

facebook Ads Reports

Campaign name	Reach	Impressions	Results	Cost per link click	Amount spent	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	ThruPlays	Clicks (all)	Page engagement
Awareness GGM Campaign	9,212	15,849	59 Link clicks	£0.55	£32.35	£2.04	59	£0.55	525	65	2,597
GoGreenMotorcycles Serv...	17,229	31,669	534 Link clicks	£0.24	£127.78	£4.03	534	£0.24	1,309	740	6,010
VS1 sales	6,812	10,920	—	—	£40.07	£3.67	98	£0.41	286	147	2,109
Total results 3 / 3 rows displayed	31,801 People	58,438 Total	—	—	£200.20 Total Spent	£3.43 Per 1,000 Imp...	691 Total	£0.29 Per Action	2,120 Total	952 Total	10,714 Total

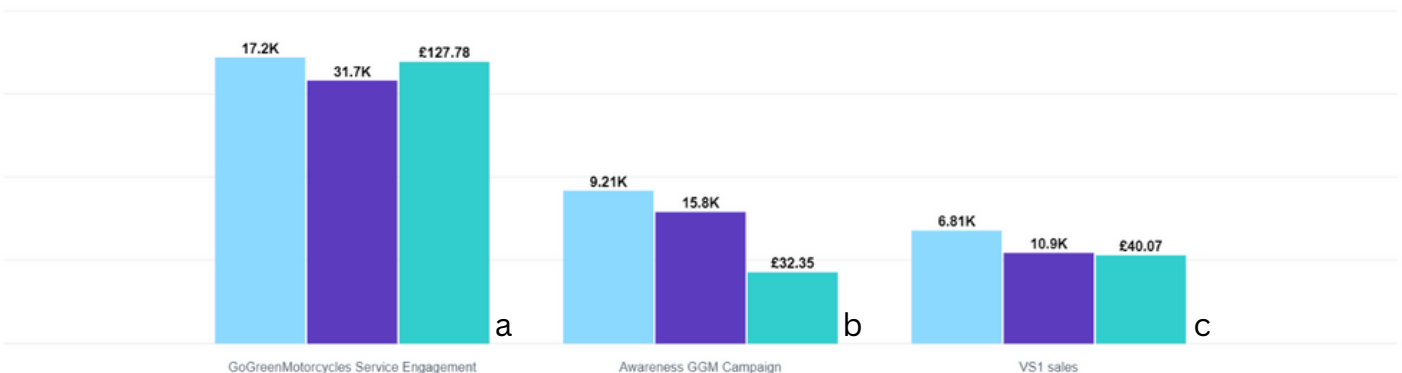
- Detailed view of how a Facebook ad campaign looks. In summary Video content can be very engaging with your target audience. In fact, we have 952 active links for just £200. That is 0.21p per engagement. Do you think 0.21p per warm/hot leads is worth it?

Account name	Campaign name	Age	Gender	Video view type	Reach	Impressions	Frequency	Amount spent	Attribution setting
Studio Saracino	All	All	All	All	98,625	138,922	1.41	£276.02	7-day click or 1-day view
	Saracino Studio Wedding ...	All	All	All	33,888	50,542	1.49	£91.26	7-day click or 1-day view
	45-54	All	All	All	14,944	23,039	1.54	£45.19	7-day click or 1-day view
		Female	All	All	14,944	23,039	1.54	£45.19	7-day click or 1-day view
	35-44	All	All	All	9,992	14,849	1.49	£26.00	7-day click or 1-day view
		Female	All	All	9,992	14,849	1.49	£26.00	7-day click or 1-day view
	25-34	All	All	All	8,320	11,756	1.41	£18.82	7-day click or 1-day view
		Female	All	All	8,320	11,756	1.41	£18.82	7-day click or 1-day view
	18-24	All	All	All	632	898	1.42	£1.25	7-day click or 1-day view
	Total results 200 rows displayed (more rows)					166,233 People	267,130 Total	1.61 Per Person	— Total Spent

- Not only are we able to target you audience based on location. But we can also target based on age, sex, interests, profession, salary and even disposable income. However, like with everything the down side to this is that the more restrictions we place on the ad the lower the engagement rate will be. Everything needs balance. Even a Facebook Ad.

Maximum: Sep 17, 2022 – Dec 8, 2022

Reach Impressions Amount spent



- Which do you think was the more successful campaign?