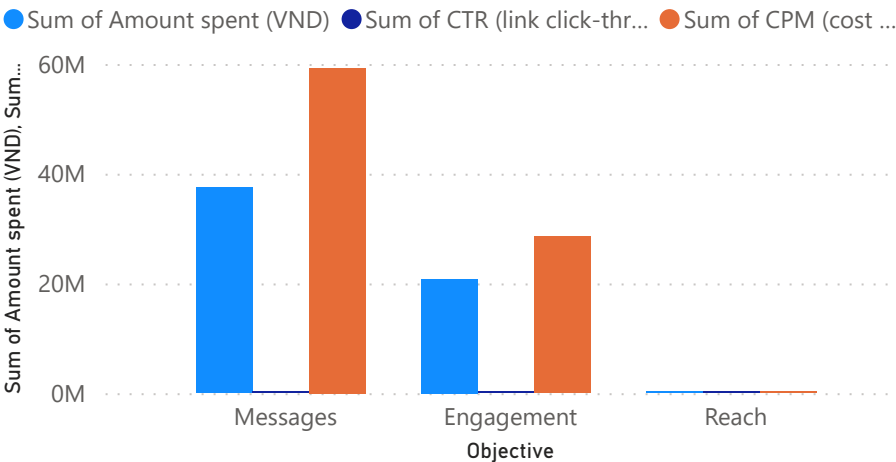
BR HEAD Q2

Count Products by Tên sản phẩm



Tên Campaigns and Location

Sum of Amount spent (VND), Sum of CTR (link click-through rate) and Sum of CPM (cost per 1,000 impressions) (VND) by Objective



Total Clicks	TotalAmountSpent	Year	Quarter	Month	Day
497	2,966,220.00	2023	Qtr 3	September	29
493	2,741,499.00	2023	Qtr 3	September	28
473	2,270,828.00	2023	Qtr 3	September	16
398	1,954,946.00	2023	Qtr 3	September	27
377	2,059,140.00	2023	Qtr 3	September	10
371	2,290,820.00	2023	Qtr 3	September	25
370	1,847,092.00	2023	Qtr 3	September	19
370	2,096,055.00	2023	Qtr 3	September	24
370	2,076,691.00	2023	Qtr 3	September	26
348	1,960,351.00	2023	Qtr 3	September	15
345	1,875,774.00	2023	Qtr 3	September	17
334	2,029,291.00	2023	Qtr 3	September	22
9571	58,370,666.00				

Đối tượng và tương tác



facebook

ADS

Ad Set Name

- ☐ 01_Breezy Test 20.6
- ☐ 01_Tana_Nam tặng quà
- ☐ 01_Trợ lý_ Snow hill
- ☐ 02_Rổ Bảo hiểm
- ☐ 02_Snow Hill Bảo hiểm
- ☐ 04_Bố Mộc_Người trẻ PN...
- ☐ 04_T...

Objective

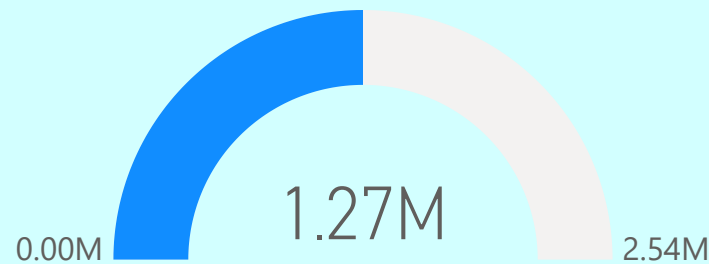
- ☐ Engagement
- ☐ Messages
- ☐ Reach

Sum of CPM (cost per 1,000 impressions) (VND) and Total Reach by Objective

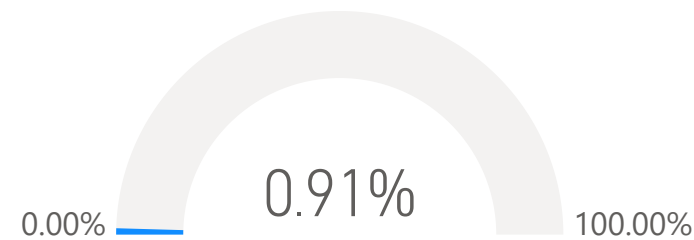
11.70K✓

Goal: 10094 (+15.93%)

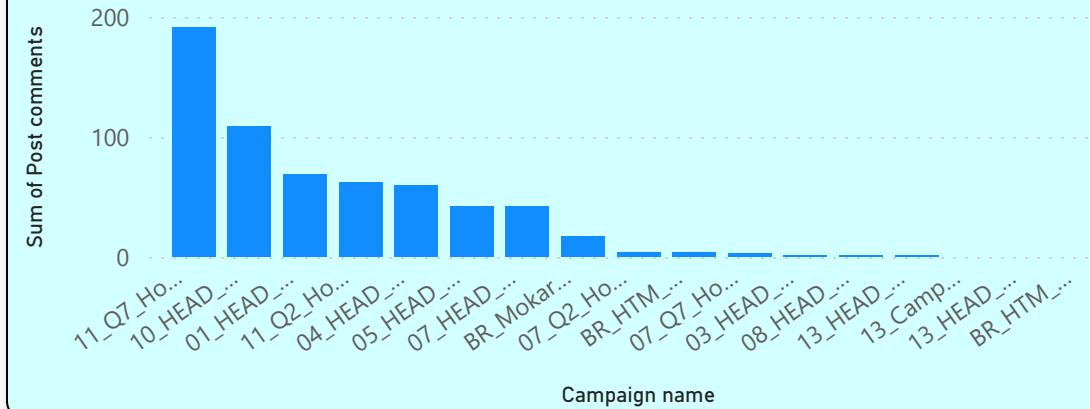
Sum of CPC (All) (VND)



CTR



Sum of Post comments by Campaign name



TotalMessagingConversations by Year, Month and Campaign name

