

Your performance report



Report date: from 2/1/18 to 2/28/18

Compared to: from 1/3/18 to 1/31/18

Duration: 28 days

Impressions

The number of times your campaign was shown



2651
Impressions

-75.09%
Previous:
10644

Source: Whatagraph.com

Average position

Your advert's rank against others. 1-8 is usually on the first page.



20.48
Avg. position

+296.13%
Previous:
5.17

Source: Whatagraph.com

Clicks

Clicks on your campaign content



5593
Clicks

-43.92%
Previous:
9974

Source: Whatagraph.com

Click through rate



42.28%
CTR

+29.53%
Previous:
32.64%

Source: Whatagraph.com

Cost per click



€46.34
Per click

+680.13%
Previous:
€5.94

Source: Whatagraph.com

Total cost



€925.37
Spent

+72.31%
Previous:
€537.05

Source: Whatagraph.com

Conversions

Page visits that converted to transaction



6765
Conversions

+298.18%
Previous:
1699

Source: Whatagraph.com

Conversion value



€889.77
Conversion Value

+12.52%
Previous:
€790.80

Source: Whatagraph.com

Cost per conversion



€84.95
Per conversion

+183.36%
Previous:
€29.98

Source: Whatagraph.com

Conversion rate



33.72%

+1860.47%
Previous:
1.72%

Source: Whatagraph.com

Funnel activity

The change in user activity during the period



Impressions

9752 131.80%



Clicks

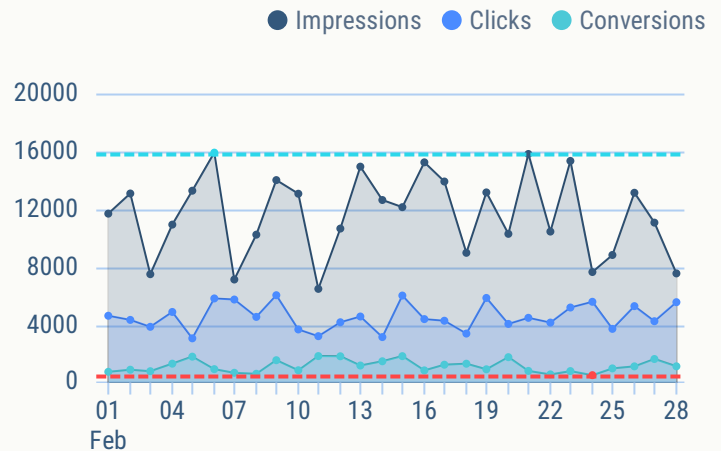
1252 78.86%



Conversions

4643 -11.09%

Source: Whatagraph.com




Top countries

	Clicks		Click rate		Conversions		Conv. rate		Value	
United States	7573	246.75%	18.14%	-45.00%	4637	344.58%	15.35%	-83.02%	€624.58	25.06%
United Kingdom	5400	309.09%	0.50%	47.06%	2155	120.35%	0.23%	-75.00%	€374.50	9.19%
Australia	730	145.79%	0.79%	-15.96%	523	50.72%	0.76%	1800.00%	€367.59	664.86%
Italy	80	-67.61%	0.80%	-17.53%	375	160.42%	0.55%	-16.67%	€91.78	264.93%
Canada	28	-79.10%	0.33%	-43.10%	10	-86.11%	0.35%	105.88%	€13.23	-38.41%

Source: Whatagraph.com

Top campaigns

		Clicks	Impressions	CTR	Conversions	All conv.	Conv. rate	Value	Cost	Status
1	A campaign Device: Android smartphone Network: google	4136	2148	64.00%	2341	7644	59.72%	€1,094.14	€1,002.82	●
2	B campaign Device: iPhone Network: google	755	131	0.00%	884	5159	0.87%	€528.27	€545.17	●
3	C campaign Device: Android tablet Network: google	747	72	0.60%	10	3332	0.34%	€482.65	€34.72	●
4	D campaign Device: Desktop Network: google	441	23	0.00%	5	2186	0.09%	€220.18	€33.60	●
5	E campaign Device: Other Network: google	185	20	0.60%	5	1584	0.43%	€37.59	€27.45	●
6	F campaign Device: Android smartphone Network: google	7	18	0.10%	5	959	0.02%	€19.07	€22.31	●
7	G campaign Device: iPhone Network: google	7	11	0.80%	5	522	0.18%	€8.12	€7.40	●
8	H campaign Device: Android tablet Network: google	6	7	0.10%	5	121	0.56%	€5.73	€6.95	●
9	I campaign Device: Desktop Network: google	6	6	0.70%	5	115	0.19%	€5.72	€6.54	●

 Source: Whatagraph.com

Top ad groups

		Clicks	Impressions	Avg. position	Conversions	All conv.	Conv. rate	Value	Cost	Status
1	Ad Group1 Campaign: A campaign Device: Android smartphone Network: google	724	4742	96.98	3476	7048	63.80%	€165.87	€297.92	●
2	Ad Group2 Campaign: B campaign Device: iPhone Network: google	201	3512	0.99	60	2236	0.75%	€28.86	€72.15	●
3	Ad Group3 Campaign: C campaign Device: Android tablet Network: google	102	3064	0.06	18	1021	0.63%	€15.75	€70.84	●
4	Ad Group4 Campaign: D campaign Device: Desktop Network: google	90	753	0.64	8	132	0.66%	€6.27	€62.99	●
5	Ad Group5 Campaign: E campaign Device: Other Network: google	21	522	0.26	7	64	0.02%	€5.91	€13.92	●
6	Ad Group6 Campaign: F campaign Device: Android smartphone Network: google	5	266	0.92	5	23	0.91%	€5.84	€10.74	●
7	Ad Group7 Campaign: G campaign Device: iPhone Network: google	5	75	0.48	5	18	0.95%	€5.81	€9.02	●
8	Ad Group8 Campaign: H campaign Device: Android tablet Network: google	5	35	0.15	5	15	0.51%	€5.79	€6.41	●

 Source: Whatagraph.com

Search queries

		Clicks	Impressions	CTR	Conversions	Conv. rate	Value	Cost
1	Price Ad Group: Ad Group1 Campaign: A campaign	7942	3257	11.31%	1359	32.90%	€928.77	€911.04
2	Products Ad Group: Ad Group2 Campaign: B campaign	4584	1581	0.41%	320	0.50%	€177.91	€567.96
3	Feedback Ad Group: Ad Group3 Campaign: C campaign	1243	731	0.84%	236	0.99%	€131.45	€88.29
4	Shipping Ad Group: Ad Group4 Campaign: D campaign	1110	528	0.63%	171	0.65%	€78.53	€37.65
5	Contact info Ad Group: Ad Group5 Campaign: E campaign	17	472	0.74%	157	0.58%	€33.44	€22.73
6	Mobile Ad Group: Ad Group6 Campaign: F campaign	10	259	0.61%	151	0.60%	€21.44	€20.48
7	Service Ad Group: Ad Group7 Campaign: G campaign	7	125	0.98%	102	0.26%	€21.20	€11.95
8	Price Ad Group: Ad Group8 Campaign: H campaign	5	31	0.98%	40	0.12%	€21.06	€10.51
9	Products Ad Group: Ad Group9 Campaign: I campaign	5	12	0.23%	40	0.04%	€11.31	€7.60

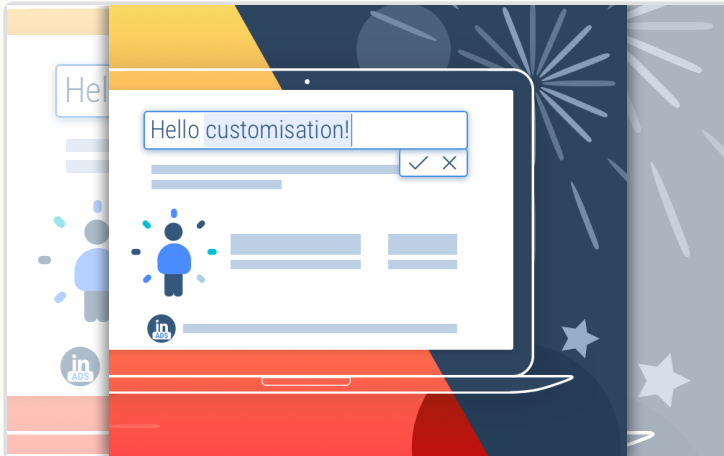
Source: Whatagraph.com

Top Text ads

		Clicks	CTR	Conversions	Conv. rate	Value
1	A ad /home description 1	11352	13.72%	7214	28.72%	€223.04
2	A ad /shop description 2	5014	0.42%	4573	0.91%	€91.50
3	A ad /catalog description 3	4771	0.34%	1800	0.69%	€43.36
4	A ad /more description 4	3191	0.92%	93	0.19%	€37.80
5	A ad /home description 5	1147	0.87%	23	0.54%	€21.80
6	F ad /shop description 6	95	0.12%	18	0.08%	€19.27
7	F ad /catalog description 7	51	0.21%	13	0.45%	€14.50
8	F ad /more description 1	45	0.86%	11	0.32%	€10.92
9	F ad /home description 2	27	0.93%	5	0.49%	€10.61

Source: Whatagraph.com

Top banner ads



Campaign: A campaign
Ad group: Ad Group1
Content: description 1
Destination: <https://scontent.xx.fbcdn.net/v/t45.1600-4/c327.0.720.720/p720x720/28..>

Clicks 12311	Click rate 27.96%	Conversions 3573	Conv. rate 15.77	Value €1,141.77
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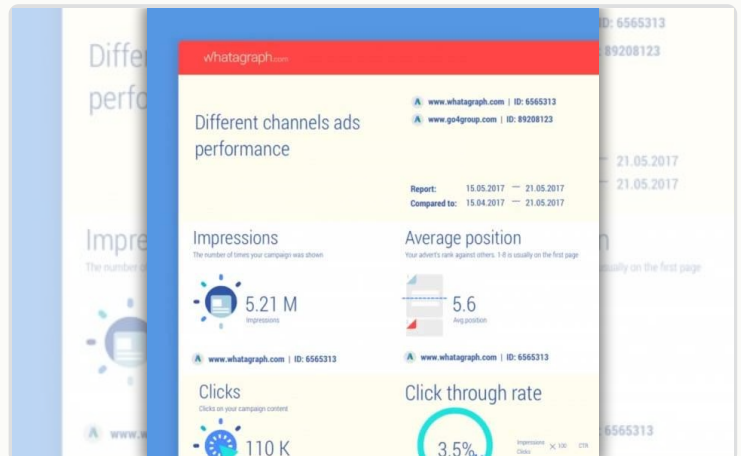
Campaign: B campaign
Ad group: Ad Group2
Content: description 2
Destination: https://scontent.xx.fbcdn.net/v/t45.1600-4/22886375_6077645993979_1..

Clicks 3769	Click rate 0.59%	Conversions 92	Conv. rate 0.15	Value €200.51
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Campaign: C campaign
Ad group: Ad Group3
Content: description 3
Destination: https://scontent.xx.fbcdn.net/v/t45.1600-4/18341507_6066442735179_6..

Clicks 1550	Click rate 0.92%	Conversions 67	Conv. rate 0.42	Value €79.02
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Campaign: D campaign
Ad group: Ad Group4
Content: description 4
Destination: https://scontent.xx.fbcdn.net/v/t45.1600-4/19490700_6068921981179_7..

Clicks 928	Click rate 0.87%	Conversions 33	Conv. rate 0.30	Value €31.88
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Source: Whatagraph.com