



**Report date:** 1/1/17 – 12/31/17

**Compared to:** 1/1/16 – 12/31/16

**Duration:** 365 days

# Your marketing campaigns report

## Conversion rate

Conversions divided by link clicks.



102%

+3.10%

Previous:  
98.98%



Source: Whatagraph

## Total clicks

A number of Clicks (actions) anywhere on your Facebook ad



2 253 839

Total clicks

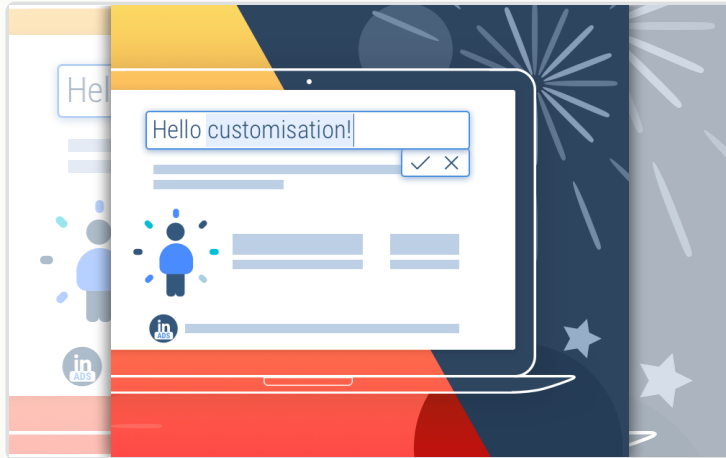
-1.27%

Previous:  
2 282 907



Source: Whatagraph

## Top performing ads



**Ad:** A ad  
**Campaign:** A campaign  
**Ad set:** AdSet 1

<b>Clicks</b> 10 334	<b>CTR</b> 7.06%	<b>Cost per click</b> \$857.38	<b>Impressions</b> 506	<b>Budget spent</b> \$461.43
-------------------------	---------------------	-----------------------------------	---------------------------	---------------------------------



**Ad:** B ad  
**Campaign:** B campaign  
**Ad set:** AdSet 2

<b>Clicks</b> 2 238	<b>CTR</b> 0.09%	<b>Cost per click</b> \$847.87	<b>Impressions</b> 481	<b>Budget spent</b> \$167.63
------------------------	---------------------	-----------------------------------	---------------------------	---------------------------------



Source: Whatagraph

# Conversion rate



83.06%

-10.84%

Previous:  
93.16%

Source: Whatagraph.com

# Clicks

Clicks on your campaign content



5 286

Clicks

-53.57%

Previous:  
11 386

Source: Whatagraph.com

# Keywords

	Clicks	Impressions	Cost	Avg. Position	Conversions	First page CPC	First position CPC	Status
1 <b>Price</b> Ad Group: Ad Group1 Campaign: A campaign	5 382	5 826	€1,230.46	68.10	11 878	€56.31	€17.91	●
2 <b>Products</b> Ad Group: Ad Group2 Campaign: B campaign	2 440	2 067	€186.50	0.97	10 308	€0.69	€0.89	●
3 <b>Feedback</b> Ad Group: Ad Group3 Campaign: C campaign	88	277	€139.59	0.93	7 452	€0.72	€0.79	●
4 <b>Shipping</b> Ad Group: Ad Group4 Campaign: D campaign	22	77	€16.42	0.16	5 830	€0.05	€0.45	●
5 <b>Contact info</b> Ad Group: Ad Group5 Campaign: E campaign	11	20	€15.90	0.13	1 449	€0.90	€0.08	●
6 <b>Mobile</b> Ad Group: Ad Group6 Campaign: F campaign	8	19	€8.05	0.14	678	€0.66	€0.65	●
7 <b>Service</b> Ad Group: Ad Group7 Campaign: G campaign	8	19	€6.51	0.66	595	€0.24	€0.77	●
8 <b>Price</b> Ad Group: Ad Group8 Campaign: H campaign	6	16	€5.76	0.34	299	€0.99	€0.92	●

Source: Whatagraph.com

# Call insights

Clicks and impressions for calls

Impressions

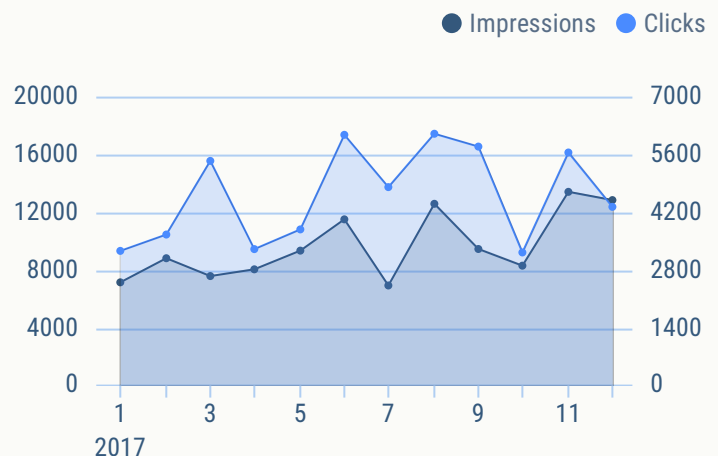
116 333

-14.69%

Clicks

55 613

8.83%



Source: Whatagraph.com

## Conversions

Total number of times people took a desired action after clicking on or seeing your ad



72 914  
Conversions

+2.86%  
Previous:  
70 884



Source: Whatagraph.com - Whatagraph.com Showc...

## Avg. cost per conversion



€12.81  
Cost per Conversion

+3.28%  
Previous:  
€12.40



Source: Whatagraph.com - Whatagraph.com Showc...

## Impressions and clicks

The number of impressions and clicks on your ads during this period



92 897  
Clicks

+4.12%  
Previous:  
89 224

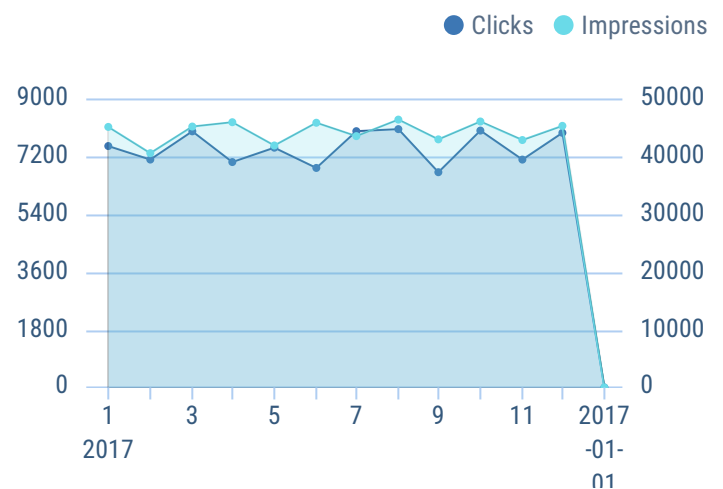


550 237  
Impressions

-0.69%  
Previous:  
554 035

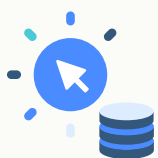


Source: Whatagraph.com - Whatagraph.com Showc...



## Average overall CPC

Average cost per click



€0.01  
Average CPC

0%  
Previous:  
€0.01



Source: Whatagraph

## Average CPM

Average overall cost per 1000 impressions



€8.26  
Average CPM

-8.32%  
Previous:  
€9.01



Source: Whatagraph

## Cost per video views



€0.00  
Cost per view

0%  
Previous:  
€0.00



Source: Whatagraph

## Total spend

The total amount you've spent so far on Twitter ads during this period



€73.92  
Spent

+97.54%  
Previous:  
€37.42



Source: Whatagraph