

# Meta Ads

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

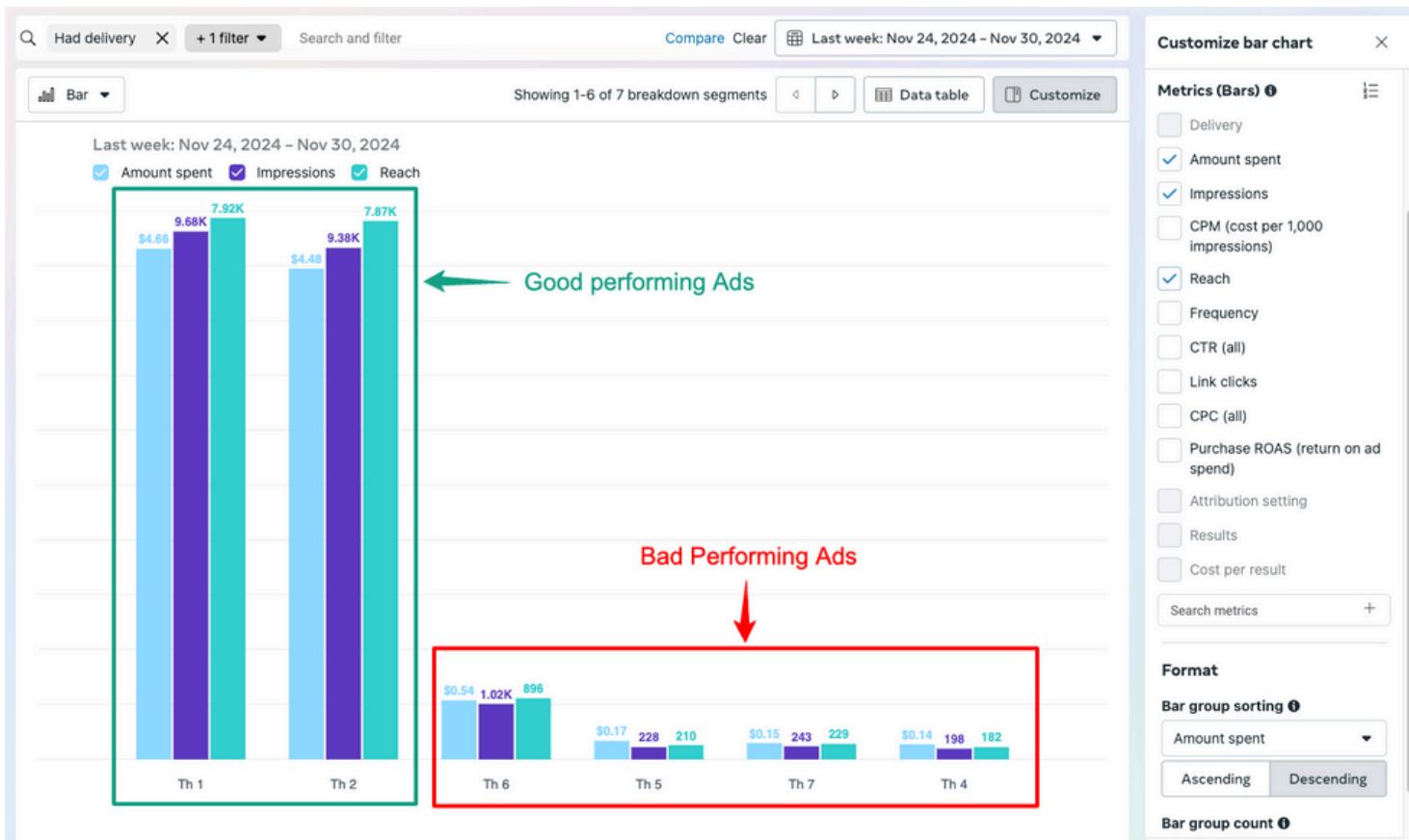
Ads EXCLUSIA CAD (8851) Updated just now Discard drafts Review and publish (7) ...

All ads Active ads Had delivery More views Nov 24, 2024 – Dec 3, 2024

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
	Th 7	10.33%	27	\$0.01	7-day click or ...	4	\$0.09
	Th 6	18.33%	219	\$0.005	7-day click or ...	38	\$0.05
	Th 5	15.98%	54	\$0.01	7-day click or ...	3	\$0.22
	Th 4	17.16%	49	\$0.01	7-day click or ...	6	\$0.11
	Th 3	11.18%	11	\$0.01	7-day click or ...	1	\$0.25
	Th 1 Good Performing on	20.61%	2,297	\$0.003	7-day click or ...	241	\$0.04
	Th 2 4th day of testing	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.

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

Campaigns								
Search and filter								
Campaigns			Ad sets			Ads		
+ Create	Duplicate	Edit	A/B test	More	Columns: Custom	Breakdown	Reports	Export
Off / On	Campaign	/	CTR (all)	Link clicks	CPC (all)	Attribution setting	Results	Cost per result
<input type="checkbox"/>	Stock Clearance - Live Nila - Engagement	1.19	5.25%	1,770	\$0.004	7-day click or ...	6,800	\$0.002
<input type="checkbox"/>	Priyanka Co-Ord Campaign	1.82	14.30%	1,426	\$0.01	7-day click or ...	278 ⓘ	\$0.08 ⓘ
<input type="checkbox"/>	Nila Co-Ord Sales Campaign Aug	1.81	17.40%	5,753	\$0.01	7-day click or ...	1,299 ⓘ	\$0.07 ⓘ
<input type="checkbox"/>	Karchupi Scarf 15% OFF	1.68	15.52%	21	\$0.04	7-day click or ...	13 ⓘ	\$0.66 ⓘ
<input type="checkbox"/>	Post: "Elevate your wardrobe with our afford...	1.78	16.99%	1,453	\$0.01	7-day click or ...	404 ⓘ	\$0.08 ⓘ
<input type="checkbox"/>	Post: "Shammi Islam Nila Live with our most ...	1.58	11.68%	1,176	\$0.01	7-day click or ...	95 ⓘ	\$0.32 ⓘ
<input type="checkbox"/>	Post: "Explore the "Karchupi Dresses Collect...	2.08	15.51%	1,263	\$0.01	7-day click or ...	649 ⓘ	\$0.06 ⓘ
<input type="checkbox"/>	Post: "Celebrate Eid with our exquisite new c...	1.90	19.22%	1,404	\$0.01	7-day click or ...	762 ⓘ	\$0.04 ⓘ
<input type="checkbox"/>	Post: "Presenting our Gorgeous Eid-ul-Azha ...	2.34	11.81%	548	\$0.01	7-day click or ...	435 ⓘ	\$0.07 ⓘ
<input type="checkbox"/>	Post: "Live with Miss World Bangladesh Sha...	1.69	22.72%	95	\$0.03	7-day click or ...	9 ⓘ	\$0.93 ⓘ
<input type="checkbox"/>	Post: "Beautiful shimmer scarves for your Ei...	1.54	9.62%	45	\$0.02	7-day click or ...	10 ⓘ	\$0.45 ⓘ
<input type="checkbox"/>	Post: "Experience luxury redefined with Excl...	2.49	15.06%	360	\$0.004	7-day click or ...	264 ⓘ	\$0.07 ⓘ
<input type="checkbox"/>	Post: "Available to order."	2.61	8.64%	263	\$0.005	7-day click or ...	231 ⓘ	\$0.08 ⓘ
Results from 124 campaigns ⓘ Excludes deleted items		7.04	12.96%	215,551	\$0.01	7-day click or ...	—	—
			Per Impressions	Total	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. At the top, it displays "Ads EXCLUSIA CAD (885169)" and "Updated just now". There are buttons for "Discard drafts" and "Review and publish (1)". The date range is set to "Maximum: Aug 10, 2021 - Sep 10, 2024".

The main area shows a table of ads. The columns include: Off / On, Ad, Frequency, CTR (all), Link clicks, CPC (all), Att set, Results, and Cost per result. The ads listed are:

- Co-Ord Sales Ad-Bng-1: Frequency 44, CTR 1.37%, Link clicks 2,570, CPC \$0.01, Results 529, Cost per result \$0.06.
- Co-Ord Sales Ad-Bng-2: Frequency 01, CTR 1.52%, Link clicks 2,244, CPC \$0.01, Results 532, Cost per result \$0.06.
- Co-Ord Sales Ad-Eng-1: Frequency 15, CTR 1.47%, Link clicks 778, CPC \$0.01, Results 186, Cost per result \$0.07.
- Co-Ord Sales Ad-Eng-2: Frequency 39, CTR 1.34%, Link clicks 161, CPC \$0.01, Results 52, Cost per result \$0.07. This row is highlighted with a green border.

Below the ads, there is a summary row: Results from 4 ads, Per Accounts Cent., 1.81, 17.40%, 5,753, Per Click, 1,299, Per Messaging conv., \$0.07.

The screenshot shows the Facebook Insights report interface. At the top, it displays "Untitled report" and "1 Ad account". There are buttons for "Save", "Refresh", "Share", and "Export". The date range is set to "Maximum: Jan 29, 2023 - Sep 10, 2024".

The main area shows a bar chart comparing four ads: Co-Ord Sales Ad-Bng-1, Co-Ord Sales Ad-Bng-2, Co-Ord Sales Ad-Eng-1, and Co-Ord Sales Ad-Eng-2. The chart tracks three metrics: Amount spent, Impressions, and Reach. The values are as follows:

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

On the right side, there is a "Customize bar chart" sidebar with sections for "Metrics (Bars)", "Format", and "Bar group count". Under "Metrics (Bars)", "Amount spent" is checked. Under "Format", "Bar group sorting" is set to "Amount spent" and "Ascending".

## 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

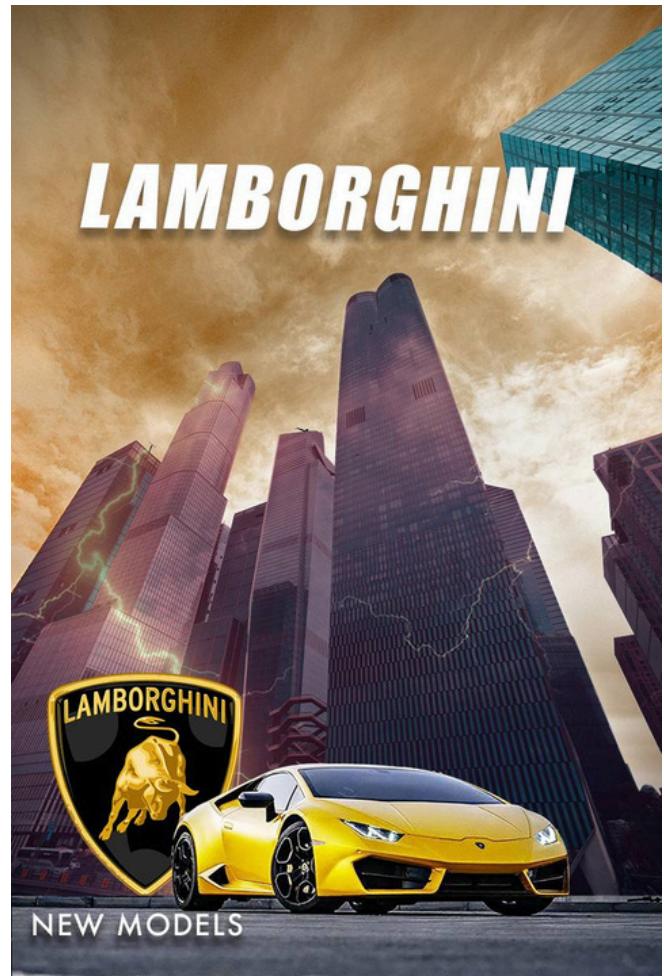
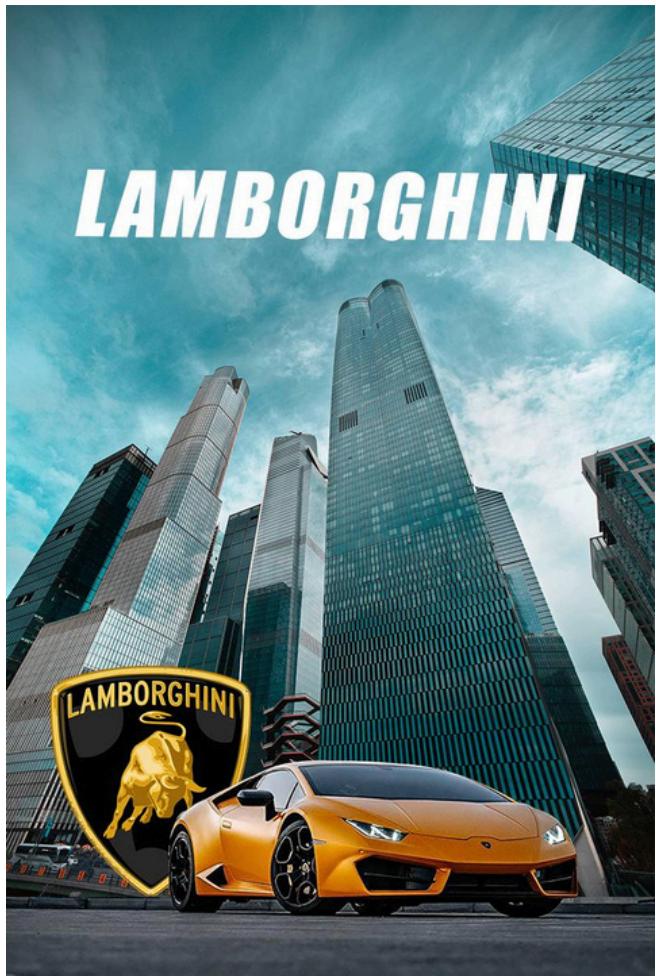
# CANVA DESIGNS

## 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.



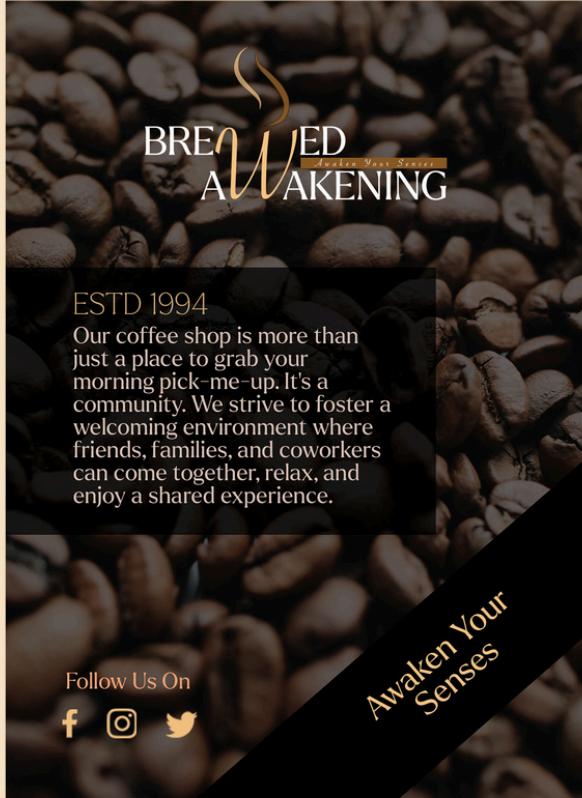
This logo is in a block shape with the letters combined in the middle to emphasize and connect the freshness of awakening with a brewed coffee. Moreover, the size and arrangement of the letters in the middle adds some creativity and strength to the logo.



## 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

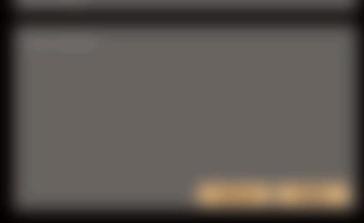
## Contact Us

📞 +1 514 123 4567

✉️ contact@brewedawakening.com

📍 8000 Peel Street, Montreal, QC

Follow Us On





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## 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*

