CAMPAIGN TOTAL: Reel Views Ads

⊟ Ad Launch	@2024/08/01
⊡ Campaign Name	Reel Views
✋ Campaign Type	Engagement Views
👤 Platform(s)	Instagram
◎ Primary KPI	Video Views
◎ Secondary KPI	Engagement
✋ Page (Post incl.) Engagement	13,819
👤 Impressions	29,822
🧍 Frequency	1.38
👤 Reach	21,635
👤 Engagement %	127.75%

👤 Imp Engagement %	92.68%
📈 Objective (Likes, Engagement)	13,819
👤 ROI %	1722.61%
👤 Cost per Result	0.003
💰 Value per Result	$0.05
💵 Total Spend	$37.91
👥 CPM (1k impr.)	$1.27
🖼 Visual Creative	Slideshow of relevant images.
⌨ Copy Creative	Simple CTA
⑂ A/B Test	No
🎛 If Yes, Test Goal	N/A
@ Audience Overview	Advantage+ Auto
⊘ Audience Limits	Exclude anyone who has seen or engaged with page.
🌐 Location	N/A (Advantage+)
💳 Income	N/A (Advantage+)
🎟 Live Events	N/A (Advantage+)
🪑 Interests	N/A (Advantage+)
🐕 Behaviors	N/A (Advantage+)
🎓 Education	N/A (Advantage+)
📕 Field of Study	N/A (Advantage+)

💼 Employers	N/A (Advantage+)
≣ Ad Placement	All
☰ Notes	Total from both ads in the campaign.
🏆 Result	Reels Views - Total Impressions: 29,822 - Total Spent: $37.91 - CPM: $1.27 - Page Engagement: 13,819 - Cost per Page Engagement: $0.003 - Video Plays at 25%: 1,187 - Video Plays at 50%: 397 Insight: Extremely cost-effective for generating engagement and video views, with a very low CPM and cost per engagement. Not as much value as the Page Like ads, but still incredible numbers.

👥 **Demographics**   ⧉ Platform

Age and gender distribution   All ▾   Results ▾

■ Men
41% (7,576)
Cost per result: $0.002

■ Women
58% (10,653)
Cost per result: $0.002
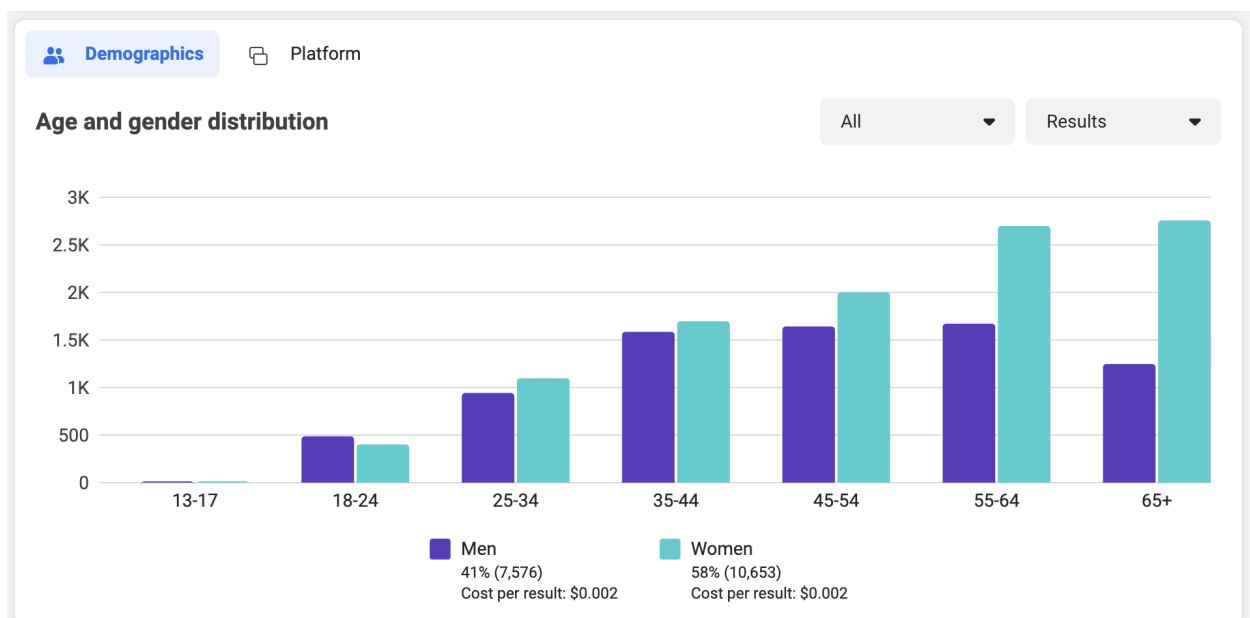
Performance overview

⚙ Customize

2-Second Continuous Video Views	Cost per result ⓘ	Amount spent ⓘ
18,420	$0.002	$37.91
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2-Second Continuous Video Views

Legend: 🟦 2-Second Continuous Video Views   ⊘ Historical edits