

"Ads Campaign Data by Day  
Using Facebook Ads and  
Google Ads Data."

CAMPAIGN WITH LOWEST REVENUE

Name	Facebook Ads Revenue	Google Ads Revenue
Brand-BR-Extended-[BM]	£119	£444.25

CAMPAIGN WITH LOWEST ROAS

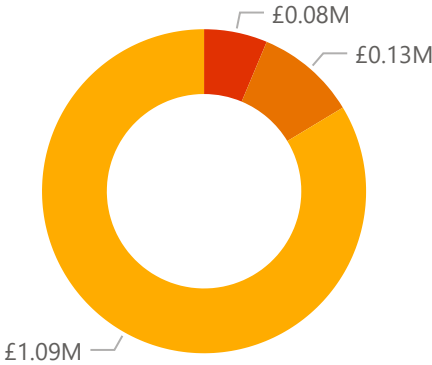
Name	Facebook Ads ROAS	Google Ads ROAS
Brand-BR-Extended-[BM]	7051.12%	27654.51%
Generics   Gifts	8950.22%	23548.07%

£1.31M

CAMPAIGN TOTAL BUDGET

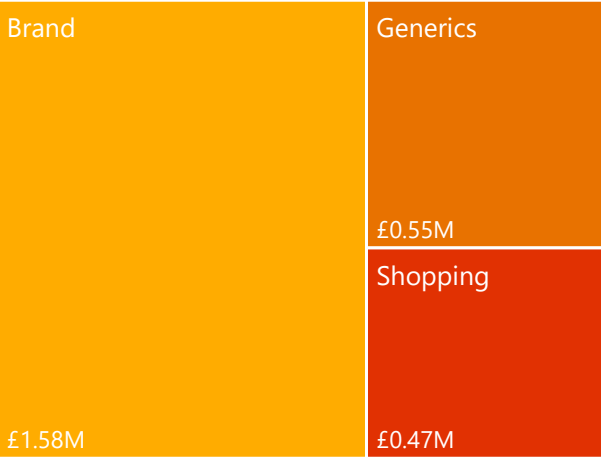
BUDGET BY CAMPAIGN TYPE

Campai... ● Shopping ● Generics ● Brand



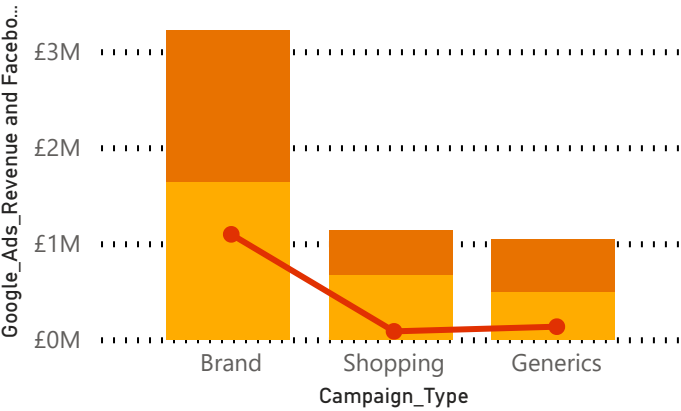
REVENUE BY CAMPAIGN TYPE

● Brand ● Generics ● Shopping



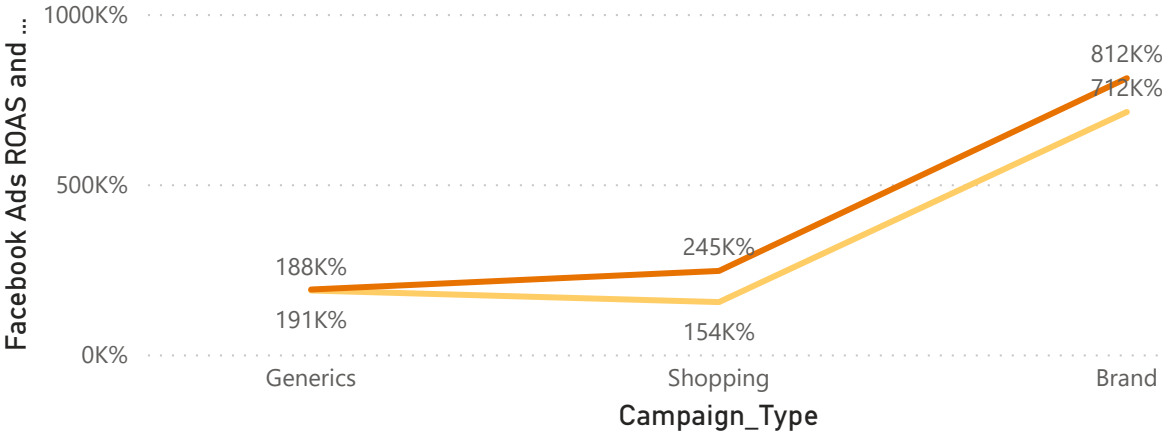
FACEBOOK AND GOOGLE ADS REVENUE BY  
TOTAL BUDGET

● Google\_Ads\_Revenue ● Facebook\_Revenue ● Total\_Budget



ROAS OF CAMPAIGN TYPE

● Facebook Ads ROAS ● Google Ads ROAS



CAMPAIGN COS BY BUDGET

● Facebook Ads COS ● Google Ads COS ● Total Budget

