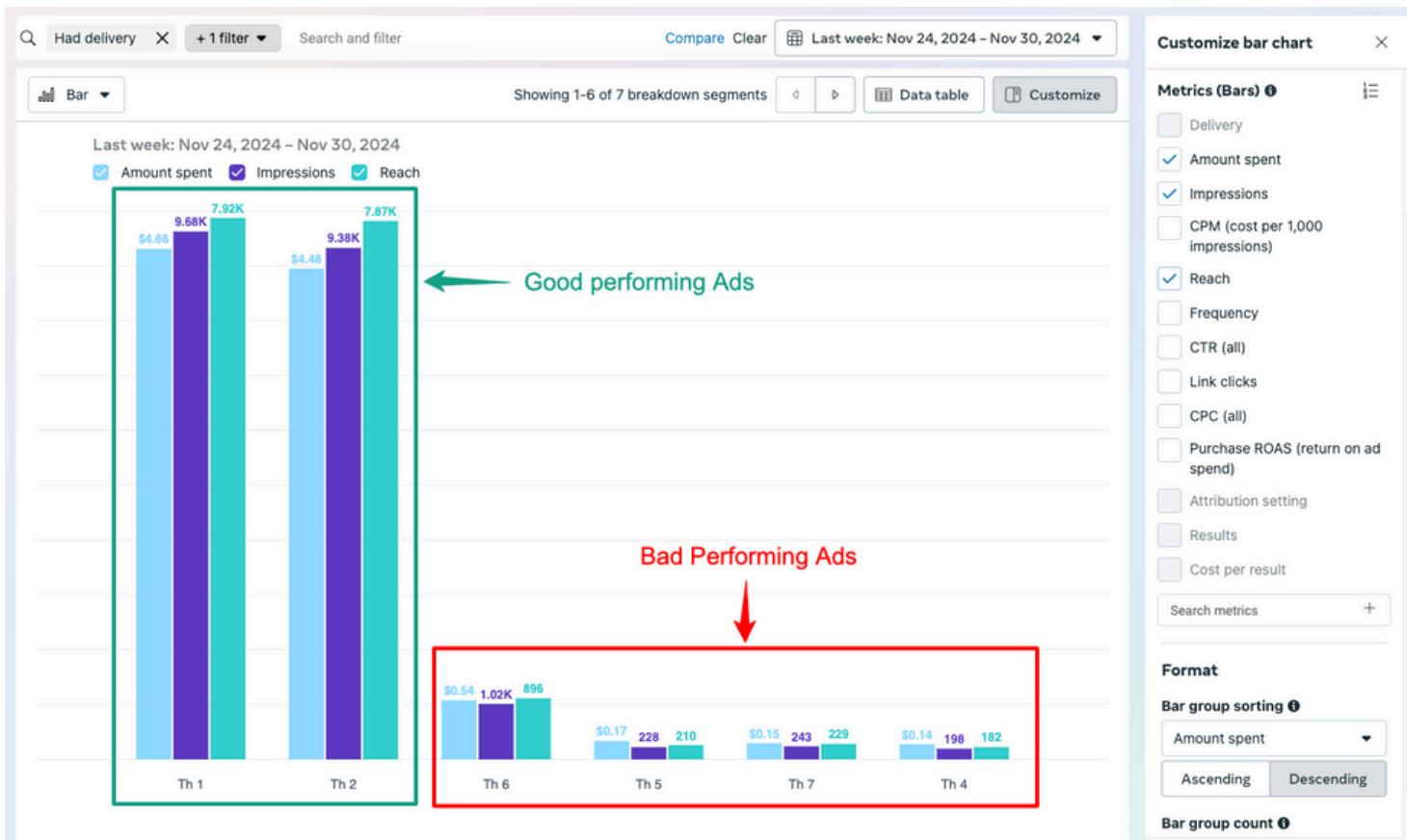


Meta Ads

One of my running campaigns screenshot as of Dec 03, 2024.

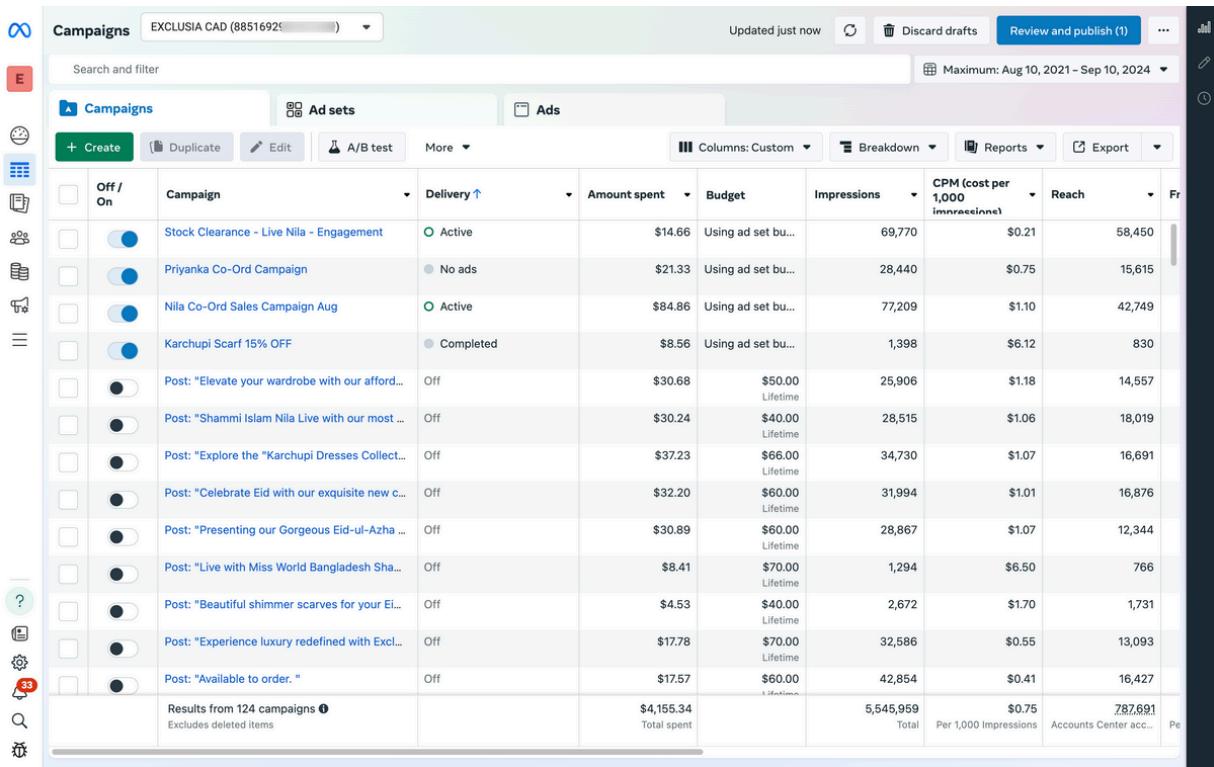
This screenshot shows a list of ads from a campaign named "EXCLUSIA CAD (8851)". The interface includes filters for "All ads", "Active ads", "Had delivery", and "More views". The date range is set from "Nov 24, 2024 - Dec 3, 2024". The table displays the following data:

Off / On	Ad	CTR (all)	Link clicks	CPC (all)	Attribution setting	Results	Cost per result
<input checked="" type="checkbox"/>	Th 7	10.33%	27	\$0.01	7-day click or ...	4 <small>(2)</small>	\$0.09 <small>(2)</small>
<input checked="" type="checkbox"/>	Th 6	18.33%	219	\$0.005	7-day click or ...	38 <small>(2)</small>	\$0.05 <small>(2)</small>
<input checked="" type="checkbox"/>	Th 5	15.98%	54	\$0.01	7-day click or ...	3 <small>(2)</small>	\$0.02 <small>(2)</small>
<input checked="" type="checkbox"/>	Th 4	17.16%	49	\$0.01	7-day click or ...	6 <small>(2)</small>	\$0.11 <small>(2)</small>
<input checked="" type="checkbox"/>	Th 3	11.18%	11	\$0.01	7-day click or ...	1 <small>(2)</small>	\$0.25 <small>(2)</small>
<input checked="" type="checkbox"/>	Th 1	Good Performing on	2,297	\$0.003	7-day click or ...	241 <small>(2)</small>	\$0.04 <small>(2)</small>
<input checked="" type="checkbox"/>	Th 2	4th day of testing	2,025	\$0.004	7-day click or ...	288 <small>(2)</small>	\$0.05 <small>(2)</small>
Results from 7 ads <small>(1)</small>		17.79% Per Impressions	4,682 Total	\$0.003 Per Click	7-day click or ...	581 <small>(2)</small>	\$0.05 <small>(2)</small>

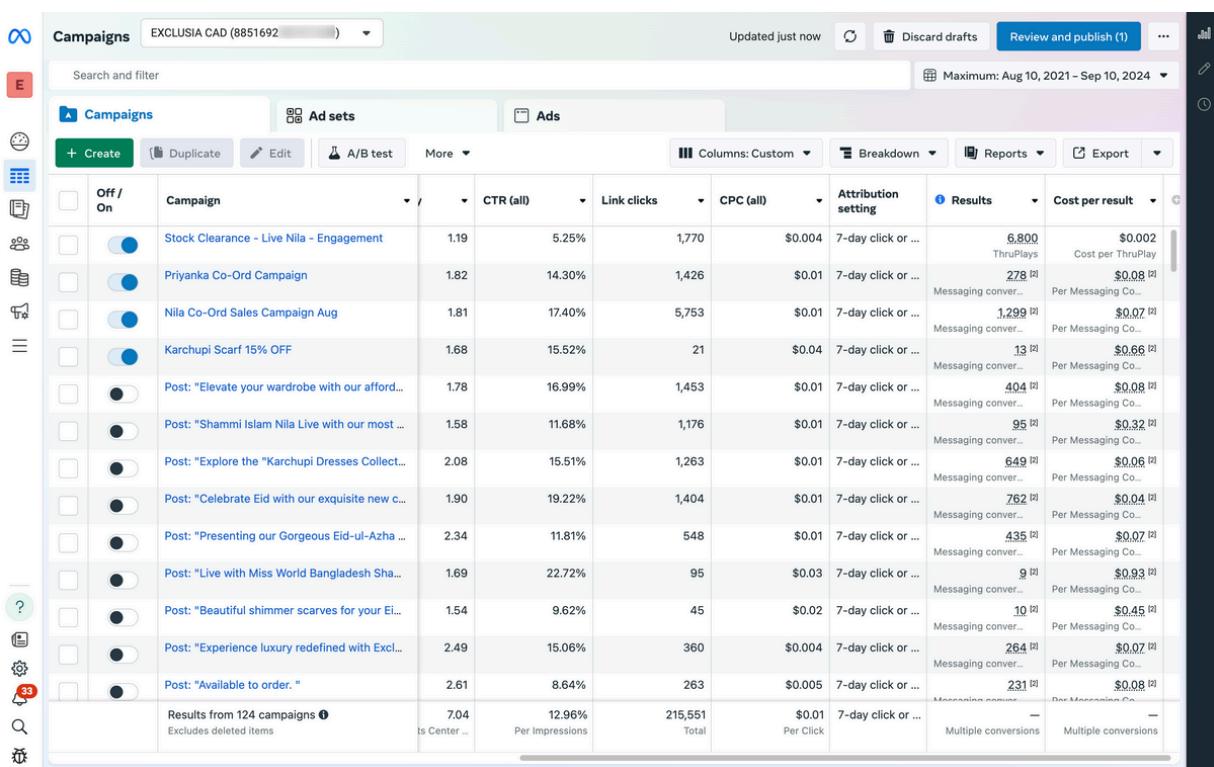


Meta Ads

One of my ad accounts screenshot as of Sep 10, 2024.



This screenshot shows the Meta Ads interface for managing campaigns. The top navigation bar includes 'Campaigns' (selected), 'EXCLUSIA CAD (8851692)', 'Updated just now', 'Discard drafts', 'Review and publish (1)', and a date range from 'Maximum: Aug 10, 2021 - Sep 10, 2024'. The main table lists 124 campaigns across three tabs: 'Campaigns', 'Ad sets', and 'Ads'. The 'Campaigns' tab is currently selected. The columns include: Off / On, Campaign, Delivery, Amount spent, Budget, Impressions, CPM (cost per 1,000 impressions), Reach, and Frequency. A summary at the bottom indicates 5,545,959 total impressions and \$787,691 in account center account spend.



This screenshot shows the same Meta Ads interface, but with a different set of columns displayed. The columns include: Off / On, Campaign, CTR (all), Link clicks, CPC (all), Attribution setting, Results, Cost per result, and various conversion metrics such as 7-day click or conversion rates and counts for messaging conversions like 'ThruPlays', 'Messaging conver...', and 'Multiple conversions'. The bottom summary remains the same, showing 5,545,959 total impressions and \$787,691 in account center account spend.

Ran total 124+ campaigns and spent \$4000+ till date

Examples of running high performing ads and turning off the bad ones after running all of them for 7 days. After running these ads for a week I was clearly able to understand which ad copies were performing well.

Campaign 1

The screenshot shows the Facebook Ads Manager interface for a campaign named "EXCLUSIA CAD (885169)". The top navigation bar includes "Ads", "Search and filter", "Campaigns", "Ad sets", "Ads for 1 Ad set", "Review and publish (1)", and "More". The main table displays four ads with the following data:

Off / On	Ad	Frequency	CTR (all)	Link clicks	CPC (all)	Att set	Results	Cost per result
<input checked="" type="checkbox"/>	Co-Ord Sales Ad-Bng-1	44	1.37	18.86%	2,570	\$0.01	7...	529 <small>[?]</small> Messaging conv... Per Messaging ...
<input checked="" type="checkbox"/>	Co-Ord Sales Ad-Bng-2	01	1.52	18.00%	2,244	\$0.01	7...	532 <small>[?]</small> Messaging conv... Per Messaging ...
<input checked="" type="checkbox"/>	Co-Ord Sales Ad-Eng-1	15	1.47	13.14%	778	\$0.01	7...	186 <small>[?]</small> Messaging conv... Per Messaging ...
<input checked="" type="checkbox"/>	Co-Ord Sales Ad-Eng-2 Unpublished edits	39	1.34	13.03%	161	\$0.01	7...	52 <small>[?]</small> Messaging conv... Per Messaging ...
	Results from 4 ads <small>[?]</small>	51	1.81	17.40% Per Impressions	5,753	\$0.01	7...	1,299 <small>[?]</small> Messaging conv... Per Messaging ...

The screenshot shows the Facebook Insights report interface for the same campaign. The top navigation bar includes "All reports", "Untitled report", "1 Ad account", "Save", "Refresh", "Share", "Export", and "More". The main area displays a bar chart comparing four ads based on "Amount spent", "Impressions", and "Reach". The chart shows the following data:

Ad	Amount spent	Impressions	Reach
Co-Ord Sales Ad-Bng-1	\$34.85	31.1K	22.4K
Co-Ord Sales Ad-Bng-2	\$34.24	32.0K	20.9K
Co-Ord Sales Ad-Eng-1	\$13.47	12.2K	8.31K
Co-Ord Sales Ad-Eng-2	\$3.39	2.73K	2.04K

The right sidebar contains a "Customize bar chart" panel with sections for "Metrics (Bars)" and "Format". The "Metrics (Bars)" section includes checkboxes for "Delivery", "Amount spent" (checked), "Impressions" (checked), "Reach" (checked), and other metrics like "CPM" and "Frequency". The "Format" section includes "Bar group sorting" (set to "Amount spent" in ascending order) and "Bar group count" (set to 4).

Campaign 2

Ads EXCLUSIA CAD (88516929) Updated just now Discard drafts Review and publish (1) ... This month: Sep 1, 2024 - Sep 10, 2024

Search and filter Campaigns 1 selected Ad sets 1 selected Ads for 1 Ad set

+ Create Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export

Off / On	Ad	CTR (all)	Link clicks	CPC (all)	Attribution setting	Results	Cost per result
	Sales Ad-Bng-2	3	12.93%	114	\$0.01	7-day click or ... 15 [?] Messaging conver... Per Messaging Co...	\$0.11 [?]
	Sales Ad-Eng-2	2	10.35%	88	\$0.01	7-day click or ... 14 [?] Messaging conver... Per Messaging Co...	\$0.09 [?]
	Sales Ad-Eng-1-Original	7	11.10%	28	\$0.01	7-day click or ... 4 [?] Messaging conver... Per Messaging Co...	\$0.11 [?]
	Sales Ad-Bng-1	8	14.92%	1,191	\$0.01	7-day click or ... 244 [?] Messaging conver... Per Messaging Co...	\$0.07 [?]
	Results from 4 ads ⓘ Excludes deleted items	8	14.63% Per Impressions	1,333	\$0.01	7-day click or ... 263 [?] Messaging conver... Per Messaging Co...	\$0.08 [?]
			Total				

?

33

All reports Untitled report 1 Ad account You have unsaved changes Data refreshed less than 1 minute ago Save Refresh Share Export ...

Had delivery +1 filter Search and filter Compare Clear Maximum: Jan 29, 2023 - Sep 10, 2024

Bar Data table Customize

Showing all 4 breakdown segments

Amount spent Impressions Reach

Maximum: Jan 29, 2023 - Sep 10, 2024

Customize bar chart

Breakdowns (Bar groups)

- Ad name
- Ad creative

Search breakdowns +

Metrics (Bars) ⓘ

- Delivery
- Amount spent
- Impressions
- CPM (cost per 1,000 impressions)
- Reach
- Frequency
- CTR (all)
- Link clicks
- CPC (all)
- Purchase ROAS (return on ad spend)
- Attribution setting
- Results
- Cost per result

Search metrics +

Format

Ad	Amount spent	Impressions	Reach
Sales Ad-Bng-1	\$17.89	23.1K	13.7K
Sales Ad-Eng-2	\$1.73	2.37K	1.93K
Sales Ad-Eng-2	\$1.26	2.23K	1.82K
Sales Ad-Eng-1-Original	\$0.45	775	667

?

35

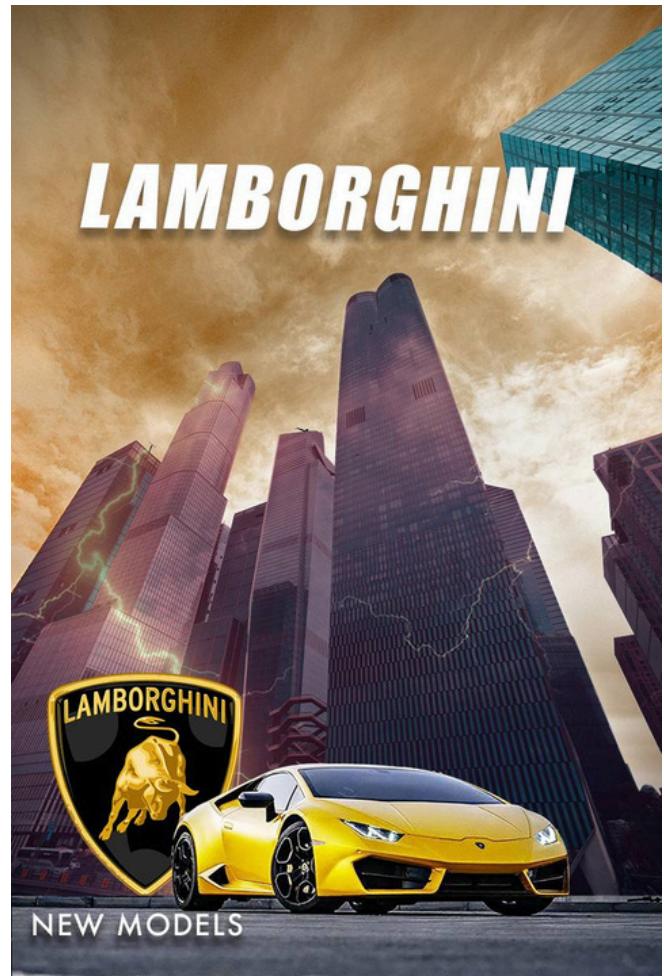
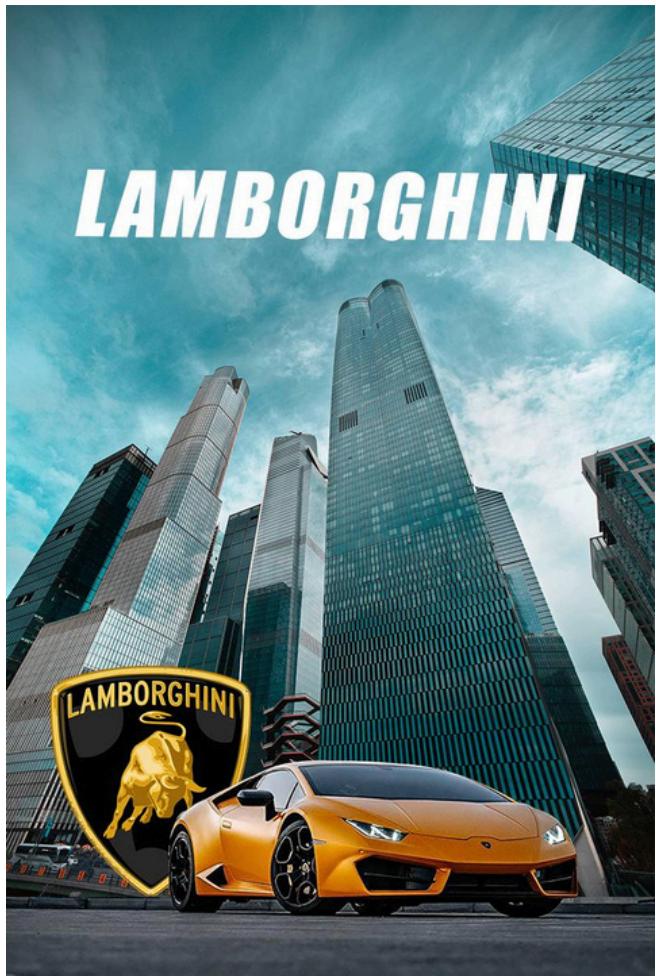
CANVA DESIGNS

Facebook Stories

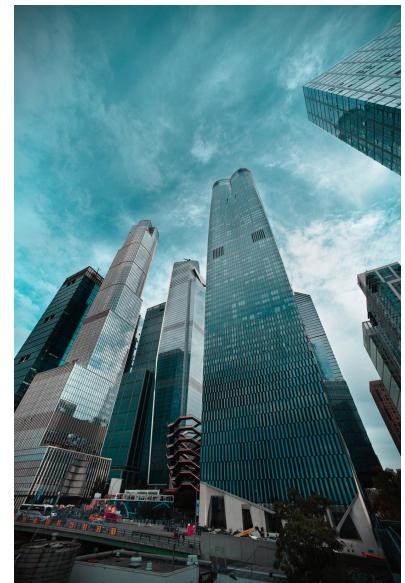


PHOTOSHOP PROJECTS

Merging and blending images



Resources Used



Logo, Business Card & Flyer Design Using Photoshop



A circle is a symmetrical shape that often symbolizes balance and harmony. It can imply that the coffee shop strives to create a balanced and harmonious atmosphere, both in terms of the flavors and quality of their coffee and the overall ambiance of the space.



This is the second version of the circular logo without the circle that pops out the letter 'W' imitating a hotcup of coffee. The colour of the letter 'W' has been kept bright resembling the coffee colour pallate to give it an obvious coffee shop identity.



This logo is in a block shape with the letters combined in the middle to emphasize and connect the freshness of awakening with a brewed coffee. Moreover, the size and arrangement of the letters in the middle adds some creativity and strength to the logo.



BUSINESS CARD



5X7 POSTCARD FLYER



FRONT



BACK

Website Template Design Using Photoshop



[Home](#) [Menu](#) [About](#) [Contact Us](#)

Let's Brew Some COFFEE

[Quick Menu](#)



ESTD 1994

History

At [Coffee Shop Name], we are passionate about providing a warm and inviting atmosphere where coffee lovers can gather and indulge in their favorite brews. Our journey began with a simple idea: to create a space where people can enjoy high-quality coffee, connect with others, and escape the hustle and bustle of everyday life.

We believe that coffee is more than just a beverage; it's an experience. That's why we source our beans from carefully selected farms around the world, ensuring that each cup is a testament to the rich flavors and unique profiles that coffee has to offer. Our skilled baristas are dedicated to the craft of coffee-making, using their expertise to create beautifully crafted drinks that will awaken your senses.

But our coffee shop is more than just a place to grab your morning pick-me-up. It's a community. We strive to foster a welcoming environment where friends, families, and coworkers can come together, relax, and enjoy a shared experience. Whether you're seeking a quiet corner to read a book, catching up with friends over a cup of joe, or looking for a productive space to work, we aim to be the go-to destination for all your coffee needs.

[Learn More](#)



Gallery

As you savor your favorite brew, take a moment to appreciate the intricate details of each photograph. Let yourself be transported to far-off places, feel the raw emotions captured in the portraits, and marvel at the beauty of the world around us.

Send us your moments with Brewed Awakening

Follow Us On





X

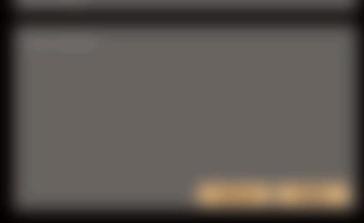
Contact Us

📞 +1 514 123 4567

✉️ contact@brewedawakening.com

📍 8000 Peel Street, Montreal, QC

Follow Us On





X

Menu

1. Espresso

*Single Shot - \$2.50
Double Shot - \$3.50*

2. Americano - \$3.50

3. Latte

*Regular - \$4.00
Flavored (vanilla, caramel, hazelnut) - \$4.50*

4. Cappuccino - \$4.00

5. Mocha - \$4.50

6. Flat White - \$4.50

7. Macchito

*Espresso Macchito - \$3.50
Latte Macchito - \$4.50*

8. Frappuccino

*Coffee Frappuccino - \$5.00
Caramel Frappuccino - \$5.50
Mocha Frappuccino - \$5.50*

