



Social Media Ads report

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EXPLANATION



EXPLANATION

Good to have you on board with us through this journey. so, here we are to discuss about the ads report which we run across facebook and Instagram in the previous week with a budget of 500 with count of 3 ads running across all over the social media.

So, lets start with exploring our reach over the social media and how it performed and how we can improve the result. lets gooo.....





#QUOTES

***ITS NOT JUST YOU,
EVERYONE IS THERE,
SO WE MUST BE THERE.***

***HOW IT
PERFORMED,
HOW IT
HELPED!***



Direct From Board

Off/On	Campaign	Edit Name	Attribution Model	Results	Reach	Impressions
<input type="checkbox"/>	08/04/2023 Lead Form		Play click or ...	3 On-Facebook leads	2,163	2,785
<input type="checkbox"/>	Apr 08 House ads		Play click or ...	178 Link Clicks	8,130	9,896
	Results from 2 campaigns ⓘ		Play click or ...	—	10,191 Accounts Centre acco...	12,681 Total

The Metrics Of Data

Ad name	Ad set budget	Results	Result indicator	Reach	Impressions	Engagement rate ranking	Conversion rate ranking
Home for sales 09/04/2023	150	1	actions:click_to_call_call_confirm	402	410	-	-
Land for sales 09/04/2023	150	1	actions:click_to_call_call_confirm	226	229	-	-
Home for sales 09/04/2023 – Copy	150	57	actions:link_click	2650	3078	Average	Above average
Land for sales 09/04/2023 – Copy	150	92	actions:link_click	3585	4597	Above average	Above average
Another land 09/04/2023 – Copy	150	23	actions:link_click	1319	1582	Above average	Above average
08/07/2023 lead ads	150	2	actions:onsite_conversion.lead_grouped	1130	1363	Above average	Above average
land for sale 08/04/2023	150	1	actions:onsite_conversion.lead_grouped	772	976	Above average	Above average
Another land 08/04/2023	150			391	446	-	-



OUR KEY TAKEAWAYS

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At First, we need to increase the budget bundle, as we have seen that there is a large range of people we can reach. As per our previous ad. we can witness the result of the minimum budget anyone can run for three ads. if we increase the ads budget a bit high we are pretty sure that our ads can reach more peoples.

Second, consistency. we need to run ads at least continues for 2 to 3 Weeks to reach the perfect audience. because for every ads there is learning period of time in facebook ads. so, we need to give time for facebook to understand and analysis our audience to get us more quality leads

finally, Quality. this might be the top priority that we need to fix immediately. the quality of our images we use in ads is the only trigger point to peoples to make a conversion to us. Kindly make sure the give the image samples clear and neat.

Other than that, Nothing to say that we need to for now. lets wait and run more ads and get more data to reach, engage and conquer.

Conclusion

Lets Begin to reach
the Real Audience....

