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.) Engagement	7,554
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

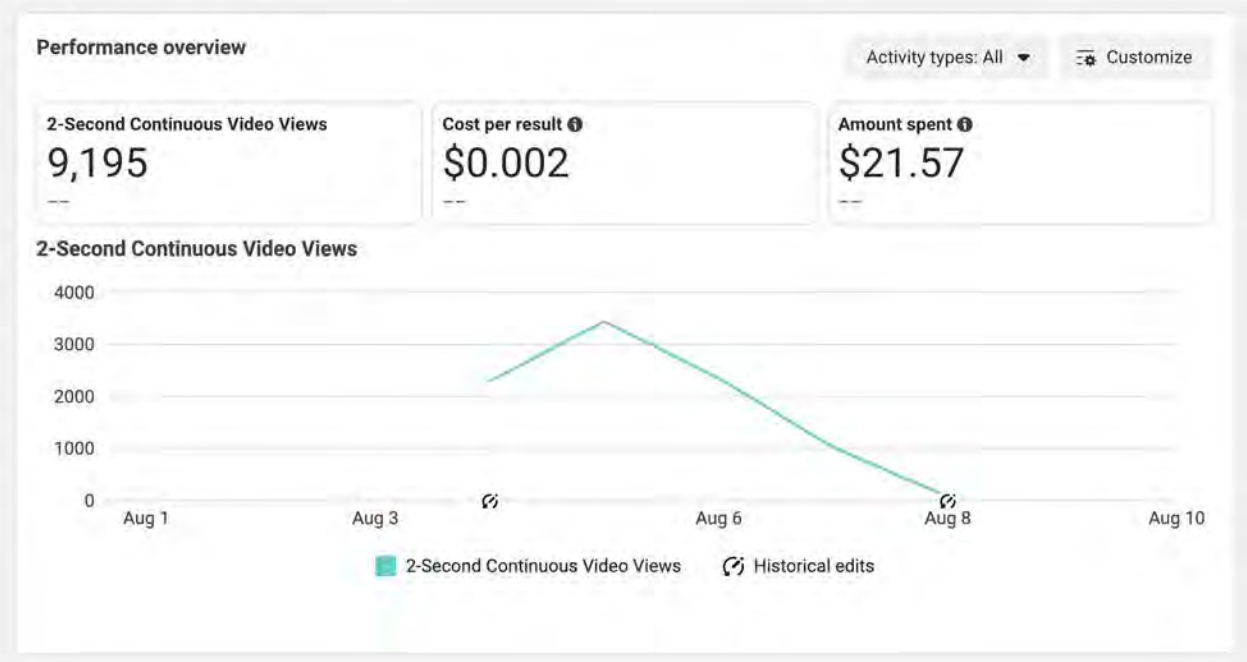
Behaviors	N/A
Education	N/A
Field of Study	N/A
Employers	N/A
Ad Placement	All
Notes	This was a comparison of the two different creatives and topics. The audience settings and placement settings were the same.
Result	Since this was not a formal split test there are not significant results. We can see 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. 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. 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. Instead, a better strategy would be to replicate this success, but try different strategies to encourage users to engage especially by commenting. 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. Some final numbers for the combined campaign.

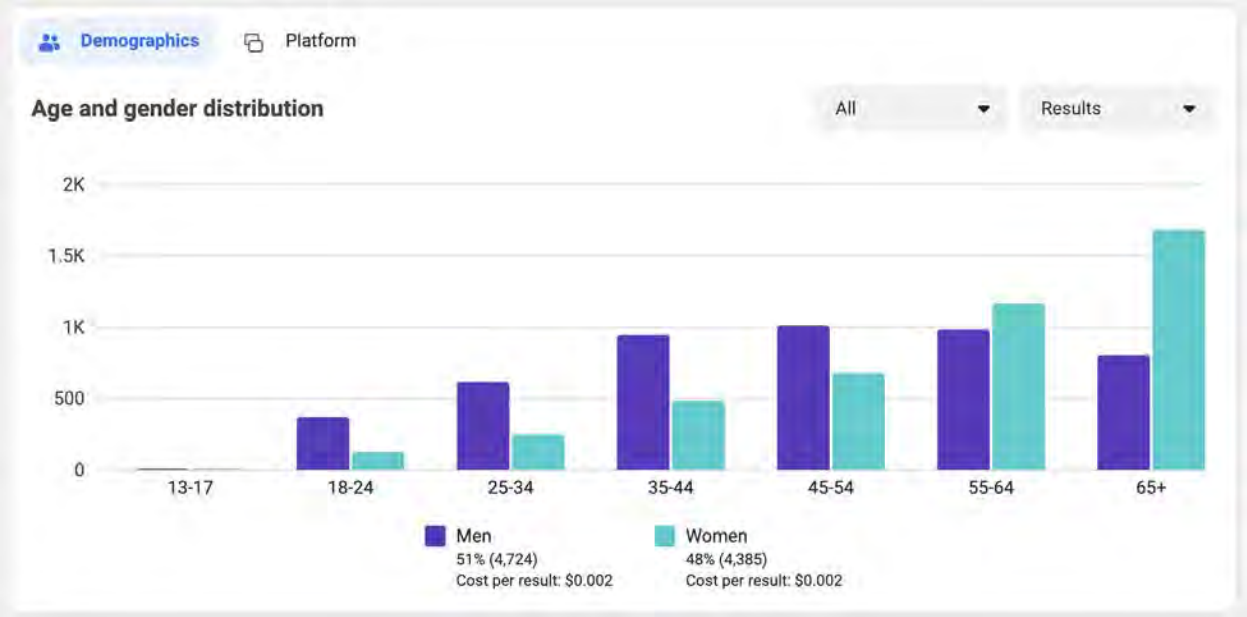
- Total Impressions: 29,822
- Total Spent: $37.91
- CPM: $1.27
- Page Engagement: 13,819
- Cost per Page Engagement: $0.003
- Video Plays at 25%: 1,187
- Video Plays at 50%: 397

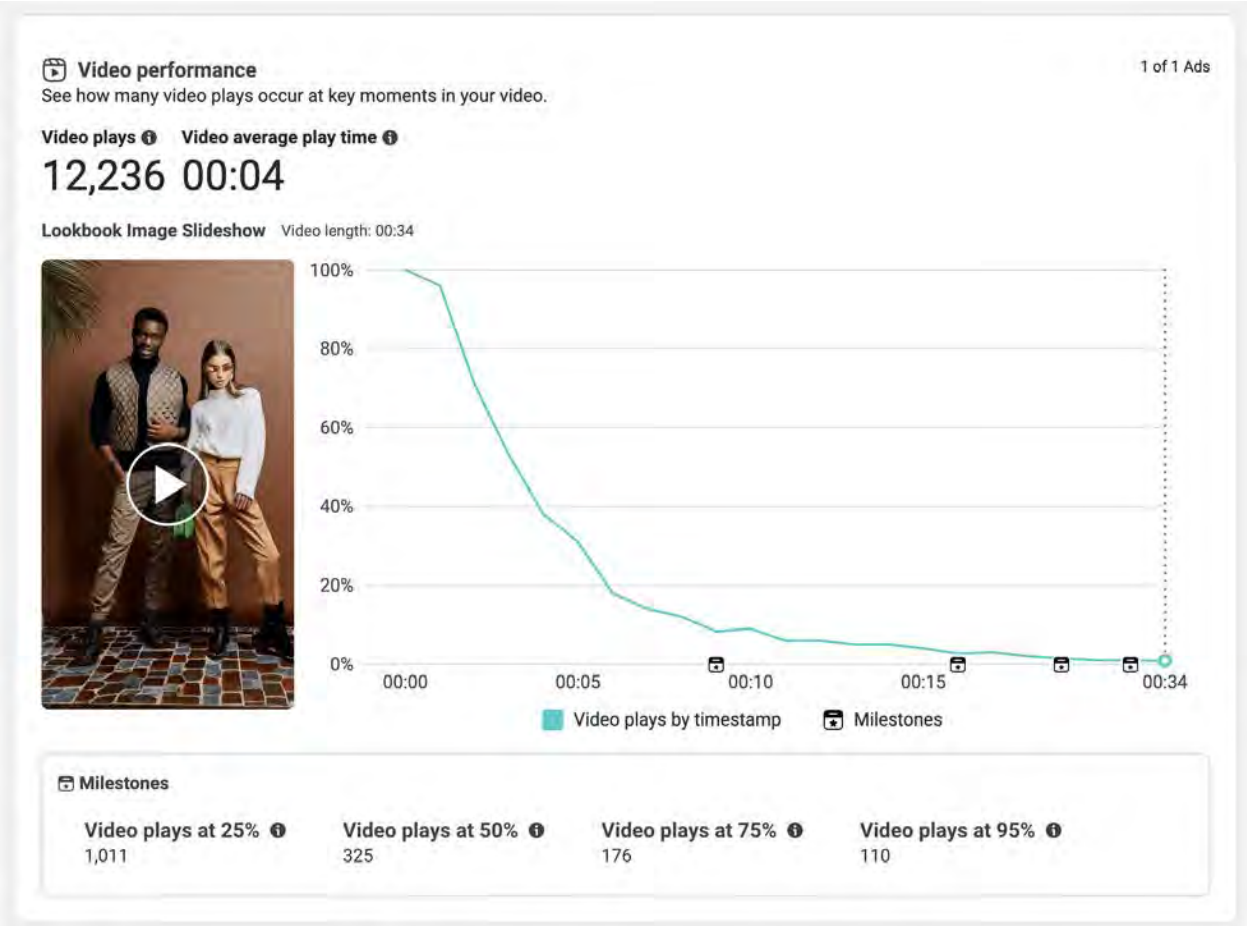
Insight: Extremely cost-effective for generating engagement and video views, with a very low CPM and cost per engagement.

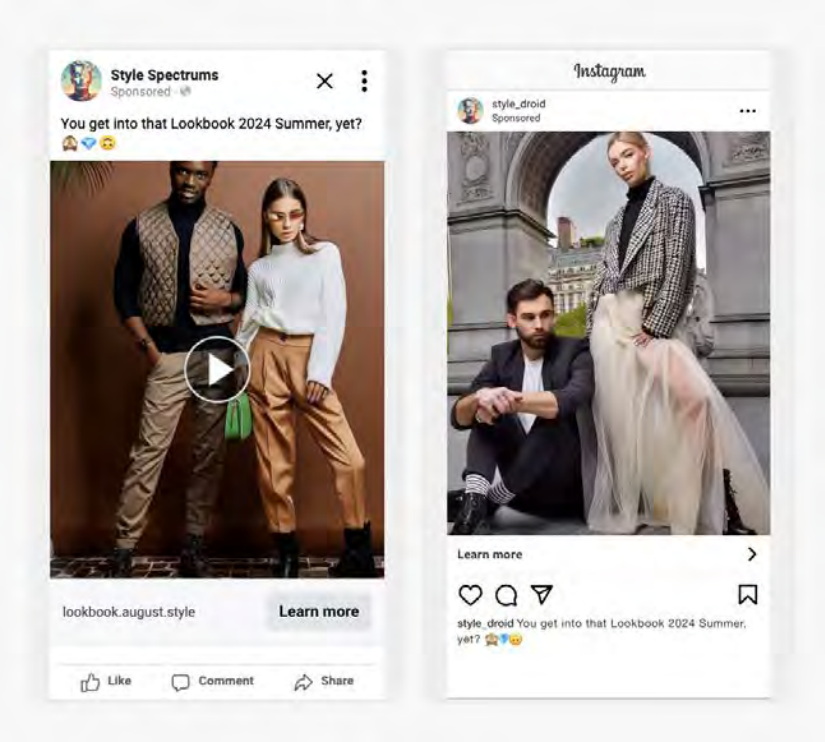
Results for Lookbook Reel Only

(combined results below)




Demographics
Platform
Age and gender distribution
All
Results
2K
1.5K
1K
500
0
13-17
18-24
25-34
35-44
45-54
55-64
65+
Men
51% (4,724)
Cost per result: $0.002
Women
48% (4,385)
Cost per result: $0.002


Video performance
See how many video plays occur at key moments in your video.
1 of 1 Ads
Video plays
Video average play time
12,236 00:04
Lookbook Image Slideshow
Video length: 00:34
100%
80%
60%
40%
20%
0%
00:00
00:05
00:10
00:15
00:34
Video plays by timestamp
Milestones
Milestones
Video plays at 25%
1,011
Video plays at 50%
325
Video plays at 75%
176
Video plays at 95%
110


Style Spectrums
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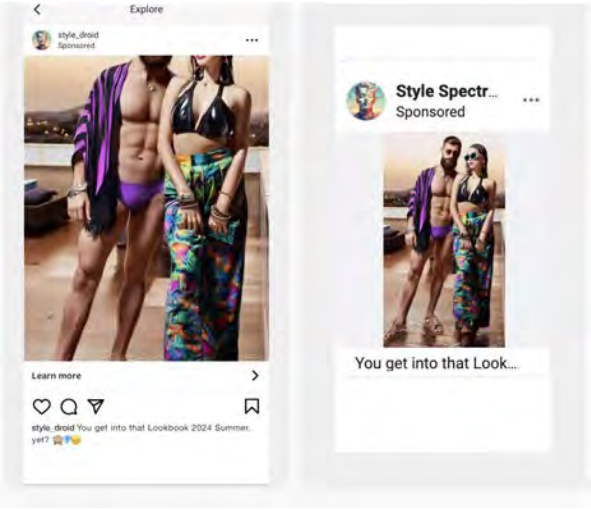
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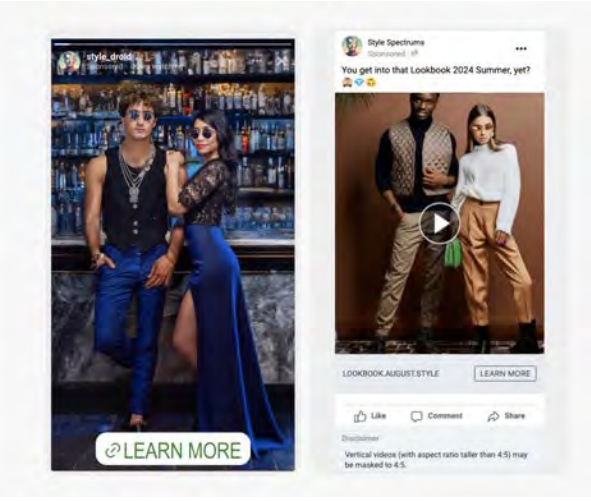
Style Spectr...
Sponsored
You get into that Look...


LEARN MORE
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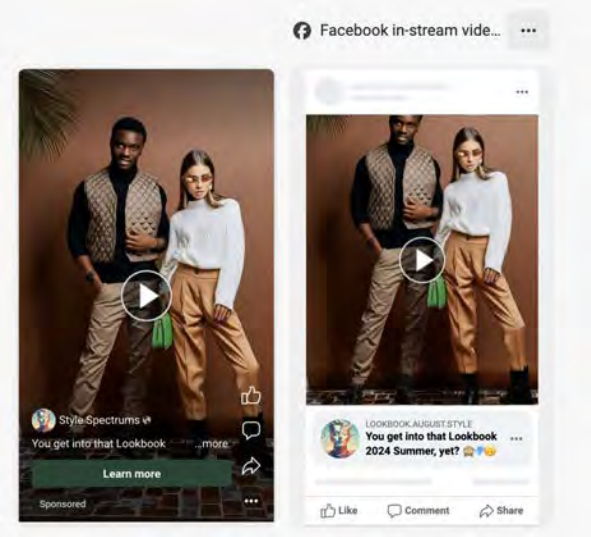
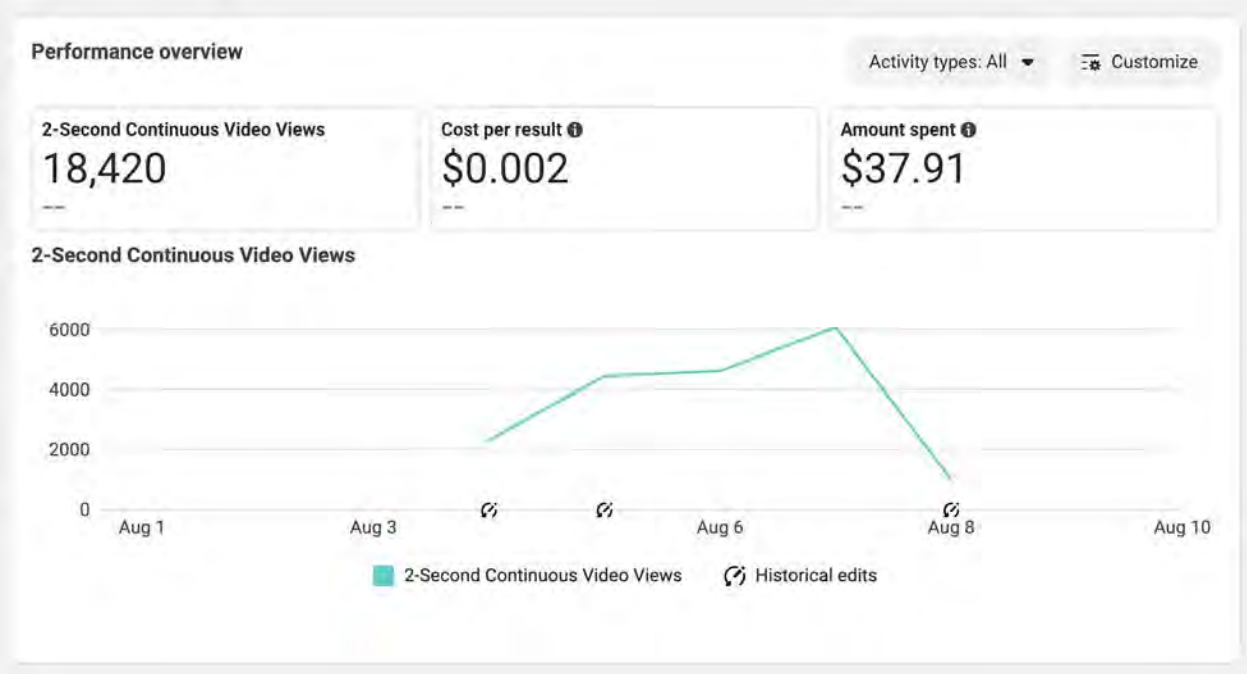
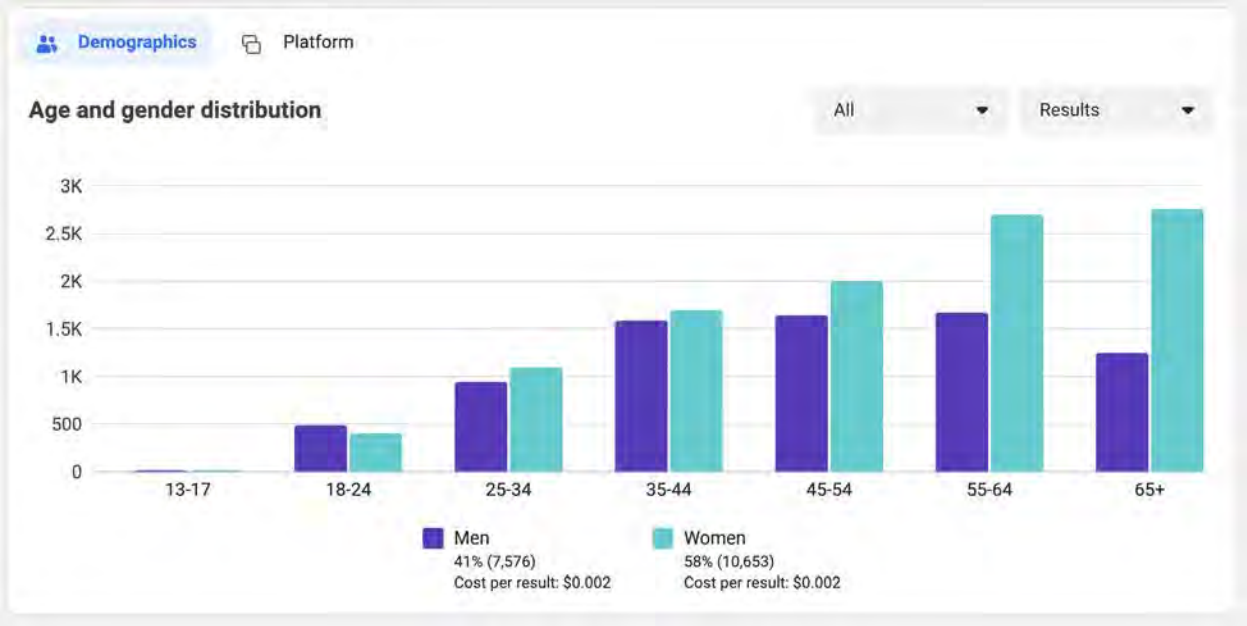


Combined results for the entire Reels Engagement campaign.

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


Performance overview
Activity types: All
Customize
2-Second Continuous Video Views
18,420
--
Cost per result
$0.002
--
Amount spent
$37.91
--
2-Second Continuous Video Views
6000
4000
2000
0
Aug 1
Aug 3
Aug 6
Aug 8
Aug 10
2-Second Continuous Video Views
Historical edits


Demographics
Platform
Age and gender distribution
All
Results
3K
2.5K
2K
1.5K
1K
500
0
13-17
18-24
25-34
35-44
45-54
55-64
65+
Men
41% (7,576)
Cost per result: $0.002
Women
58% (10,653)
Cost per result: $0.002

Reels Views: Vintage Art Nouveau Posters (B)

Ad Launch	@2024/08/01
Campaign Name	Reels Views
Campaign Type	Engagement Views
Platform(s)	Instagram
Primary KPI	Video Views
Secondary KPI	Engagement
Page (Post incl.) Engagement	6,265
Impressions	17,190
Frequency	1.26
Reach	13,634

Engagement %	91.9%
Imp Engagement %	72.89%
Objective (Likes, Engagement)	6,265
ROI %	1817.07%
Cost per Result	0.003
Value per Result	$0.05
Total Spend	$16.34
CPM (1k impr.)	$0.95
Visual Creative	Reel produced by using Vintage Posters from the Art Nouveau Collection.
Copy Creative	Various simple captions, one was selected programmatically as most effective.
A/B Test	Not Formally
If Yes, Test Goal	N/A — see notes.
Audience Overview	Advantage+ META AI Selection
Audience Limits	None
Location	N/A
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	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. 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. 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. Instead, a better strategy would be to replicate this success, but try different strategies to encourage users to engage especially by commenting. 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.

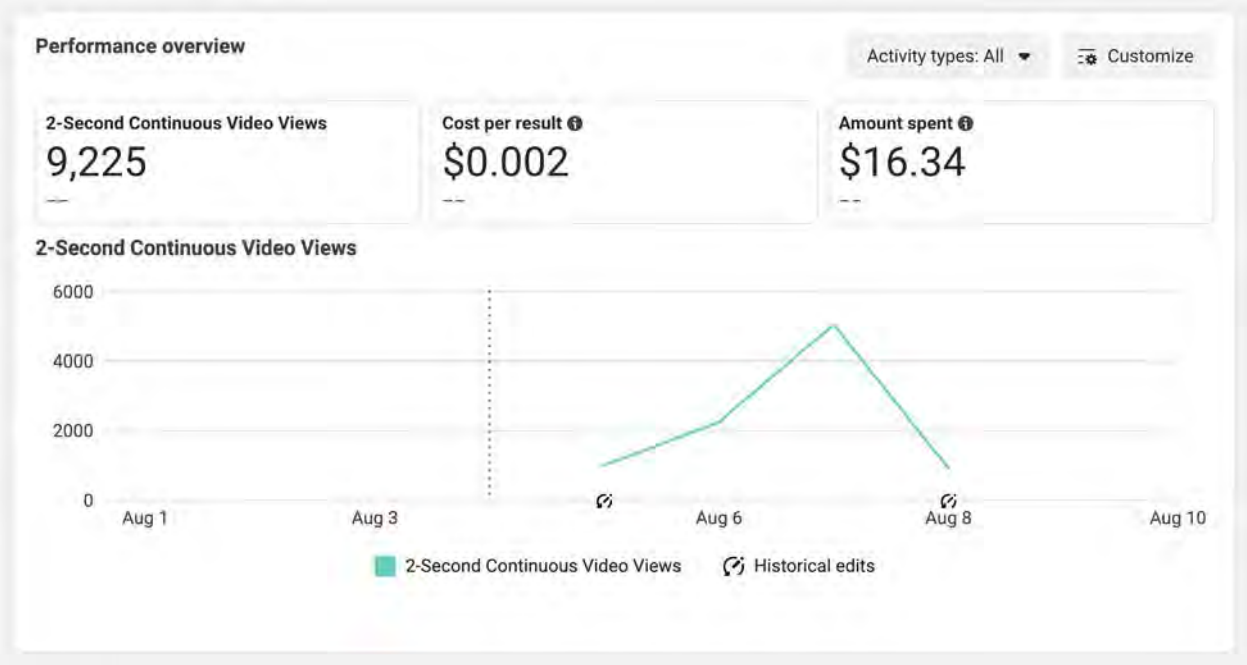
Some final numbers for the combined campaign.

- 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 the Vintage Art Noveau Poster Reel Only

(see below for combined campaign)



Video performance

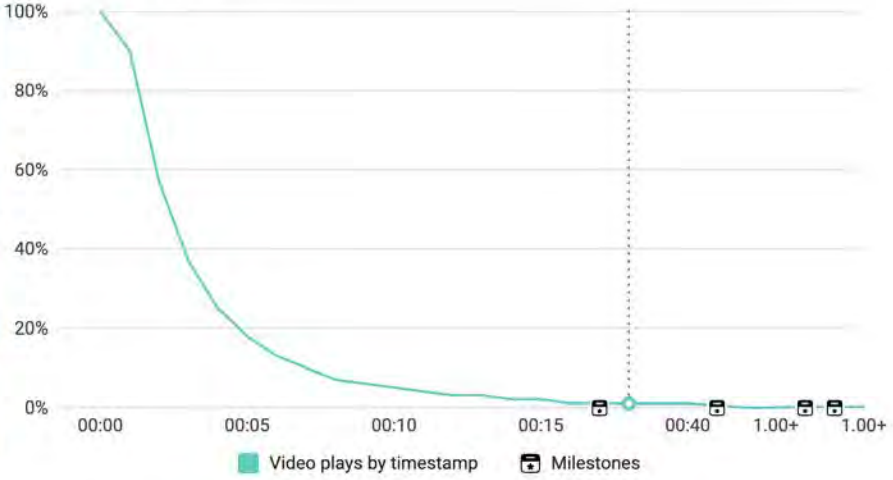
1 of 1 Ads

See how many video plays occur at key moments in your video.

Video plays **Video average play time**

16,290 00:03

Vintage Art Nouveau Posts Slideshow Video length: 01:30



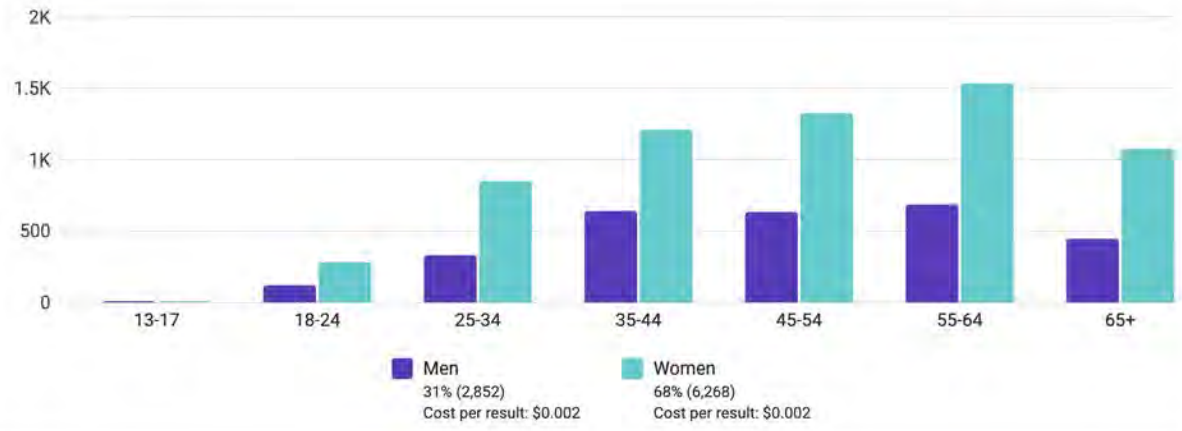
Milestones

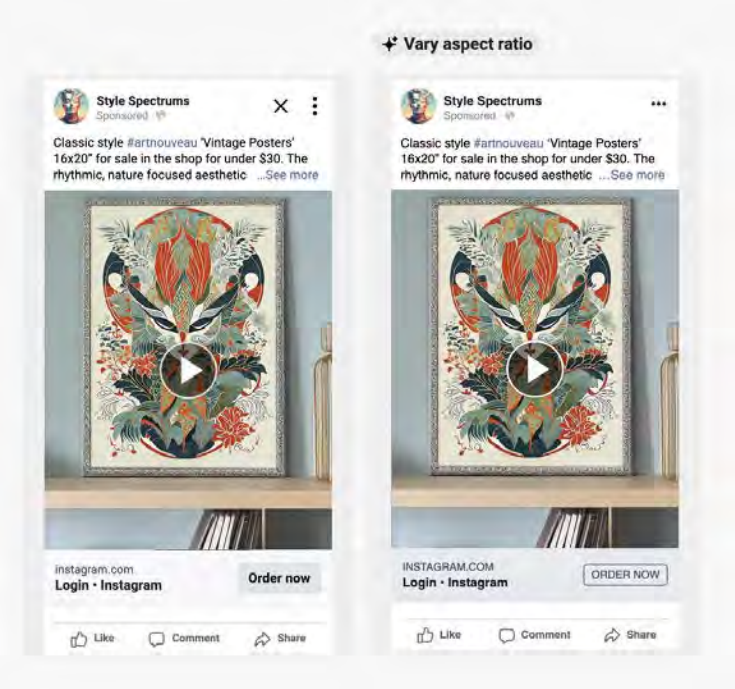
Video plays at 25%	Video plays at 50%	Video plays at 75%	Video plays at 95%
176	72	45	35

Demographics Platform

Age and gender distribution

All Results




Vary aspect ratio
Style Spectrums
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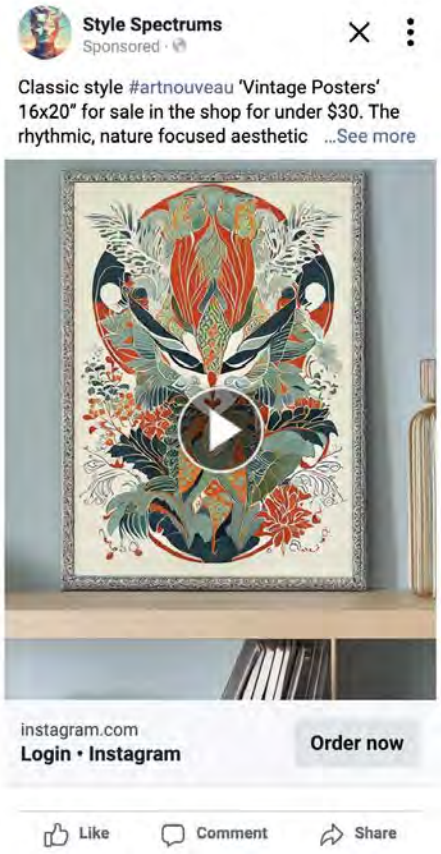
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Sponsored
Classic style #artnouveau 'Vintage Posters' 16x20" for sale in the shop for under $30. The rhythmic, nature focused aesthetic ...See more
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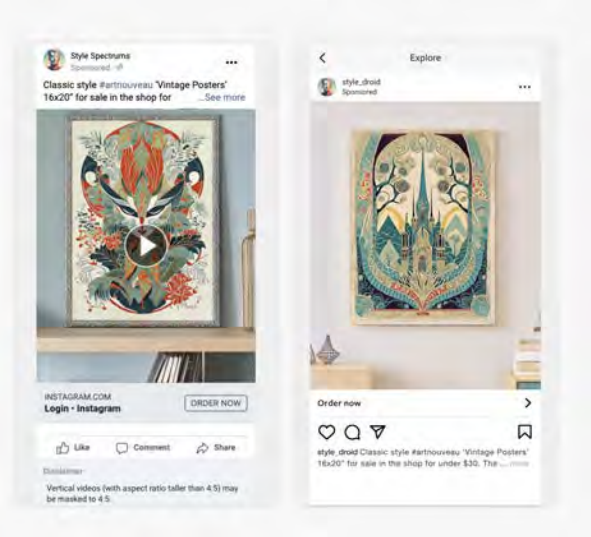
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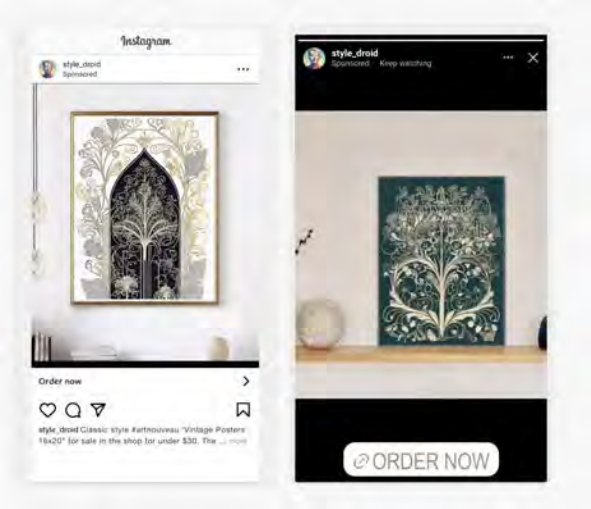
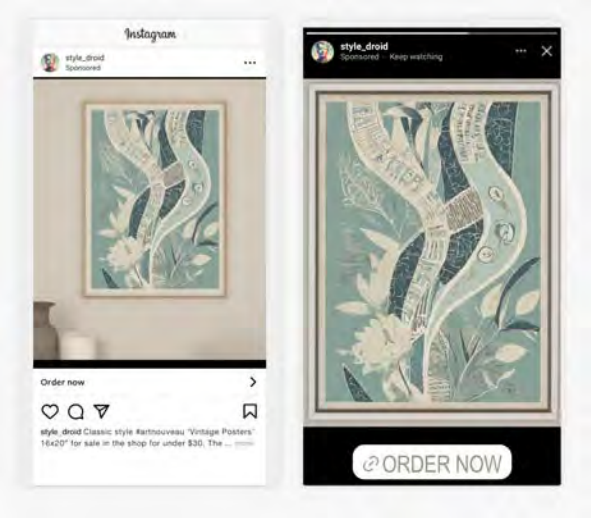

Instagram
style_droid
Sponsored
Order now
style_droid Classic style #artnouveau 'Vintage Posters' 16x20" for sale in the shop for under $30. The ... more
style_droid
Sponsored Keep watching
ORDER NOW


Instagram
style_droid
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Order now
style_droid Classic style #artnouveau 'Vintage Posters' 16x20" for sale in the shop for under $30. The ...
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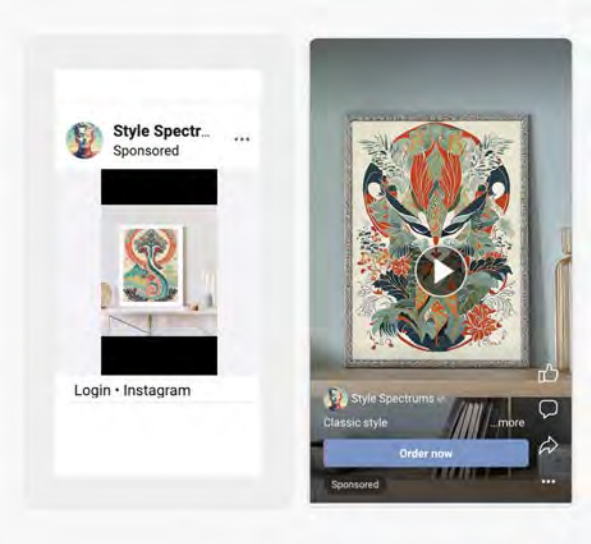
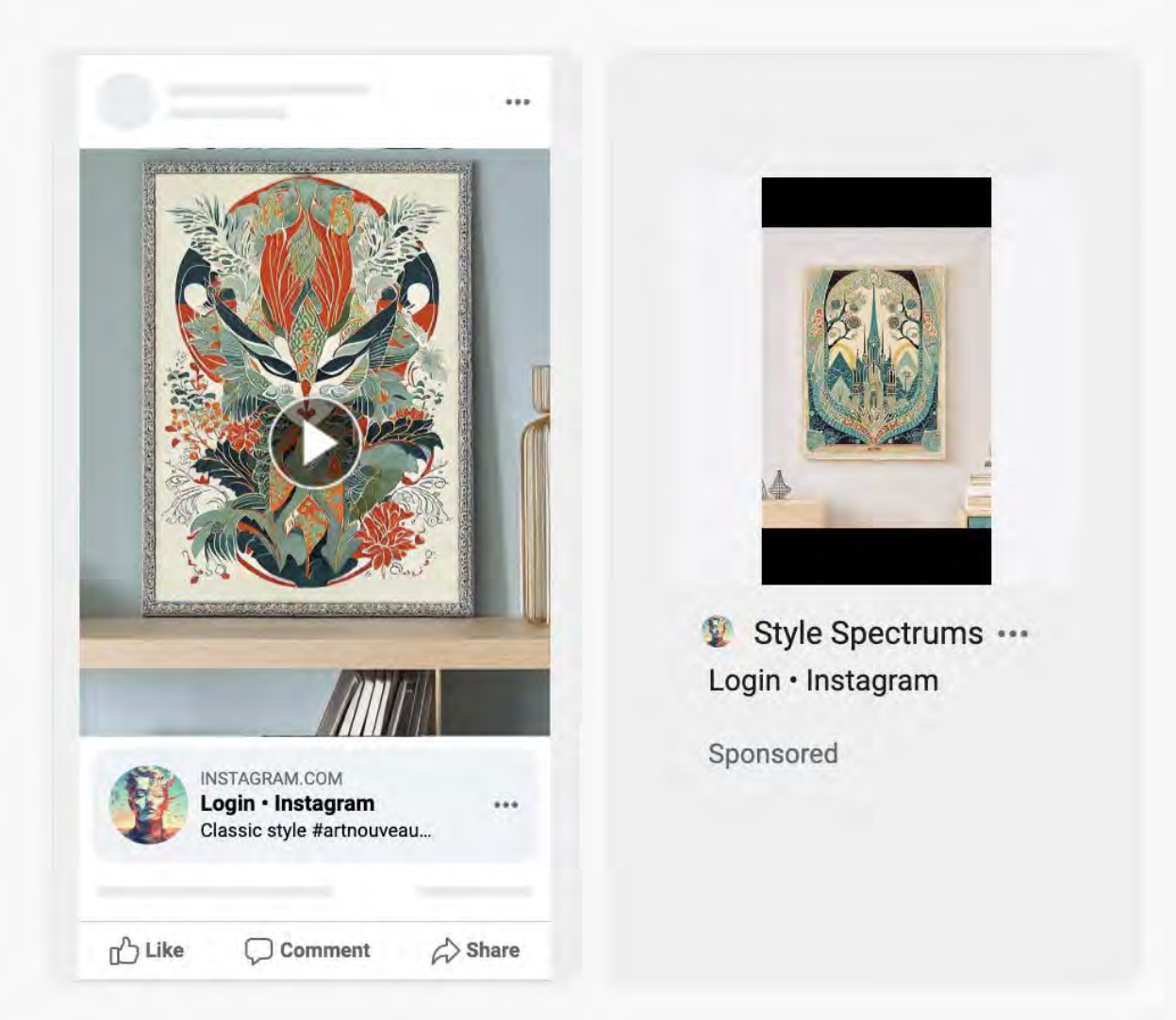
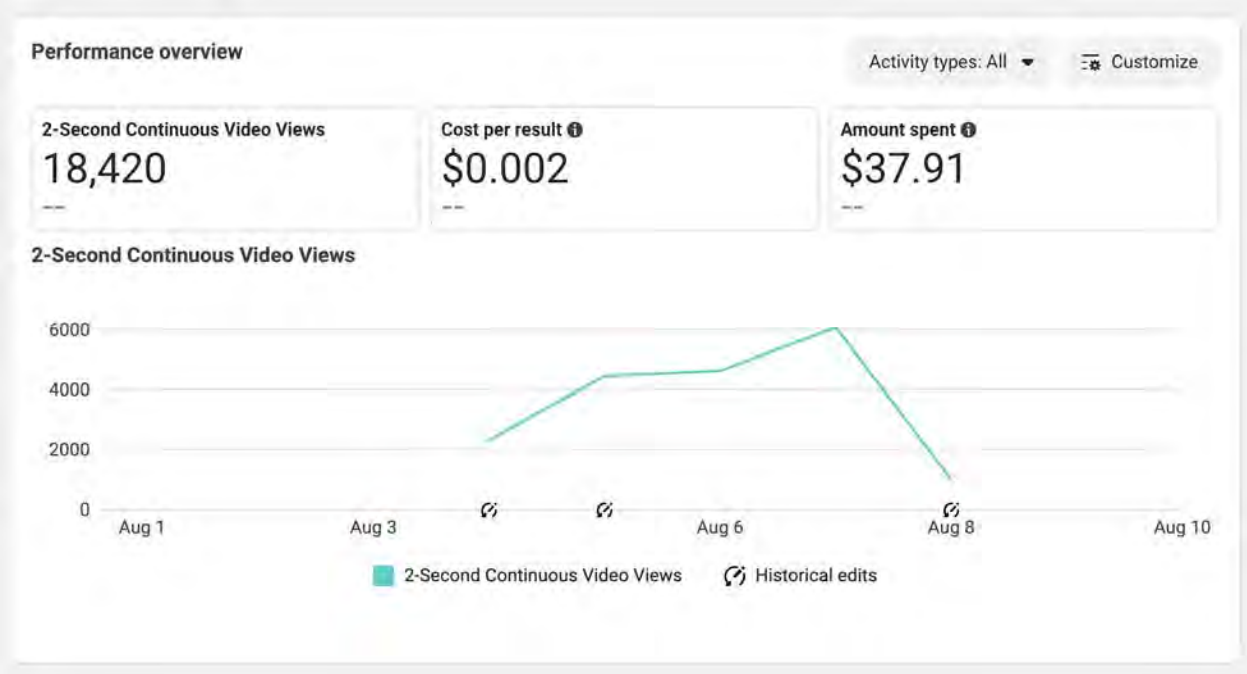
Sponsored · Keep watching
ORDER NOW

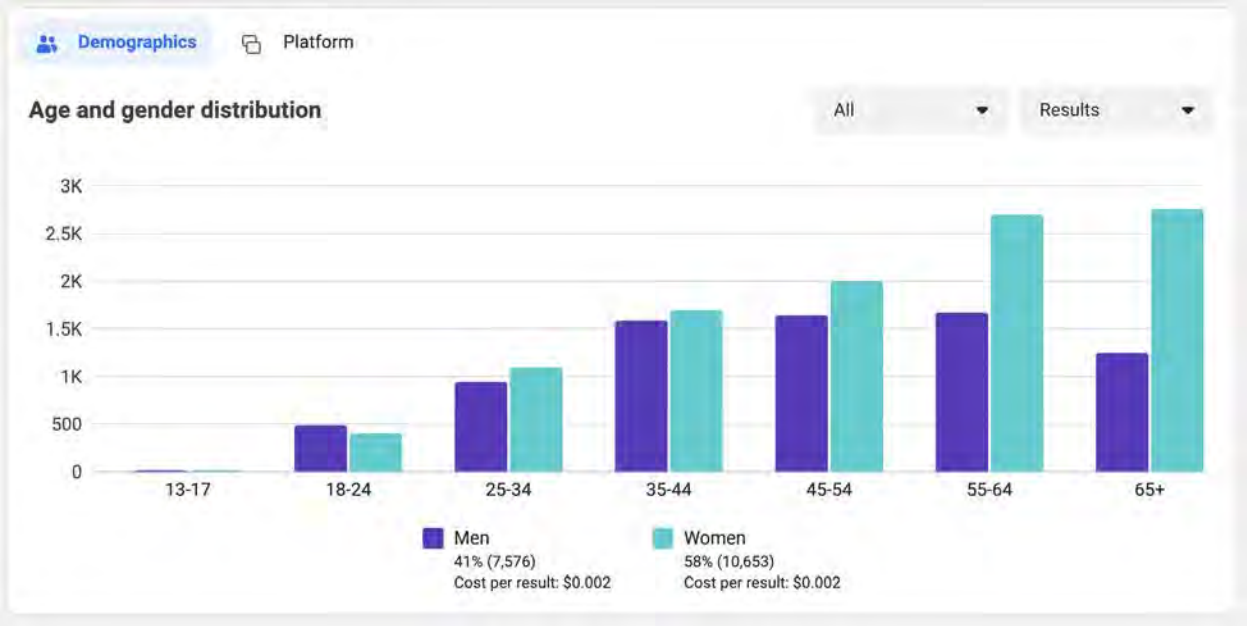

Style Spectr...
Sponsored
Login • Instagram
Style Spectrums
Classic style
...more
Order now
Sponsored



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


Performance overview
Activity types: All
Customize
2-Second Continuous Video Views
18,420
--
Cost per result
$0.002
--
Amount spent
$37.91
--
2-Second Continuous Video Views
6000
4000
2000
0
Aug 1
Aug 3
Aug 6
Aug 8
Aug 10
2-Second Continuous Video Views
Historical edits

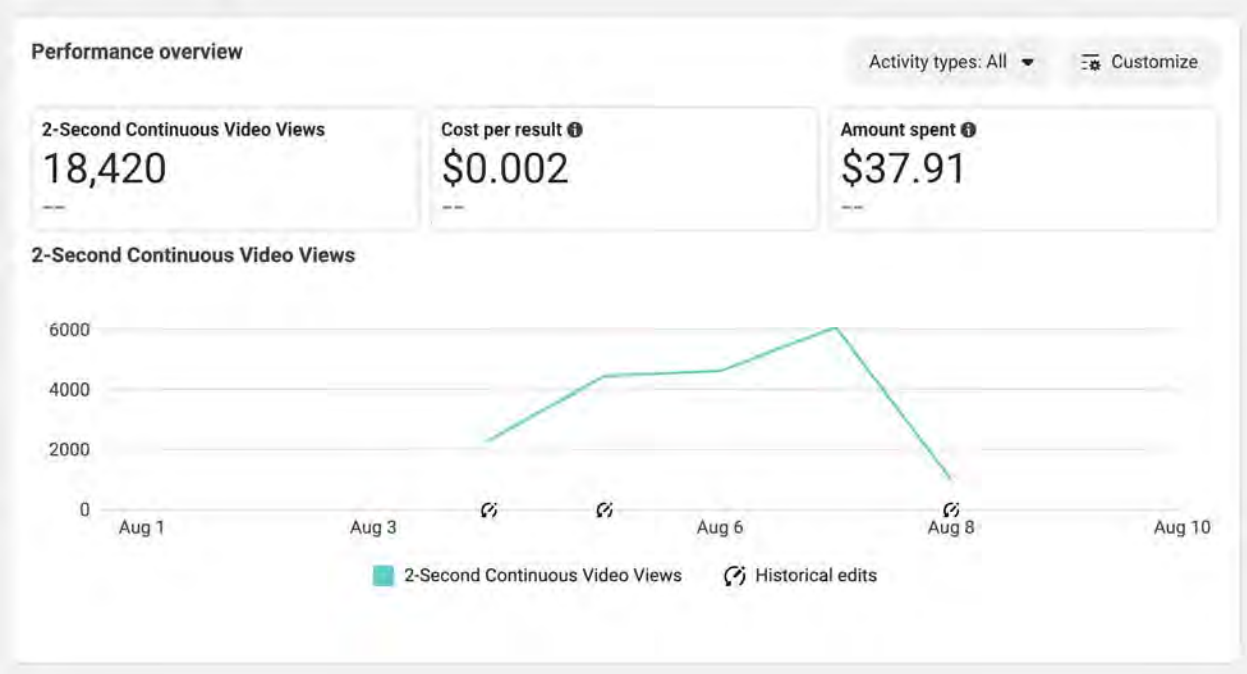

Demographics
Platform
Age and gender distribution
All
Results
3K
2.5K
2K
1.5K
1K
500
0
13-17
18-24
25-34
35-44
45-54
55-64
65+
Men
41% (7,576)
Cost per result: $0.002
Women
58% (10,653)
Cost per result: $0.002

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.


Performance overview
Activity types: All
Customize
2-Second Continuous Video Views
18,420
--
Cost per result
$0.002
--
Amount spent
$37.91
--
2-Second Continuous Video Views
6000
4000
2000
0
Aug 1
Aug 3
Aug 6
Aug 8
Aug 10
2-Second Continuous Video Views
Historical edits