

Facebook Ads report sample

Impressions

The number of times your ads were shown



587 258

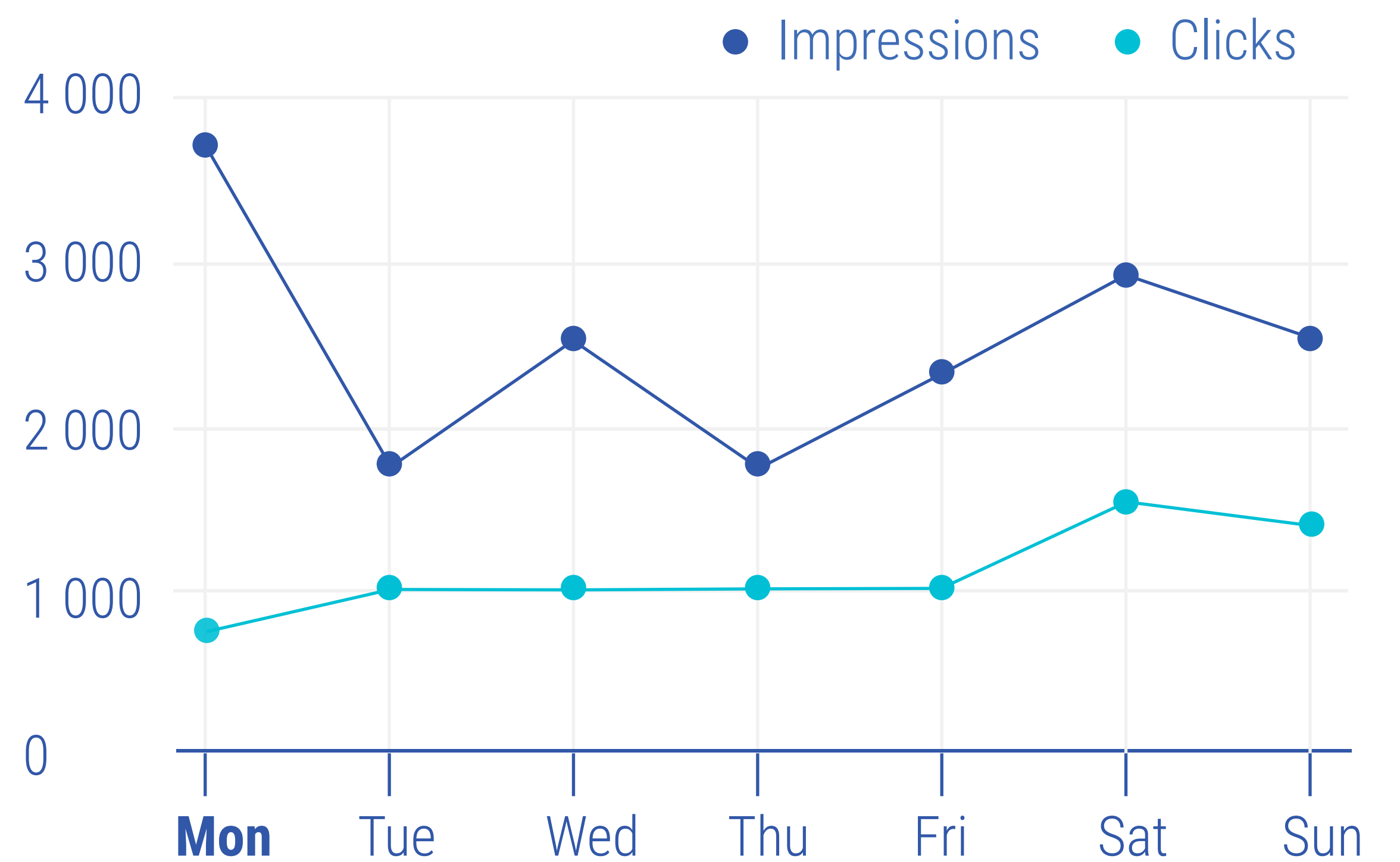
Impressions

↓ 7.6%

Previous: **5.3 M**



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Total clicks

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



110 K

Clicks

↑ 5.7%

Previous: **109 K**



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Click through rate

$$\frac{\text{Impressions}}{\text{Clicks}} \times 100 = \text{CTR}$$



↑ 29.26%

Previous: **1.2%**



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Cost per click



USD1.42

Per click

↓ 11.8%

Previous: **USD1.75**



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Total spent on ads



USD2 842

Spent on ads

↓ 11.8%

Previous: **USD3 041**



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Cost per Conversion



USD 5.12

Per conversion

↓ 11.8%

Previous: **USD 5.98**



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Conversion value



USD35.12

Conversion Value

↓ 11.8%

Previous: **USD 25.98**



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Website leads

The number of lead events tracked by the pixel on your website and attributed to your adverts



5 843

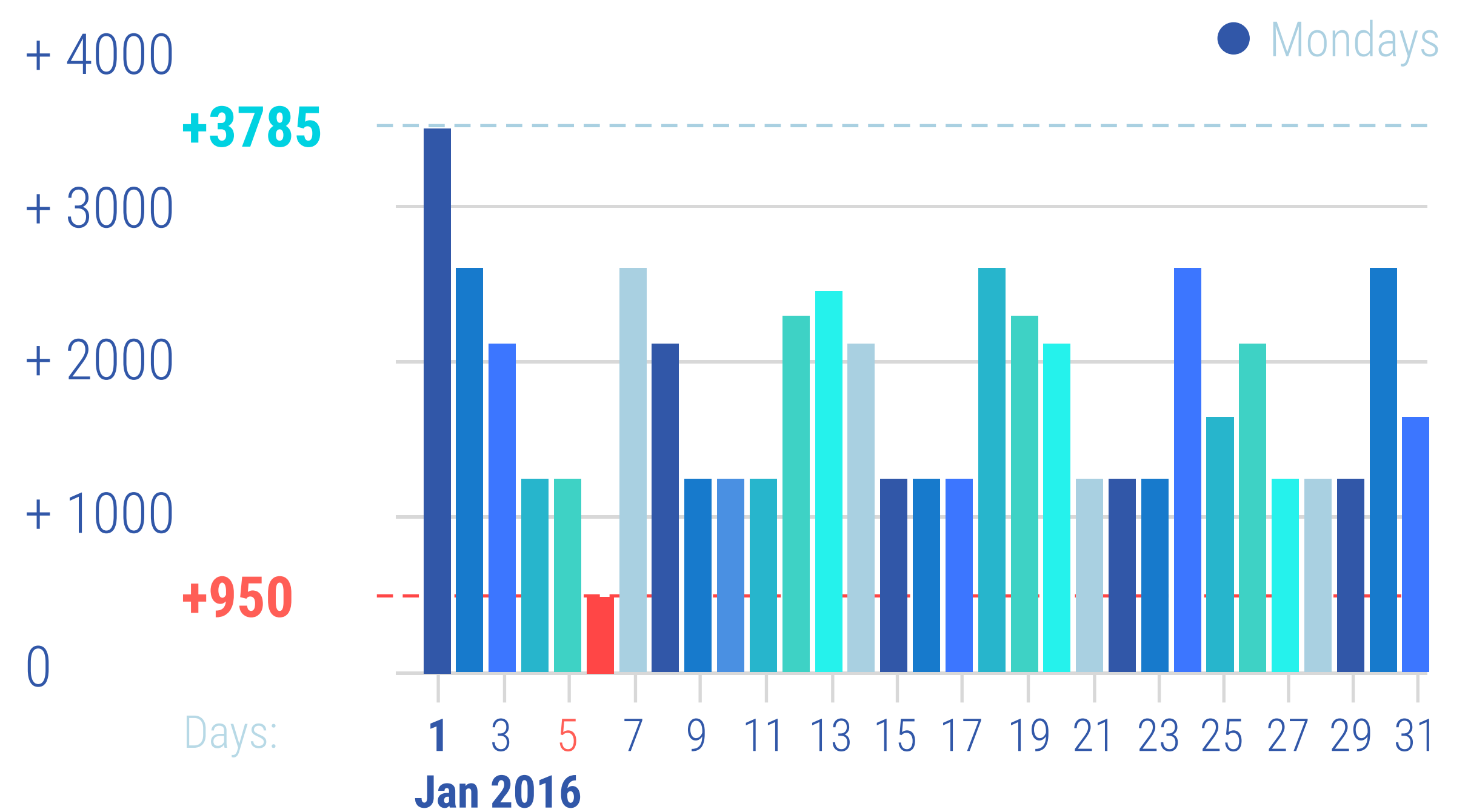
Website leads

↓ 11.8%

Previous: **5 321**



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Source: whatagraph.com | ID: 6565313

Website purchases

The number of purchase events tracked by the pixel on your website and attributed to your adverts



110 K

Website purchases

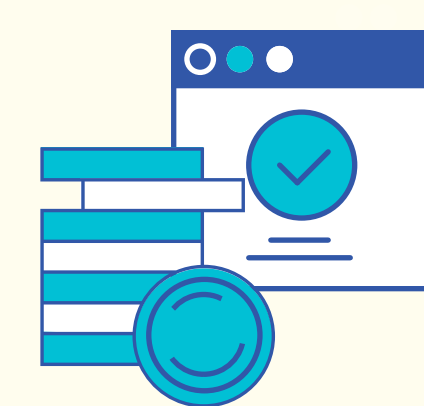
↑ 5.7%

Previous: **109 K**



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Cost per website purchase



1.56 USD

per website purchase

↑ 5.7%

Previous: **109 K**



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Website purchase conversion value



152.5USD

Conversion value

↑ 5.7%

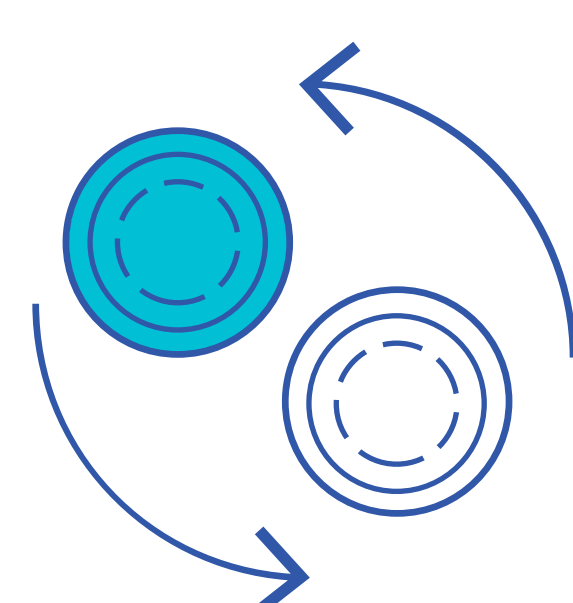
Previous: **149.31USD**



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Website purchase ROAS

Return On Ad Spend



110 K

ROAS

↑ 5.7%

Previous: **109 K**



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Average cost for 1000 impressions



152.5USD

for 1000 impressions

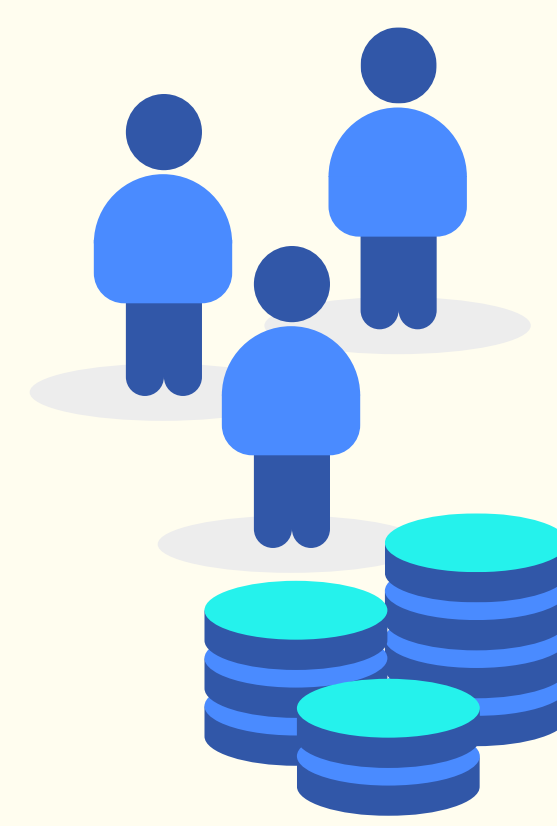
↑ 5.7%

Previous: 147.95USD



Source: whatagraph.com | ID: 6565313

Average cost to reach 1000 users



152.5USD

for 1000 impressions

↑ 7.7%

Previous: 142.84USD



Source: whatagraph.com | ID: 6565313

Cost per Like

An amount of money spent to get a person to like your page



152.5USD

per Like

↑ 5.7%

Previous: 109 K



Source: whatagraph.com | ID: 6565313

Cost per engagement

Money spent to get a person to engage with your ad



2.35 Eur

per engagement

↑ 5.7%

Previous: 109 K



Source: whatagraph.com | ID: 6565313

Top campaigns

	Impressions	Clicks on CTA button	Click through rate (%)	Convesions	Conversion rate	Cost per coversion	Budget spent
1 WGD Launch (India)	292 325 ↑	20 215 ↑	5.95 ↑	750 ↑	Not set	Not set	Not set
2 WGD Launch (UK)	185 756 ↑	15 161 ↑	18.91 ↑	723 ↑	Not set	Not set	Not set
3 WGD Launch (Australia)	541 941 ↓	52 613 ↓	65.61 ↑	287 ↑	5 410 Eur ↑	3.92 Eur ↑	5 410 Eur ↑
4 WG Business	10 513 ↑	129 ↑	2.62 ↑	120 ↑	3 270 Eur ↑	8.84 Eur ↑	3 270 Eur ↑
5 WG Agency	7 932 ↑	128 ↑	9.98 ↑	750 ↑	Not set	Not set	Not set
6 WG Agency (Denmark)	98 982 ↑	2 362 ↑	3.84 ↑	723 ↑	Not set	Not set	Not set
7 WG Promo	23 320 ↓	8 894 ↓	8.45 ↑	287 ↑	5 410 Eur ↑	25.26 ↑	5 410 Eur ↑
8 WG Business (USA)	78 952 ↑	9 897 ↑	3.32 ↑	175 ↑	3 270 Eur ↑	3.62 ↑	3 270 Eur ↑
9 New year Agency	10 526 ↓	137 ↓	28.84 ↑	287 ↑	5 410 Eur ↑	2.23 ↑	5 410 Eur ↑
10 WGD Launch (Netherlands)	9 987 ↑	78 ↑	5.32 ↑	10 ↑	3 270 Eur ↑	9.98 ↑	3 270 Eur ↑



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