

Facebook Ads Performance

Clear all
slicers

Overview

Activity

Top Performing

Cost Per Acquisition

CPA

\$5.39

Cost Per Click

CPC

\$1.46

Cost Per Mille

CPM

\$0.36

Conversion Rate

CR

27.07...

Click Through Rate

CTR

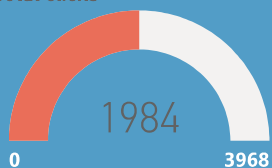
0.02%

Cost Per Approved Conversion

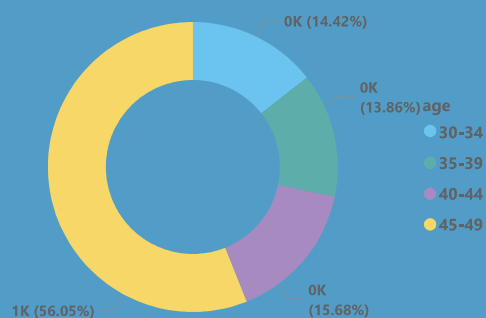
CPAC

\$15.81

Total clicks



Total clicks by age



Campaign_id

916

936

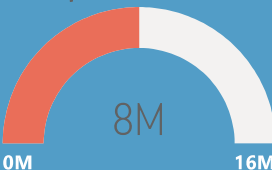
1178

Gender

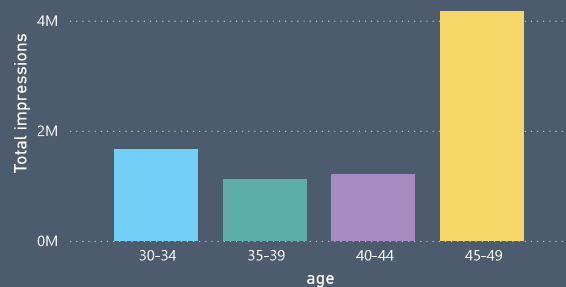
F

M

Total impressions



Total impressions by age



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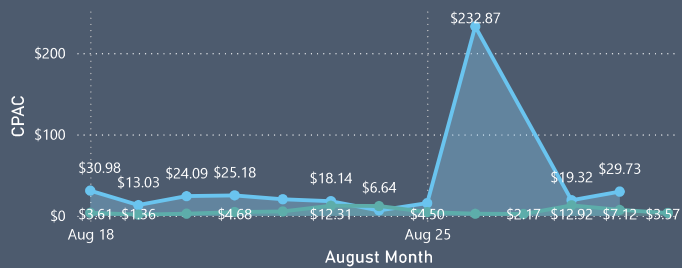
Overview

Activity

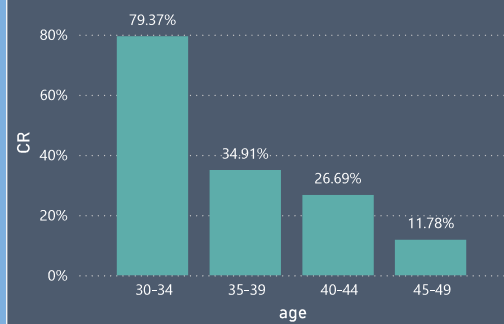
Top Performing

Approved Conversions per gender Segment

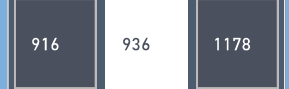
gender ● F ● M



Conversion rate by age



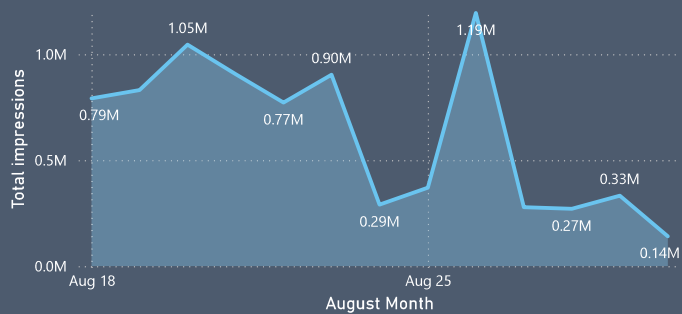
Campaign_id



Gender

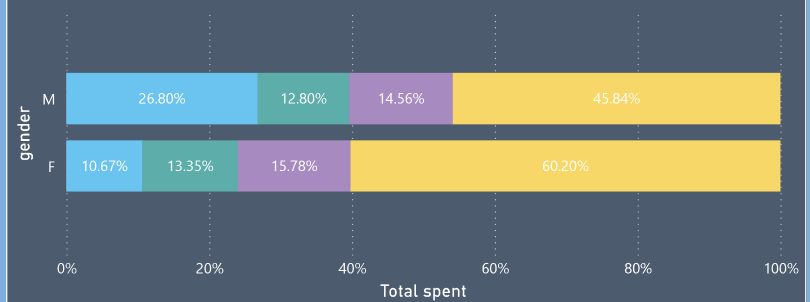


Ads Impression by Month



Gender and Age-Wise Spending

age ● 30-34 ● 35-39 ● 40-44 ● 45-49



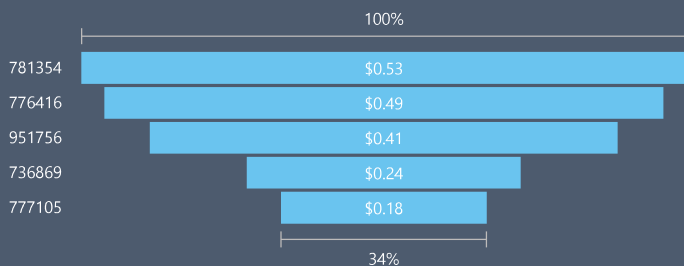
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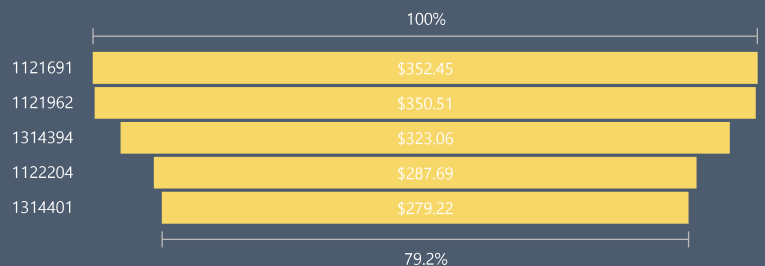
Activity

Top Performing

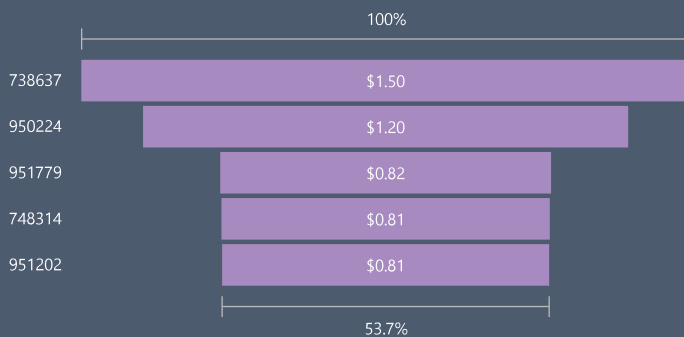
Top 5 Performing Ads by CPA



Top 5 Most Expensive Ads by Conversion Cost



Top 5 Most Expensive Ads by Impression Cost



Top 5 Most Efficient Ads by Click Cost

