



Reel Views: Lookbook Slideshow (A)

📅 Ad Launch	@2024/08/01
⌚ Campaign Name	Reels Views
✋ Campaign Type	Views
👤 Platform(s)	Instagram
⌚ Primary KPI	Video Views
⌚ Secondary KPI	Engagement
✋ Page (Post incl.)	7,554
👤 Engagement	
👤 Impressions	12,632
⌚ Frequency	1.5
👤 Reach	8,448

Engagement %	178.84%
Imp Engagement %	119.6%
Objective (Likes, Engagement)	7,554
ROI %	1651.04%
Cost per Result	0.003
Value per Result	\$0.05
Total Spend	\$21.57
CPM (1k impr.)	\$1.71
Visual Creative	Reel produced using Lookbook images.
Copy Creative	A variety of short captions, the best of which was automatically run.
A/B Test	Not Formally
If Yes, Test Goal	N/A — see notes
Audience Overview	Advantage+ META AI Selection
Audience Limits	None
Income	N/A
Live Events	N/A
Interests	N/A

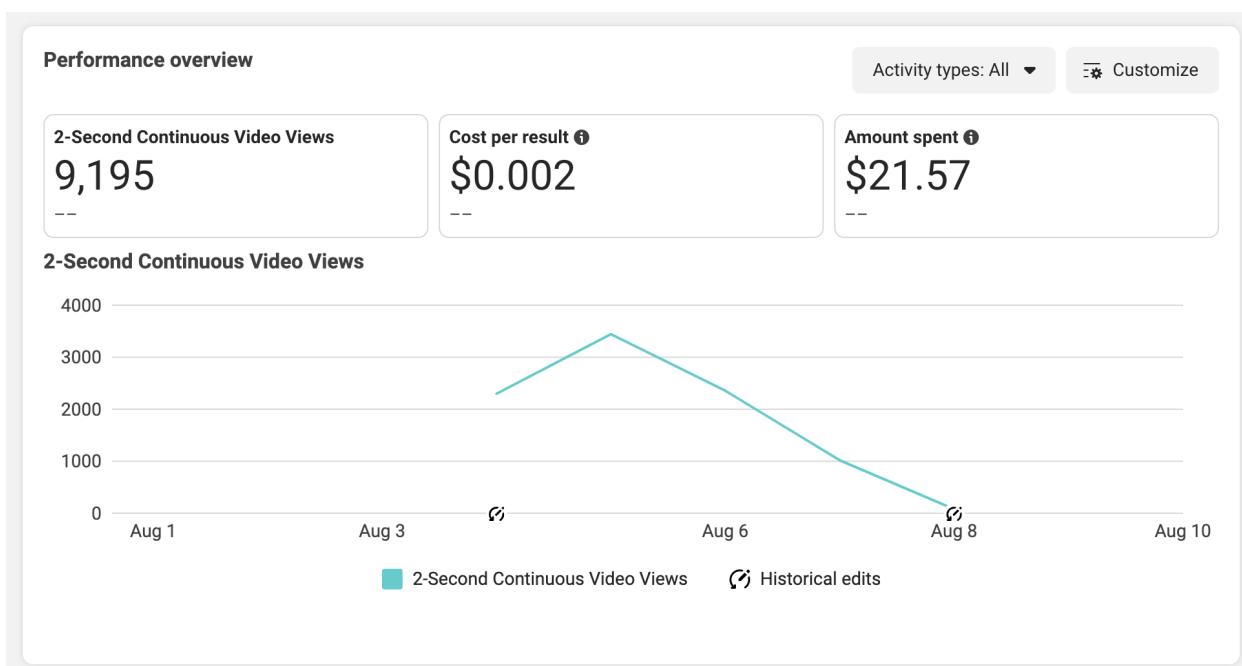
 Behaviors	N/A
 Education	N/A
 Field of Study	N/A
 Employers	N/A
 Ad Placement	All
 Notes	This was a comparison of the two different creatives and topics. The audience settings and placement settings were the same.
 Result	<p>Since this was not a formal split test there are not significant results. We can see trends but, as both ad sets performed extremely well, there is little to gather beyond this being quality content, set up with appropriate price auctioning and objectives.</p> <p>Incredibly, both videos, regardless of differences in spend and impressions, ended up costing \$0.003 per engagement — that is the accurate number of zeros — it cost 1/33rd of a penny for every view of this video.</p> <p>Given there were no follows that were able to be recorded, it would be easy to write this off as not worth running. But you can't argue with that cost for that reach.</p> <p>Instead, a better strategy would be to replicate this success, but try different strategies to encourage users to engage especially by commenting.</p> <p>Notably however, you can see the reel was saved and sent to other users using the in-app analytics. It does not appear that metric has been integrated into the ad platform as of yet.</p> <p>Some final numbers for the combined campaign.</p>

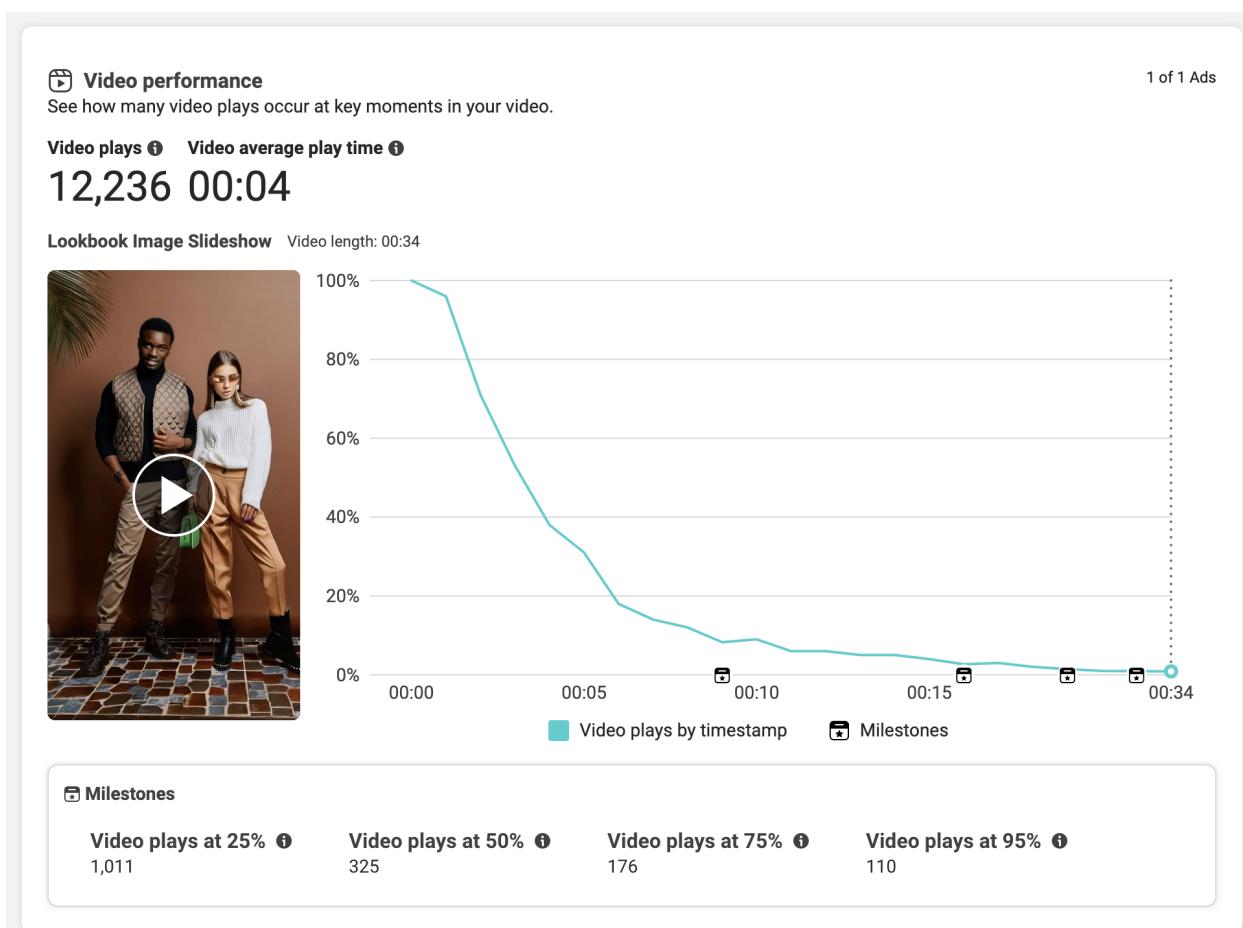
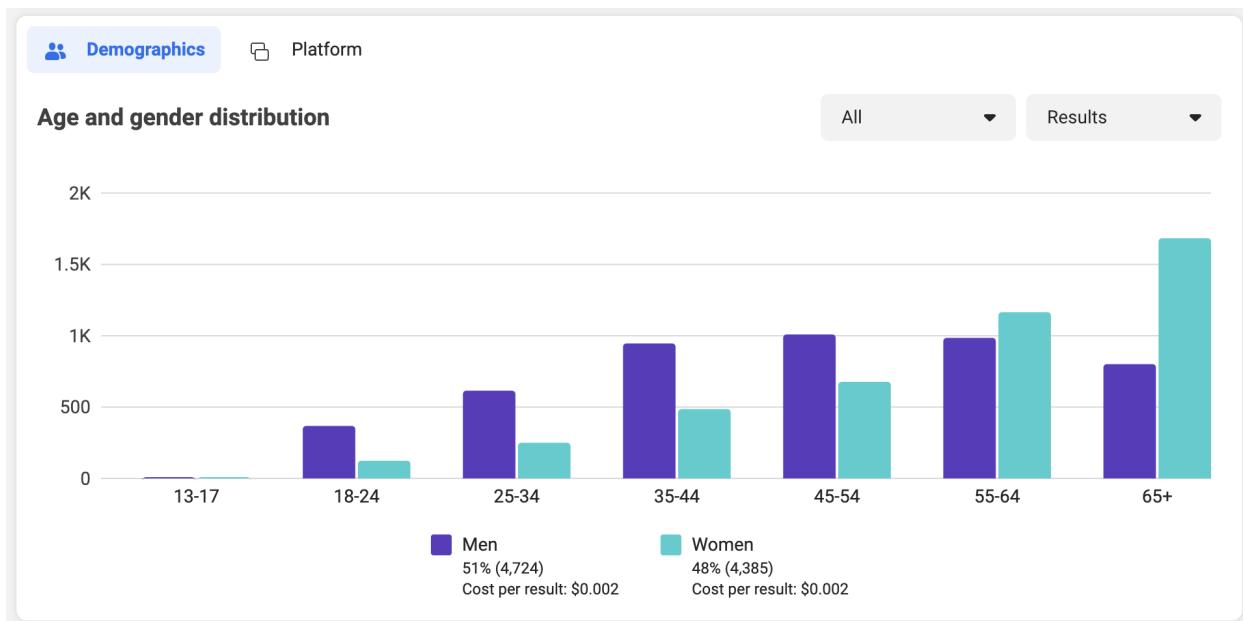
- Total Impressions: 29,822
- Total Spent: \$37.91
- CPM: \$1.27
- Page Engagement: 13,819
- Cost per Page Engagement: \$0.003
- Video Plays at 25%: 1,187
- Video Plays at 50%: 397

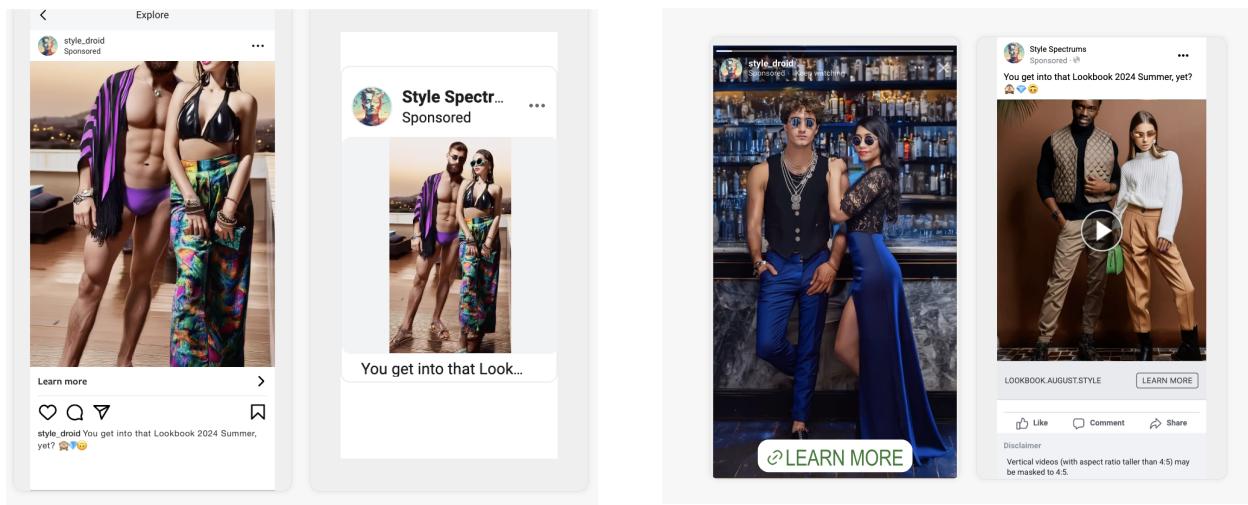
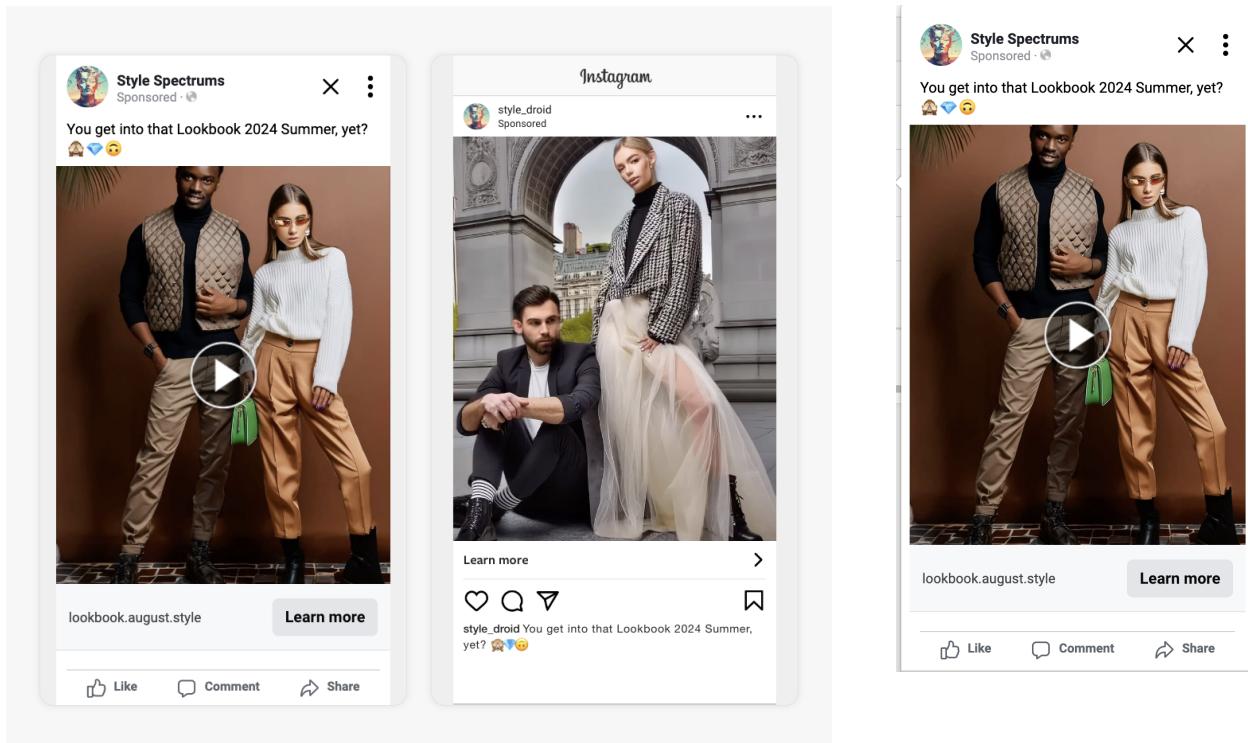
Insight: Extremely cost-effective for generating engagement and video views, with a very low CPM and cost per engagement.

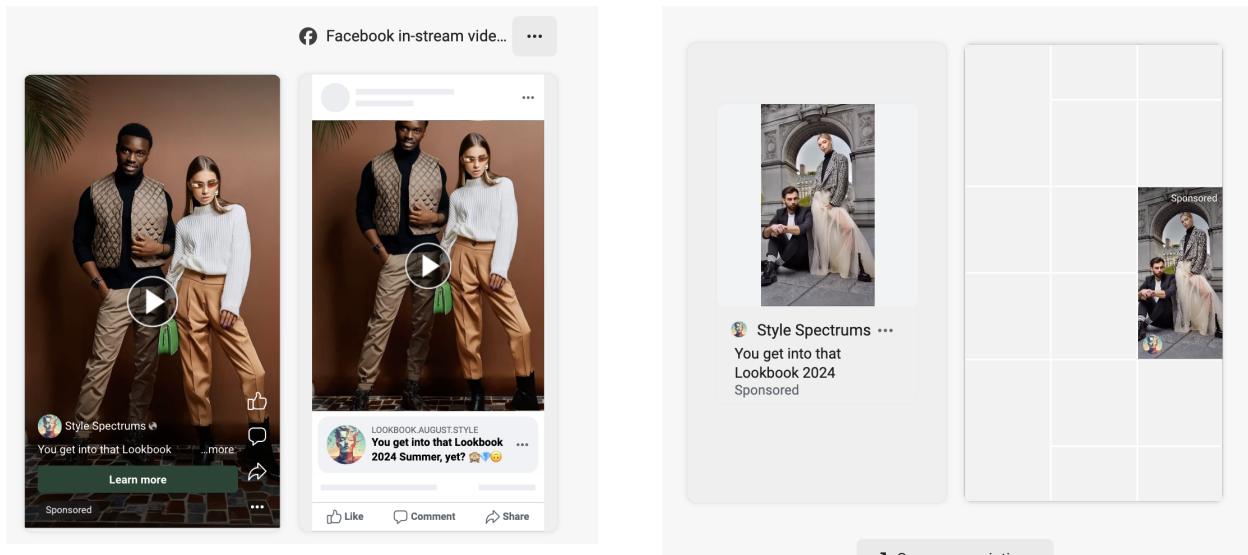
Results for Lookbook Reel Only

(combined results below)









Combined results for the entire Reels Engagement campaign.

Campaign name	Ad name	Impressions	Frequency	Amount spent	CPM (cost per 1,000...)	CPC (cost per link...)	Page engagement	Video plays at 25%	Video plays at 50%	Cost per Page engage...
Reels Views	All	29,822	1.38	\$37.91	\$1.27	\$2.71	13,819	1,187	397	\$0.003
	Lookbook Image Slideshow	12,632	1.50	\$21.57	\$1.71	\$3.60	7,554	1,011	325	\$0.003
	Vintage Art Nouveau Post...	17,190	1.26	\$16.34	\$0.95	\$2.04	6,265	176	72	\$0.003
Total results 3 / 3 rows displayed		29,822 Total	1.38 Per Accounts ...	\$37.91 Total spent	\$1.27 Per 1,000 Impressions	\$2.71 Per Action	13,819 Total	1,187 Total	397 Total	\$0.003 Per Action

