

# Meta Ads

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

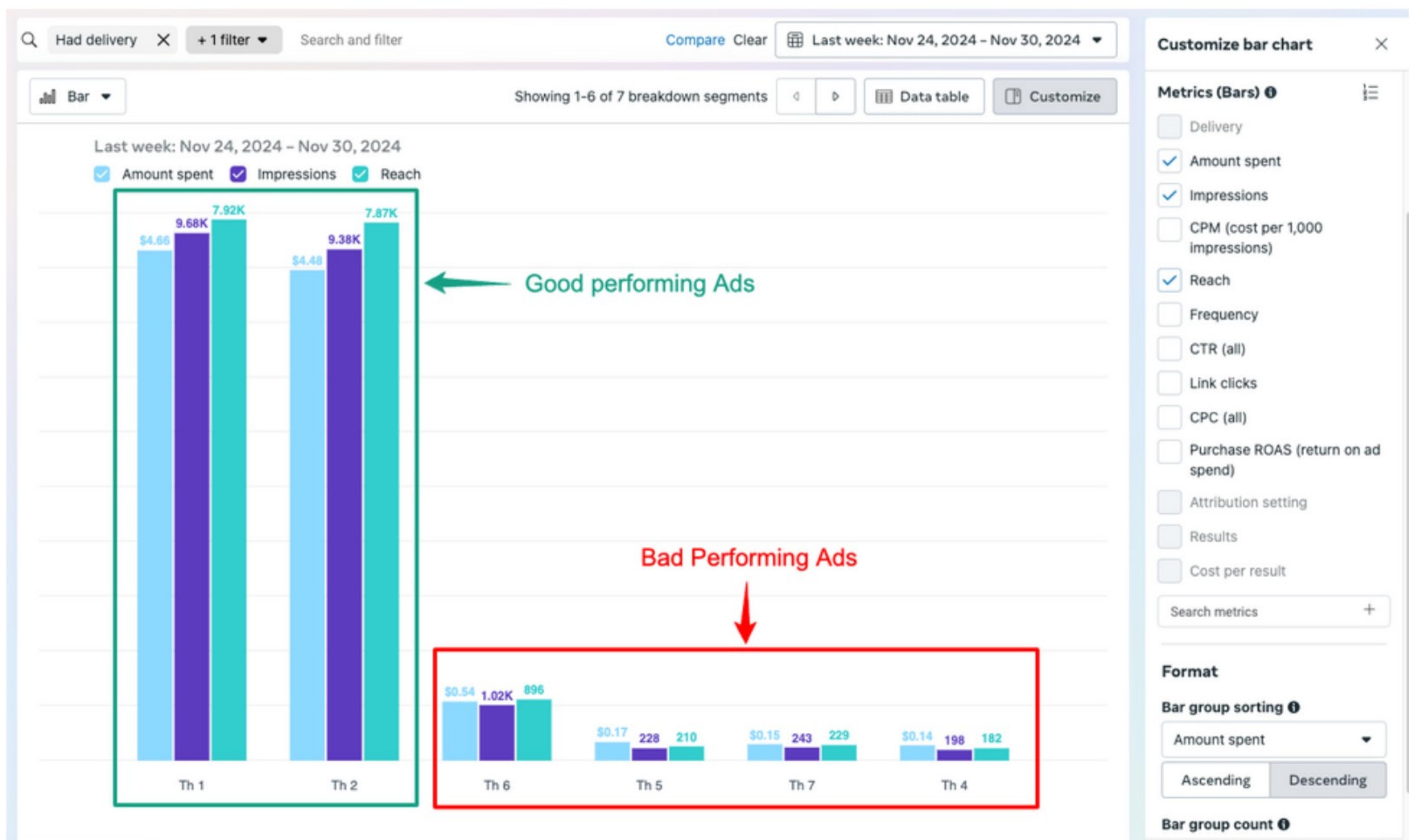
**Ads** EXCLUSIA CAD (8851) Updated just now Discard drafts Review and publish (7) ...

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 |
|--------------------|------|------------------------|-------------|-------------------|---------------------|---------|-----------------|
| On                 | Th 7 | 10.33%                 | 27          | \$0.01            | 7-day click or ...  | 4       | \$0.09          |
| On                 | Th 6 | 18.33%                 | 219         | \$0.005           | 7-day click or ...  | 38      | \$0.05          |
| On                 | Th 5 | 15.98%                 | 54          | \$0.01            | 7-day click or ...  | 3       | \$0.22          |
| On                 | Th 4 | 17.16%                 | 49          | \$0.01            | 7-day click or ...  | 6       | \$0.11          |
| On                 | Th 3 | 11.18%                 | 11          | \$0.01            | 7-day click or ...  | 1       | \$0.25          |
| On                 | Th 1 | 20.61%                 | 2,297       | \$0.003           | 7-day click or ...  | 241     | \$0.04          |
| On                 | Th 2 | 15.90%                 | 2,025       | \$0.004           | 7-day click or ...  | 288     | \$0.05          |
| Results from 7 ads |      | 17.79% Per Impressions | 4,682 Total | \$0.003 Per Click | 7-day click or ...  | 581     | \$0.05          |



# Meta Ads

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

This screenshot shows the Meta Ads Campaigns dashboard for account EXCLUSIA CAD (8851692). The interface includes a sidebar with various icons for navigation and management. The main area displays a table of 124 campaigns, each with details like name, status, delivery type, amount spent, budget, impressions, CPM, and reach. A summary at the bottom indicates a total of \$4,155.34 spent across 5,545,959 impressions, resulting in a cost per 1,000 impressions of \$0.75 and a total reach of 787,691.

| Off / On   | Campaign   | Delivery  | Amount spent           | Budget             | Impressions     | CPM (cost per 1,000 impressions) | Reach                          |
|--|--|-----------|------------------------|--------------------|-----------------|----------------------------------|--------------------------------|
| On   | Stock Clearance - Live Nila - Engagement         | Active    | \$14.66                | Using ad set bu... | 69,770          | \$0.21                           | 58,450                         |
| On   | Priyanka Co-Ord Campaign                         | No ads    | \$21.33                | Using ad set bu... | 28,440          | \$0.75                           | 15,615                         |
| On   | Nila Co-Ord Sales Campaign Aug                   | Active    | \$84.86                | Using ad set bu... | 77,209          | \$1.10                           | 42,749                         |
| On   | Karchupi Scarf 15% OFF                           | Completed | \$8.56                 | Using ad set bu... | 1,398           | \$6.12                           | 830                            |
| Off  | Post: "Elevate your wardrobe with our afford...  | Off       | \$30.68                | \$50.00 Lifetime   | 25,906          | \$1.18                           | 14,557                         |
| Off  | Post: "Shammi Islam Nila Live with our most ...  | Off       | \$30.24                | \$40.00 Lifetime   | 28,515          | \$1.06                           | 18,019                         |
| Off  | Post: "Explore the "Karchupi Dresses Collect...  | Off       | \$37.23                | \$66.00 Lifetime   | 34,730          | \$1.07                           | 16,691                         |
| Off  | Post: "Celebrate Eid with our exquisite new c... | Off       | \$32.20                | \$60.00 Lifetime   | 31,994          | \$1.01                           | 16,876                         |
| Off  | Post: "Presenting our Gorgeous Eid-ul-Azha ...   | Off       | \$30.89                | \$60.00 Lifetime   | 28,867          | \$1.07                           | 12,344                         |
| Off  | Post: "Live with Miss World Bangladesh Sha...    | Off       | \$8.41                 | \$70.00 Lifetime   | 1,294           | \$6.50                           | 766                            |
| Off  | Post: "Beautiful shimmer scarves for your Ei...  | Off       | \$4.53                 | \$40.00 Lifetime   | 2,672           | \$1.70                           | 1,731                          |
| Off  | Post: "Experience luxury redefined with Excl...  | Off       | \$17.78                | \$70.00 Lifetime   | 32,586          | \$0.55                           | 13,093                         |
| Off  | Post: "Available to order."                      | Off       | \$17.57                | \$60.00 Lifetime   | 42,854          | \$0.41                           | 16,427                         |
| Results from 124 campaigns <small>Excludes deleted items</small> |  |           | \$4,155.34 Total spent |                    | 5,545,959 Total | \$0.75 Per 1,000 Impressions     | 787,691 Accounts Center acc... |

This screenshot shows the Meta Ads Ad sets dashboard for the same account. It displays a table of 124 campaigns, each with detailed metrics such as CTR, Link clicks, CPC, Attribution setting, and various conversion types. The table also includes columns for Results and Cost per result. Similar to the first screenshot, it shows a total of 7.04% CTR, 12.96% Link clicks, and a total of 215,551 conversions.

| Off / On   | Campaign   | CTR (all) | Link clicks            | CPC (all)     | Attribution setting | Results                  | Cost per result           |
|--|--|-----------|------------------------|---------------|---------------------|--------------------------|---------------------------|
| On   | Stock Clearance - Live Nila - Engagement         | 1.19      | 5.25%                  | \$0.004       | 7-day click or ...  | 6,800 ThruPlays          | \$0.002 Cost per ThruPlay |
| On   | Priyanka Co-Ord Campaign                         | 1.82      | 14.30%                 | \$0.01        | 7-day click or ...  | 278 <small>[?]</small>   | \$0.08 <small>[?]</small> |
| On   | Nila Co-Ord Sales Campaign Aug                   | 1.81      | 17.40%                 | \$0.01        | 7-day click or ...  | 1,299 <small>[?]</small> | \$0.07 <small>[?]</small> |
| On   | Karchupi Scarf 15% OFF                           | 1.68      | 15.52%                 | \$0.04        | 7-day click or ...  | 13 <small>[?]</small>    | \$0.66 <small>[?]</small> |
| Off  | Post: "Elevate your wardrobe with our afford...  | 1.78      | 16.99%                 | \$0.01        | 7-day click or ...  | 404 <small>[?]</small>   | \$0.08 <small>[?]</small> |
| Off  | Post: "Shammi Islam Nila Live with our most ...  | 1.58      | 11.68%                 | \$0.01        | 7-day click or ...  | 95 <small>[?]</small>    | \$0.32 <small>[?]</small> |
| Off  | Post: "Explore the "Karchupi Dresses Collect...  | 2.08      | 15.51%                 | \$0.01        | 7-day click or ...  | 649 <small>[?]</small>   | \$0.06 <small>[?]</small> |
| Off  | Post: "Celebrate Eid with our exquisite new c... | 1.90      | 19.22%                 | \$0.01        | 7-day click or ...  | 762 <small>[?]</small>   | \$0.04 <small>[?]</small> |
| Off  | Post: "Presenting our Gorgeous Eid-ul-Azha ...   | 2.34      | 11.81%                 | \$0.01        | 7-day click or ...  | 435 <small>[?]</small>   | \$0.07 <small>[?]</small> |
| Off  | Post: "Live with Miss World Bangladesh Sha...    | 1.69      | 22.72%                 | \$0.03        | 7-day click or ...  | 9 <small>[?]</small>     | \$0.93 <small>[?]</small> |
| Off  | Post: "Beautiful shimmer scarves for your Ei...  | 1.54      | 9.62%                  | \$0.02        | 7-day click or ...  | 10 <small>[?]</small>    | \$0.45 <small>[?]</small> |
| Off  | Post: "Experience luxury redefined with Excl...  | 2.49      | 15.06%                 | \$0.004       | 7-day click or ...  | 264 <small>[?]</small>   | \$0.07 <small>[?]</small> |
| Off  | Post: "Available to order."                      | 2.61      | 8.64%                  | \$0.005       | 7-day click or ...  | 231 <small>[?]</small>   | \$0.08 <small>[?]</small> |
| Results from 124 campaigns <small>Excludes deleted items</small> |  | 7.04      | 12.96% Per Impressions | 215,551 Total | \$0.01 Per Click    | — Multiple conversions   | — Multiple conversions    |

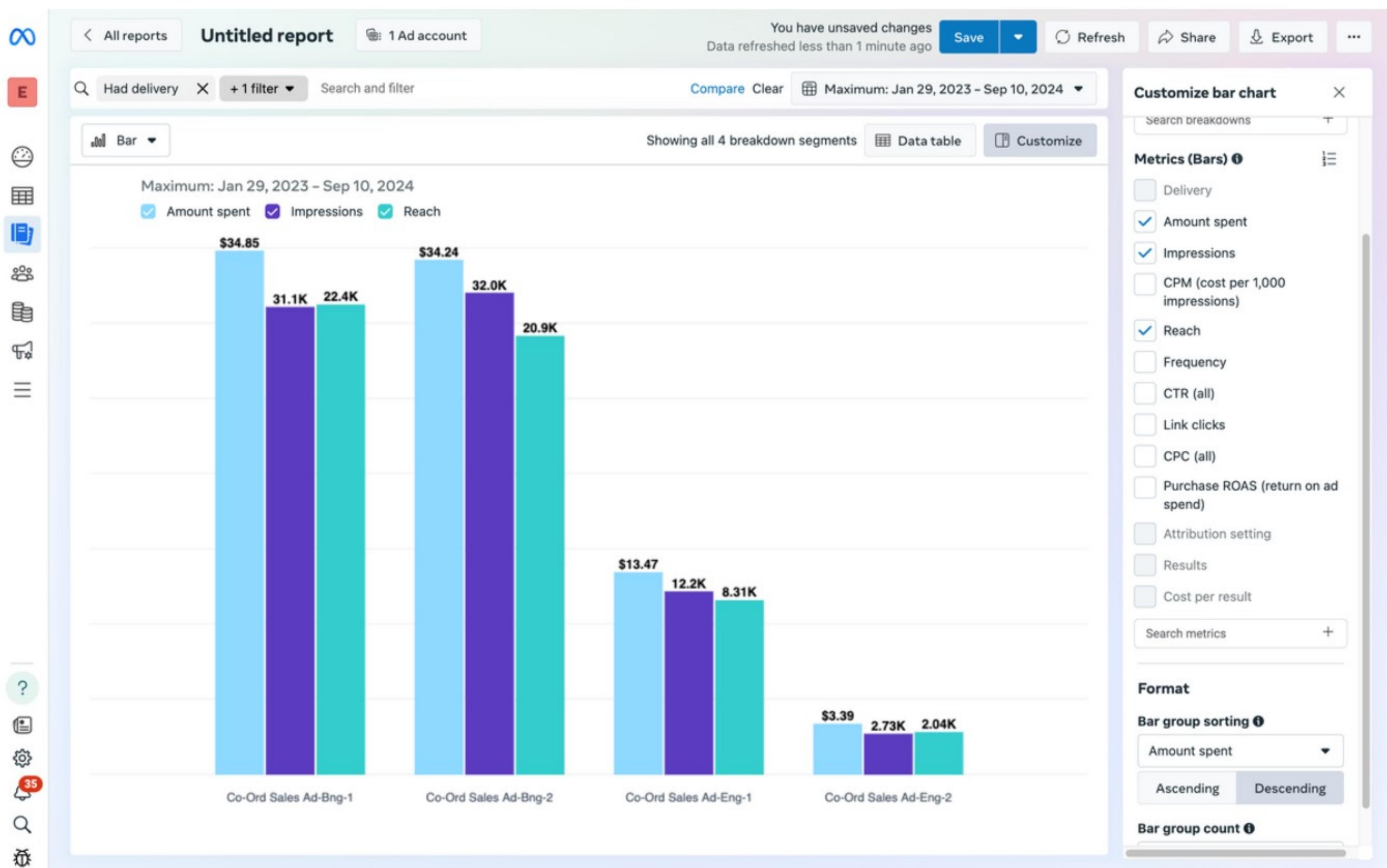
Ran total 124+ campaigns and spent \$4000+ till date

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. The top navigation bar includes 'Ads' (selected), 'EXCLUSIA CAD (885169)', 'Updated just now', 'Discard drafts', 'Review and publish (1)', and a three-dot menu. Below the navigation is a search bar and filter section with 'Campaigns' (1 selected), 'Ad sets' (1 selected), and 'Ads for 1 Ad set'. The main content area is a table with the following columns: Off / On, Ad, Frequency, CTR (all), Link clicks, CPC (all), Att set, Results, and Cost per result. The table contains four rows of 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    | 529 (Messaging conv...)   | \$0.06 (Per Messaging ...) |
| <input checked="" type="checkbox"/> | Co-Ord Sales Ad-Bng-2                   | 01        | 1.52                 | 18.00%          | 2,244     | \$0.01    | 532 (Messaging conv...)   | \$0.06 (Per Messaging ...) |
| <input checked="" type="checkbox"/> | Co-Ord Sales Ad-Eng-1                   | 15        | 1.47                 | 13.14%          | 778       | \$0.01    | 186 (Messaging conv...)   | \$0.07 (Per Messaging ...) |
| <input checked="" type="checkbox"/> | Co-Ord Sales Ad-Eng-2 Unpublished edits | 39        | 1.34                 | 13.03%          | 161       | \$0.01    | 52 (Messaging conv...)    | \$0.07 (Per Messaging ...) |
| Results from 4 ads                  |   | 51        | 1.81                 | 17.40%          | 5,753     | \$0.01    | 1,299 (Messaging conv...) | \$0.07 (Per Messaging ...) |
|                                     |   |           | Per Accounts Cent... | Per Impressions | Total     | Per Click |                           |                            |



## 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                   |
|--|-------------------------|-----------|---------------------------|----------------|---------------------|--|-----------------------------------|
| <input type="checkbox"/>                       | Sales Ad-Bng-2          | 3         | 12.93%                    | 114            | \$0.01              | 7-day click or ...<br>Messaging conver...<br>15 [x]  | \$0.11 [x]<br>Per Messaging Co... |
| <input type="checkbox"/>                       | Sales Ad-Eng-2          | 2         | 10.35%                    | 88             | \$0.01              | 7-day click or ...<br>Messaging conver...<br>14 [x]  | \$0.09 [x]<br>Per Messaging Co... |
| <input type="checkbox"/>                       | Sales Ad-Eng-1-Original | 7         | 11.10%                    | 28             | \$0.01              | 7-day click or ...<br>Messaging conver...<br>4 [x]   | \$0.11 [x]<br>Per Messaging Co... |
| <input checked="" type="checkbox"/>            | Sales Ad-Bng-1          | 8         | 14.92%                    | 1,191          | \$0.01              | 7-day click or ...<br>Messaging conver...<br>244 [x] | \$0.07 [x]<br>Per Messaging Co... |
| Results from 4 ads ⓘ<br>Excludes deleted items |                         | 8         | 14.63%<br>Per Impressions | 1,333<br>Total | \$0.01<br>Per Click | 7-day click or ...<br>Messaging conver...<br>263 [x] | \$0.08 [x]<br>Per Messaging Co... |

?

33

All reports Untitled report 1 Ad account You have unsaved changes 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

Data

Breakdowns (Bar groups)

Ad name  
 Ad creative

Search breakdowns +

Metrics (Bars)

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-Bng-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

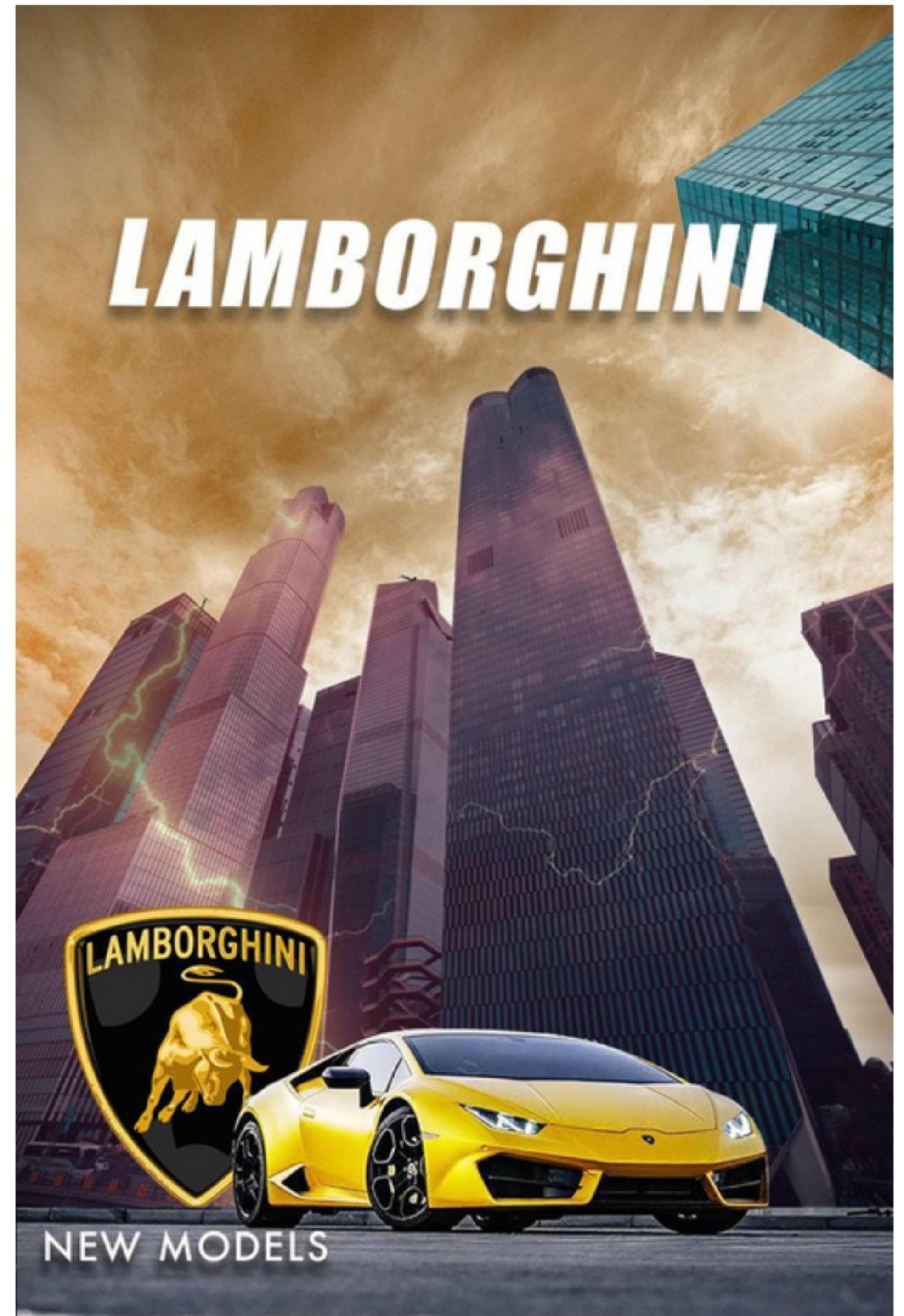
# CANVA DESIGNS

## Facebook Stories

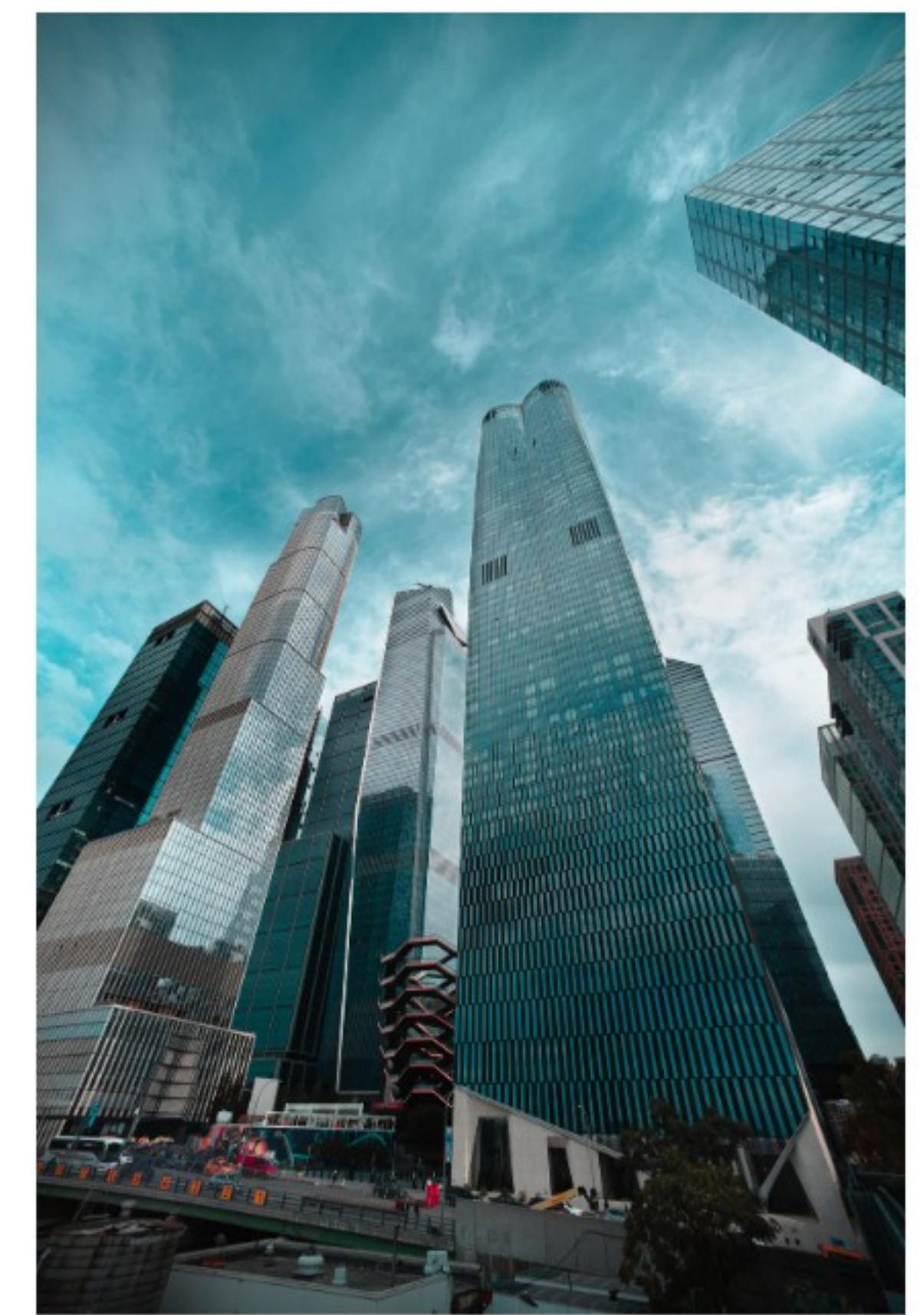


# PHOTOSHOP PROJECTS

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



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

Your name:

Your moment:

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*