




Facebook Insights Performance Dashboard





Revenue Generated

647.5K

📈 27,157.9%

ROAS

283.5

📈 19,688.0%

Impression

25.1K

📉 -2.8%

Reach

22.4K

📉 -2.9%

CPC

2.4

📈 34.1%

CPM

51.6

📈 4.0%

CTR

2.5

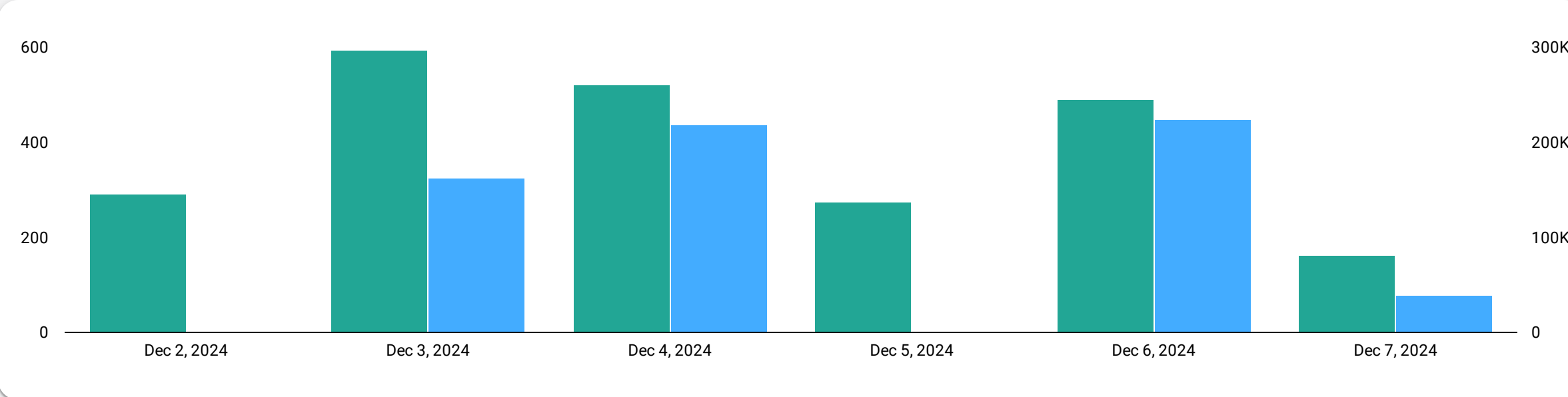
📉 -23.4%

📅

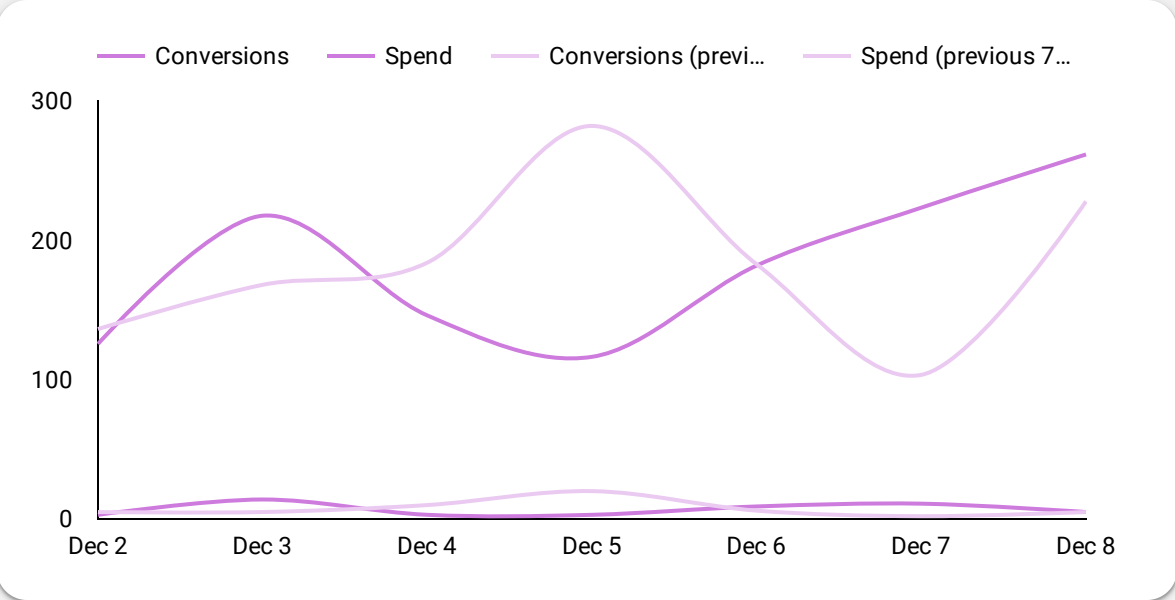
Dec 2, 2024 - Dec 8, 2024

▼

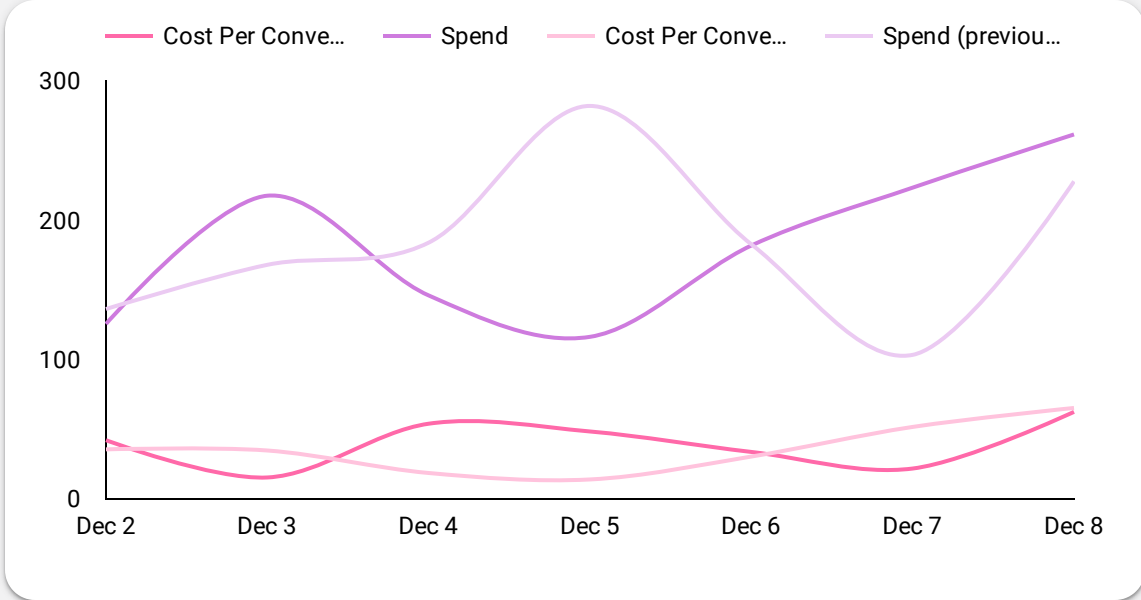
FB AD Spend & Revenue ((Last 7 Days)



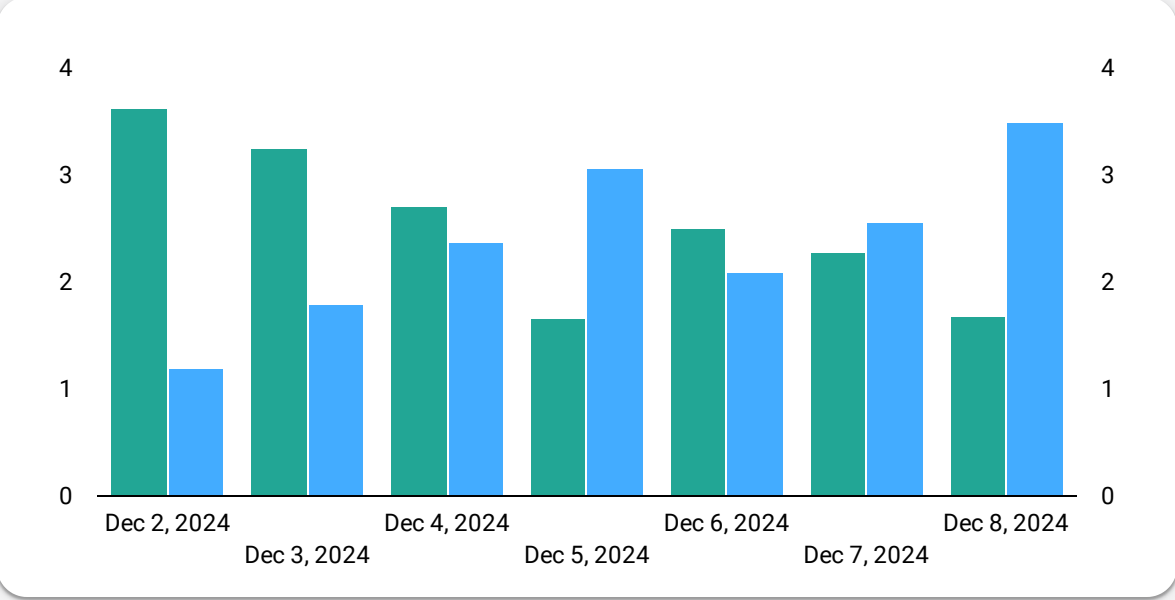
Conversion & Spend (Last 7 Days)



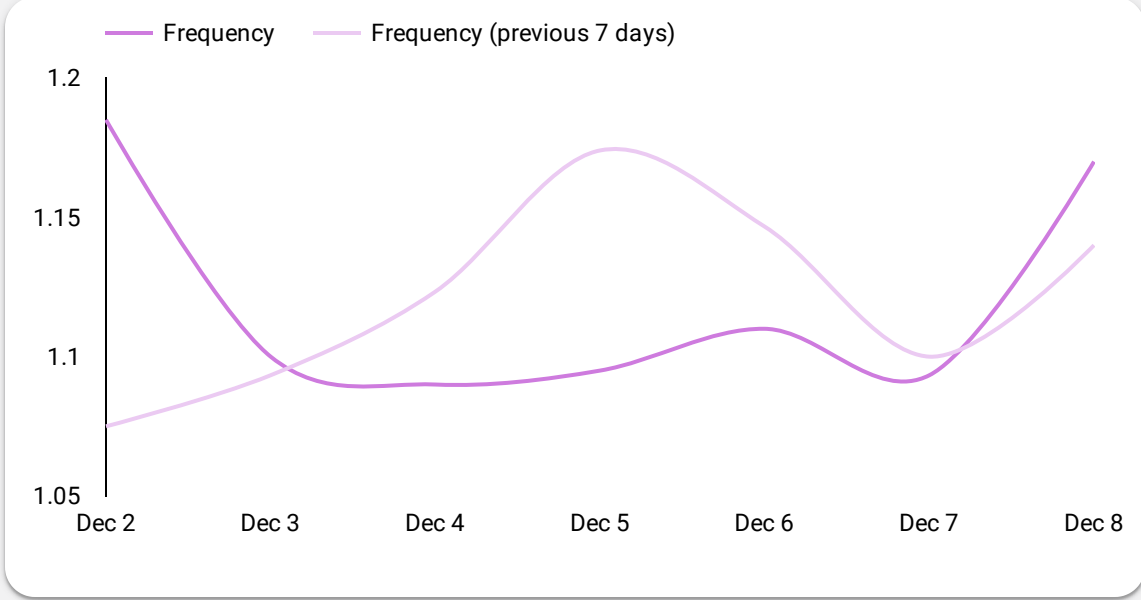
Cost Per Conversion & Spend (Last 7 Days)



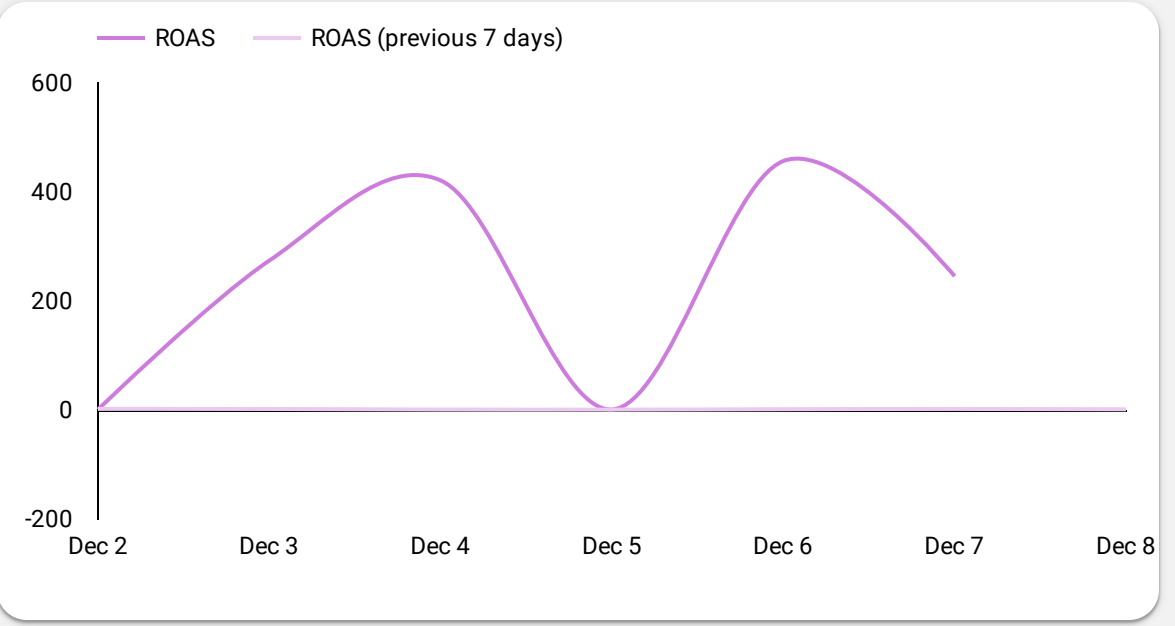
CTR & CPC (Last 7 Days)



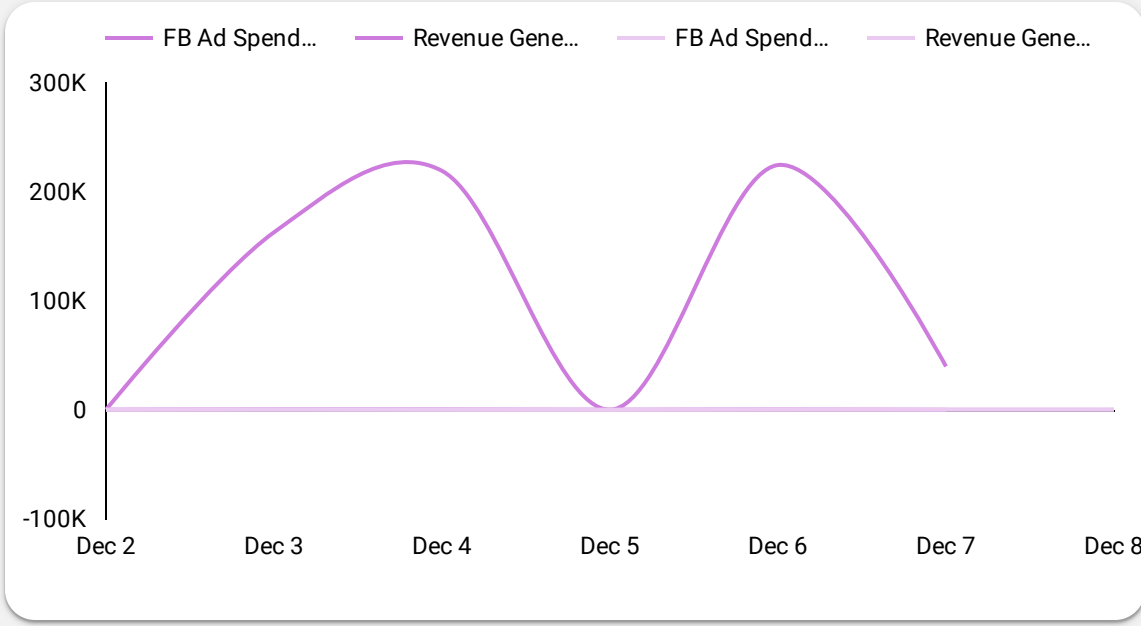
Frequency (Last 7 Days)



ROAS (Return On Ad Spend (Last 7 Days)



FB Ad Spend Vs Revenue Generated



Campaign Analysis (Important KPI's)

Campaign ...	Adset Name	Ad Name	Spend ▾	Conversions	Cost Per Conversion	Reach	Impression	CTR	CPC	CPM	Frequen...
1... SCHEDULE...	Interests V...	Ad	525.31	22	28.07	9,547	10,715	3.49	1.57	49.77	1.12
2... New 10.11	Interests V...	Ad (Nov ...	472.73	13	57.68	7,602	8,307	2.06	2.95	59.31	1.08
3... 21.11	Interests V...	Ad	274.77	13	29.3	5,227	6,028	1.99	2.66	45.86	1.15
Grand to...			1,272.81	48	38.35	22,376	25,050	2.51	2.39	51.64	1.12

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