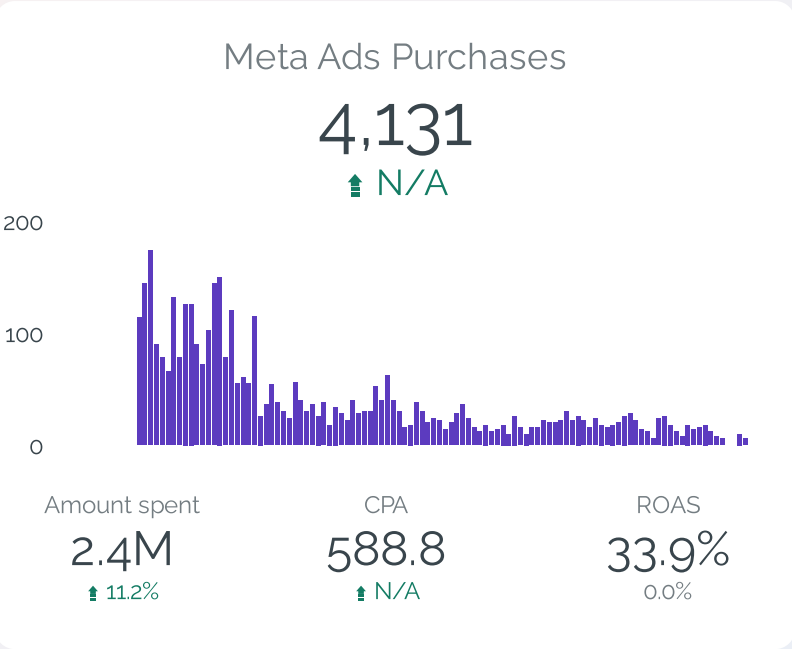
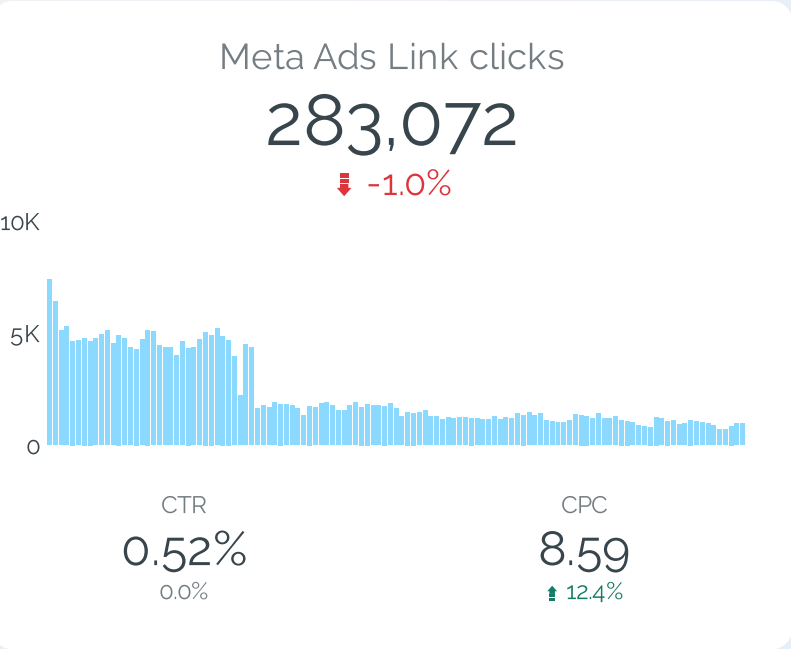


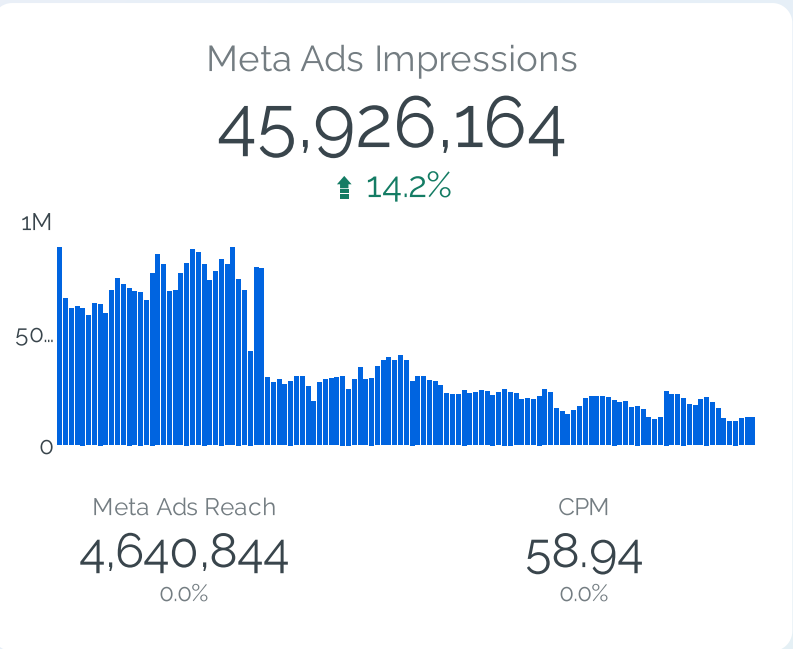
Conversion



Engagement



Visibility



Campaigns

Meta Ads Campaign name	Meta Ads CTR (Link click-through rate) ▾	Meta Ads Link clicks	Meta Ads Impressions
aig_fb_increaseLocalAwareness_tofu_february_v4	41.88%	85,023	13,759,421
aig_fb_reach_bofu_january_v1	39.45%	108,550	19,176,016
uber_fb_increaseLocalAwareness_mofu_2024_v1	30.71%	49,423	7,988,319
volkswagen_fb_brandAwareness_bofu_september_v5	8.99%	25,505	4,475,964
Grand total	121.02%	283,072	45,926,164

1 - 4 / 4<>

Creatives

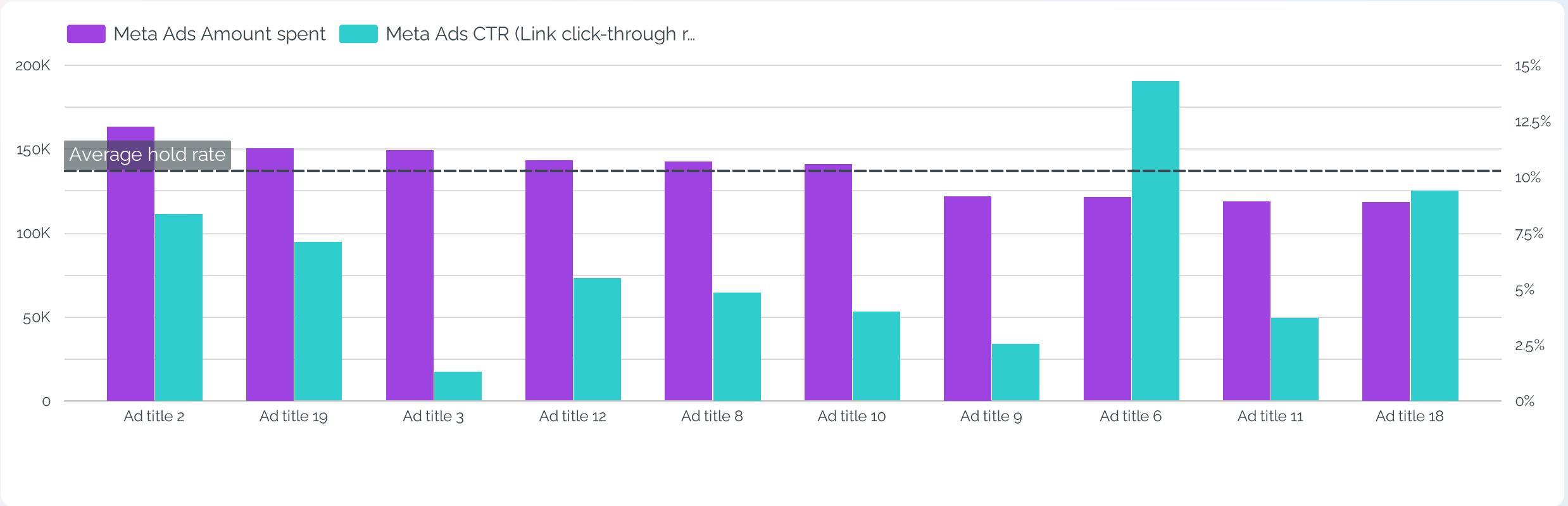
Meta Ads Ad image	Meta Ads Ad name	Meta Ads CTR (Link click-thr... ▾	Meta Ads Link clicks	Meta Ads Impressions
	carousel_surveyPage_stockImagery_sig...	15.39%	13,835	2,132,090
	carousel_checkout_ugc_subscribe_v4	14.24%	16,046	2,260,149
	Grand total	121.02%	283,072	45,926,164

1 - 20 / 20<>

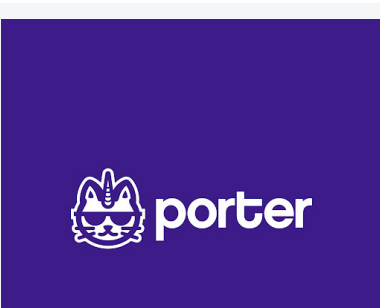
Meta Ads Objective

Campaigns, adsets, and ads

Meta Ads Campaign name	Meta Ads Adset name	Meta Ads Ad name	Meta Ads CTR (Link click-throu...	Meta Ads Link clicks	Meta Ads Impressions	
aig_fb_increaseLocalAwareness_tof...	warmLead_mobile_in_pmax_...	carousel_surveyPage_stocklma...	15.39%	13.8K	2.1M	
		carousel_pdp_agency_watchN...	6.74%	11.4K	1.9M	
		img_caegoryPage_partnerCont...	4.82%	15.3K	2.6M	
		banner_caegoryPage_agency_...	3.79%	13.8K	2.2M	
	customer_desktop_br_searc...	banner_surveyPage_influencer...	8.32%	16.9K	2.9M	
		carousel_checkout_influencerC...	2.82%	13.8K	2.2M	
	aig_fb_reach_bofu_january_v1	customer_all_fr_story_conve...	slideshow_leadGenForm_agenc...	6.43%	12.7K	2M
			slideshow_caegoryPage_inHou...	5.45%	13.4K	2.8M
		stories_contentPage_partnerCo...	3.72%	11K	2.1M	
		hotLead_all_in_display_roas_...	stories_pdp_agency_watchNow...	7.06%	16.8K	2.9M
			video_leadGenForm_agency_si...	3.66%	12.8K	2.2M
			banner_leadGenForm_ugc_lear...	1.25%	16.4K	2.9M
	hotLead_mobile_us_display_...	text_checkout_partnerContent_...	9.37%	13.1K	2.1M	
		text_checkout_partnerContent_...	2.51%	12.4K	2.2M	
	uber_fb_increaseLocalAwareness_m...	promoter_all_ca_story_cpa_...	carousel_checkout_ugc_subscri...	14.24%	16K	2.3M
			text_leadGenForm_agency_do...	2.98%	10.4K	1.8M
	visitor_all_ca_display_conver...	banner_pdp_partnerContent_bu...	6.78%	13.7K	2.1M	
		text_leadGenForm_ugc_watch...	6.71%	9.3K	1.9M	
	volkswagen_fb_brandAwareness_bof...	lead_mobile_uk_display_con...	banner_leadGenForm_stocklma...	5.03%	9.8K	1.7M
			stories_leadGenForm_stocklma...	3.96%	15.7K	2.7M



Top creatives

Meta Ads Ad image	Meta Ads Ad title	Meta Ads Amount spent	Meta Ads CTR (Link cli... ▾	Meta Ads Link clicks	Meta Ads Impressions
	Ad title 5	104,943.38	15.39%	13,835	2,132,090
	Ad title 6	120,843.66	14.24%	16,046	2,260,149
	Ad title 18	118,161.7	9.37%	13,063	2,109,728
Grand total		2,432,471.39	121.02%	283,072	45,926,164

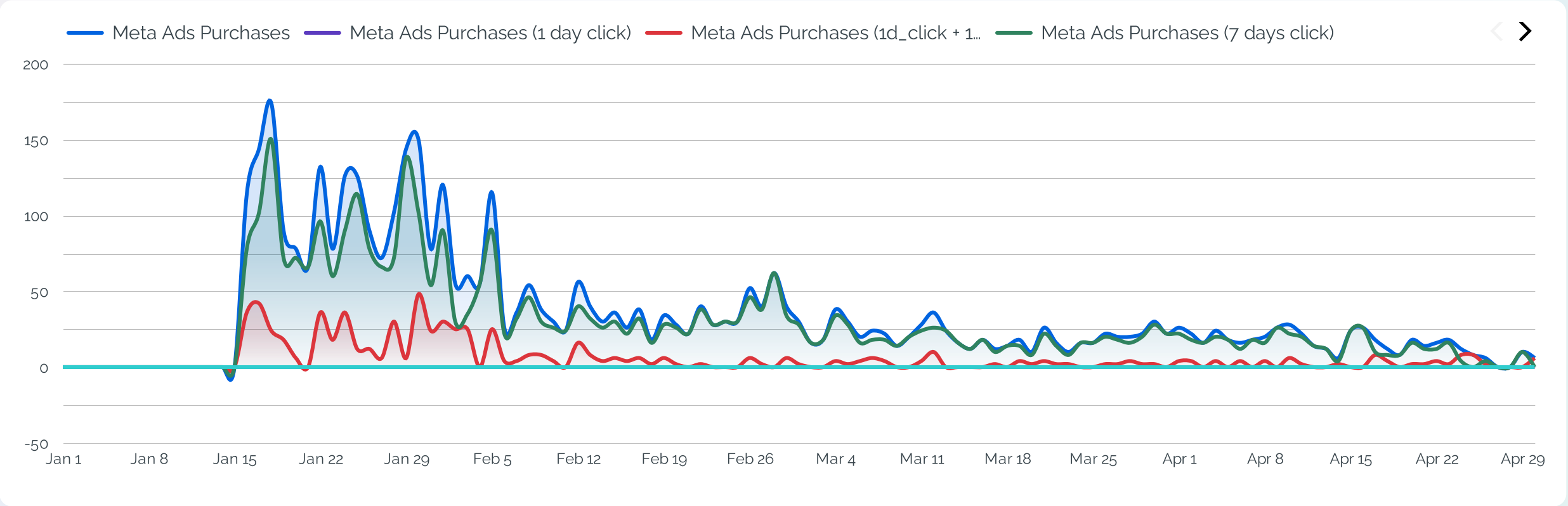
1 - 20 / 20

Conversion window comparison

Meta Ads Date	Jan 18, 2024	Jan 30, 2024	Jan 29, 2024	Jan 17, 2024	Jan 22, 2024	Jan 25, 2024	Jan 24, 2024	Feb 1, 2024	Feb 5,	
Meta Ads Purchases	174	150	144	144	132	126	126	120		4,131
Meta Ads Purchases (1 day click)	0	0	0	0	0	0	0	0		0
Meta Ads Purchases (1d_click + 1d_view)	24	48	6	42	36	12	36	30		697
Meta Ads Purchases (7 days click)	150	102	138	102	96	114	90	90		3,434
Meta Ads Purchases (28 days click)	0	0	0	0	0	0	0	0		0

1 - 100 / 121

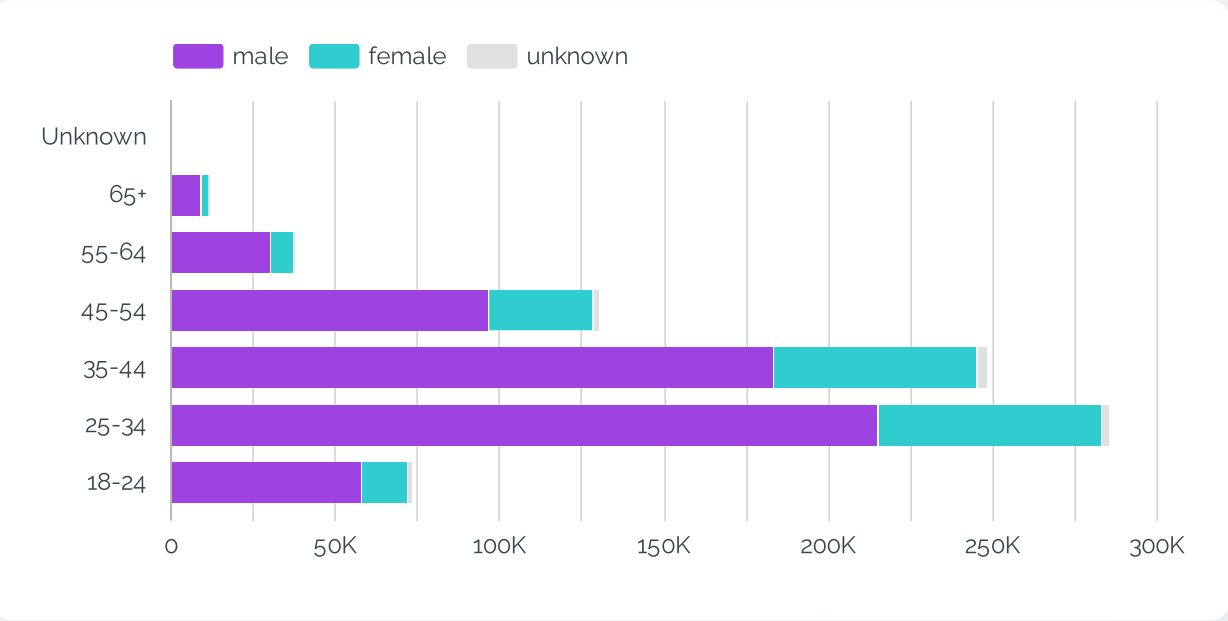
Over time



Summary

Meta Ads Date	Feb 3, 2024	Jan 2, 2024	Jan 3, 2024	Jan 30, 2024	Jan 20, 2024	Jan 17, 2024	Jan 7, 2024	Jan 16, 2024	F
Meta Ads Purchases	60	0	0	150	78	144	0	114	4,131
Meta Ads Purchase ROAS (Return on ad sp...	4,379.86%	4,379.86%	4,379.86%	4,379.86%	4,379.86%	4,379.86%	4,379.86%	4,379.86%	4,379.86%
Meta Ads Cost per purchase	365.3	0	0	315.74	547.15	257.6	0	262.73	588.83
Meta Ads Purchase conversion value	12,500	0	0	40,800	23,400	72,000	0	57,000	1,385,054.38
Meta Ads Landing page views	625	2,076	1,572	1,992	1,470	1,692	1,590	1,500	99,126
Meta Ads CTR (Link click-through rate) ▾	121.02%	121.02%	121.02%	121.02%	121.02%	121.02%	121.02%	121.02%	121.02%
Meta Ads Link clicks	2,210	6,420	5,106	5,220	4,446	4,710	4,782	4,290	283,072
Meta Ads Impressions	420,335	655,722	610,248	807,240	686,406	767,922	632,520	645,666	45,926,164
Meta Ads Amount spent	21,918.02	26,679.09	23,472.91	47,361.34	42,677.95	37,095.01	29,898.25	29,951.6	2,432,471.39
1 - 100 / 121 < >									

Gender & age

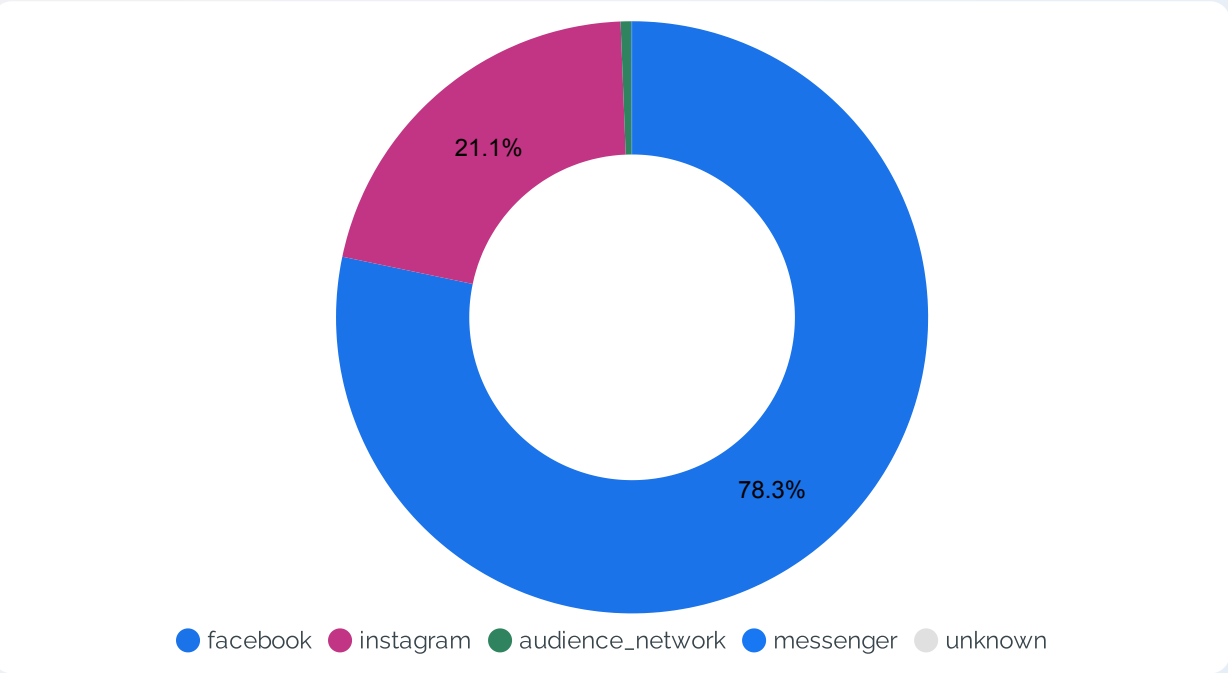


Countries

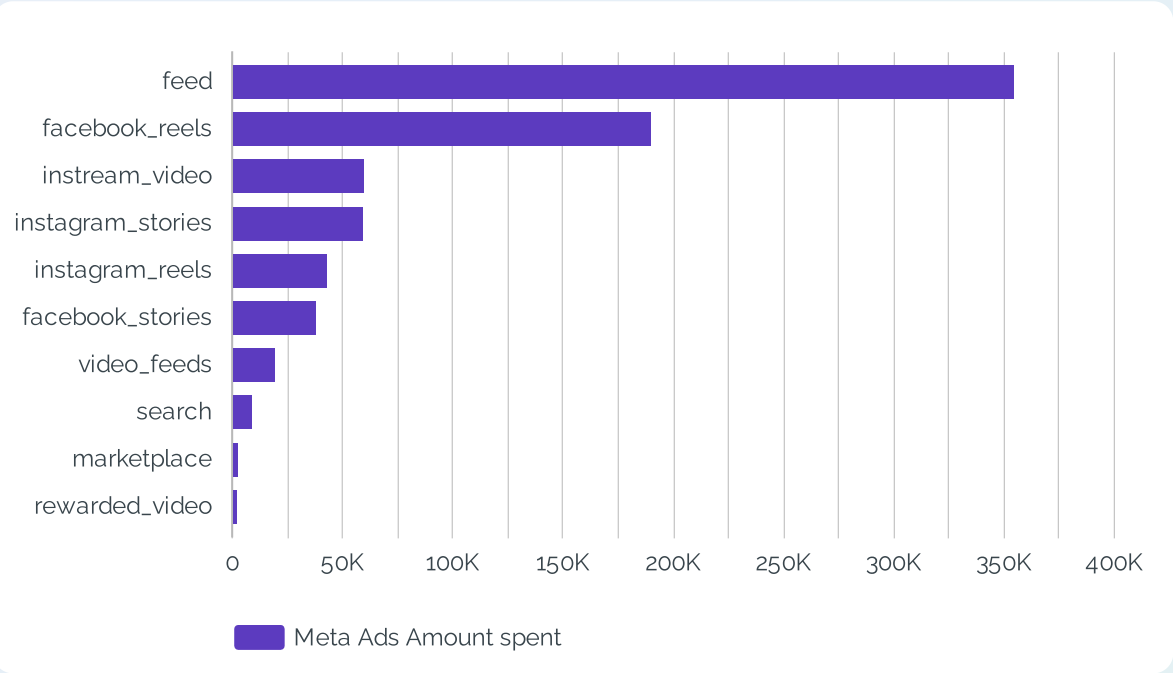
M...	Meta Ads Country name	Meta Ads Amount spent ▾
	Mexico	351,688.76
	Mexico	13,550.37
	Mexico	11,575.49
	Mexico	8,645.79
	Mexico	7,942.25

1 - 100 / 422

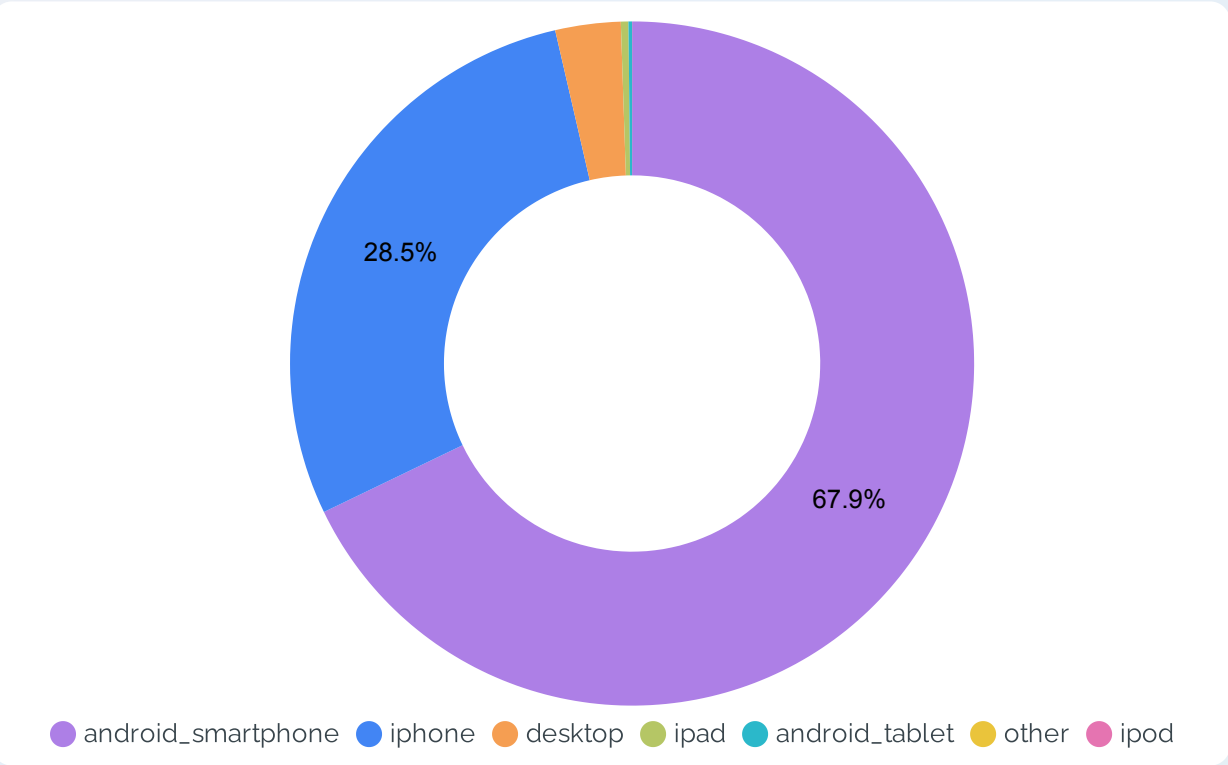
Placement



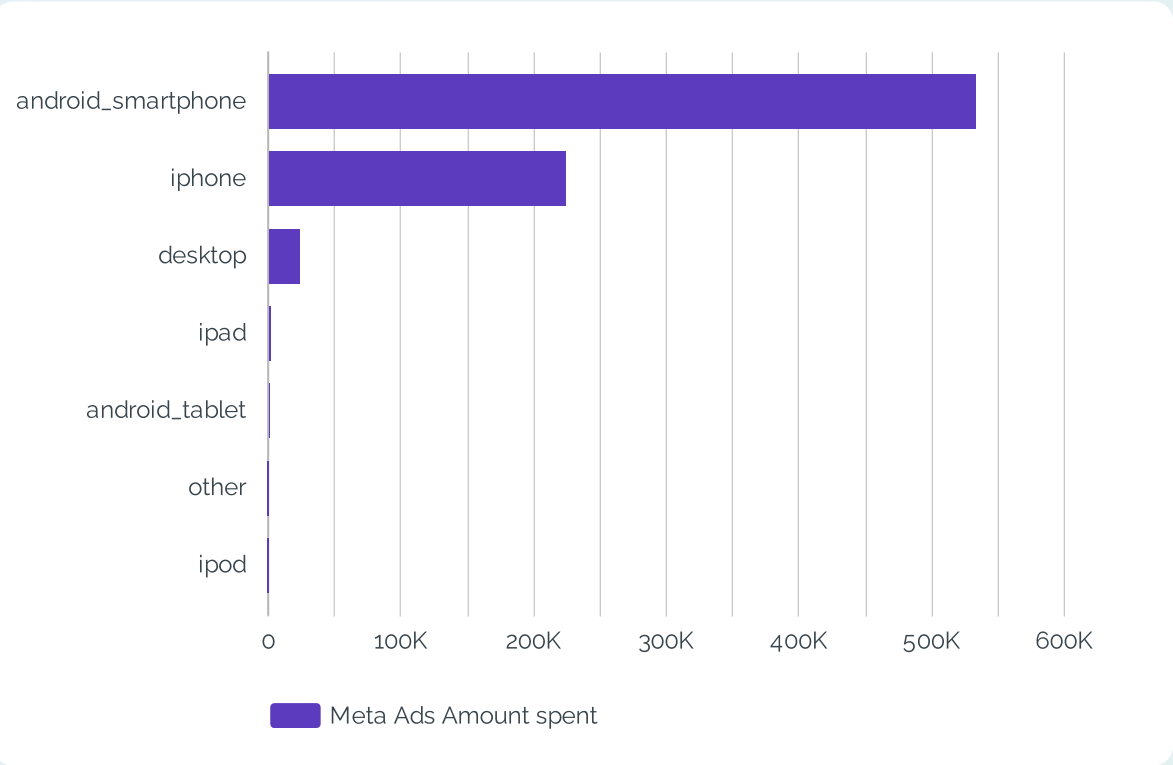
Position



Device



Device brand



Meta Ads Purchase conversion value

1.4M

↑ N/A

ROAS

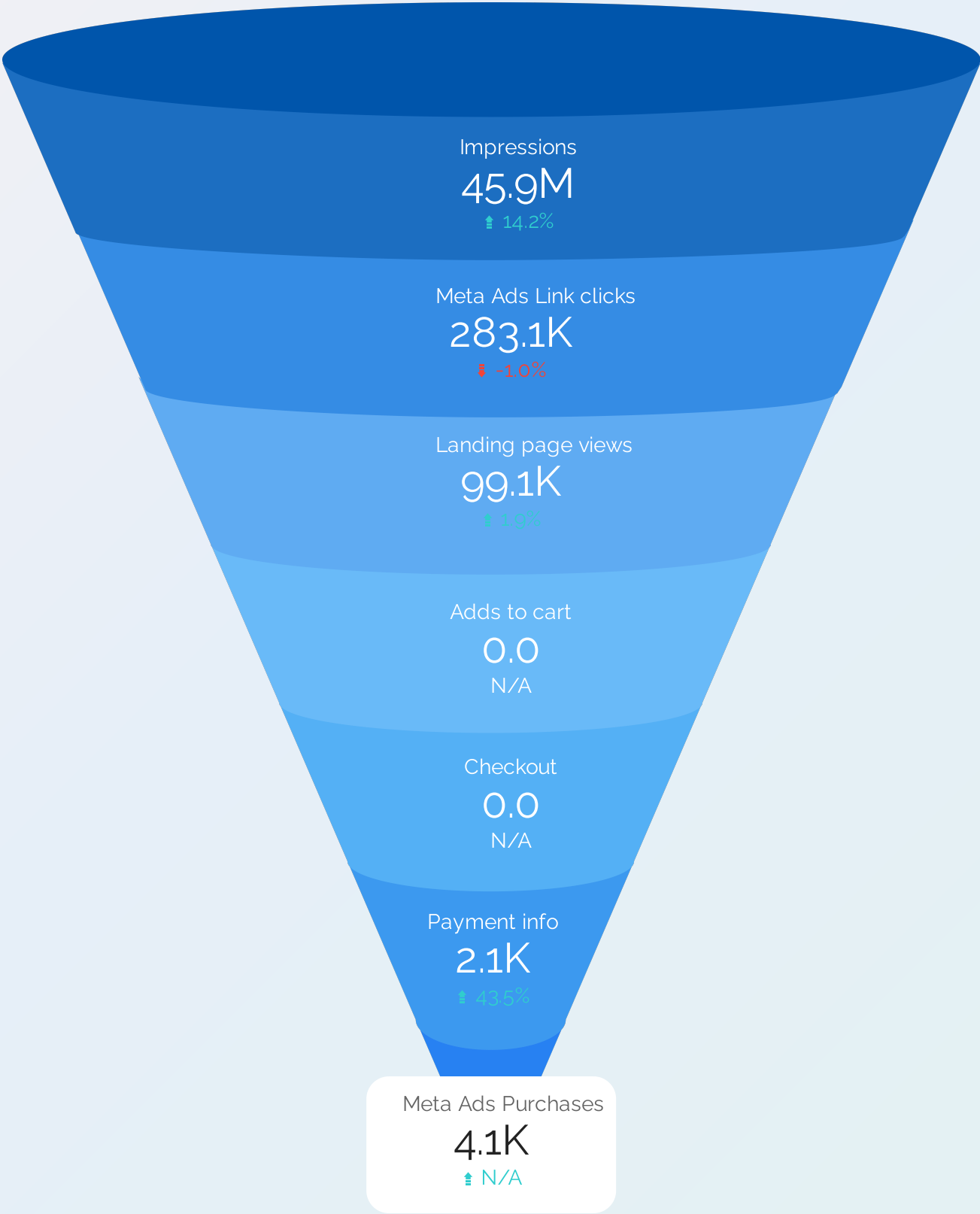
33.9%

0.0%

Meta Ads Amount spent

2.4M

↑ 11.2%



You've spent (@) from your total budget of (@) . Your remaining budget is (@), a (@) % of the total.

While your daily budget is (@), your average daily ad spend is (@)—and on (@), you hit a maximum daily spend of (@).

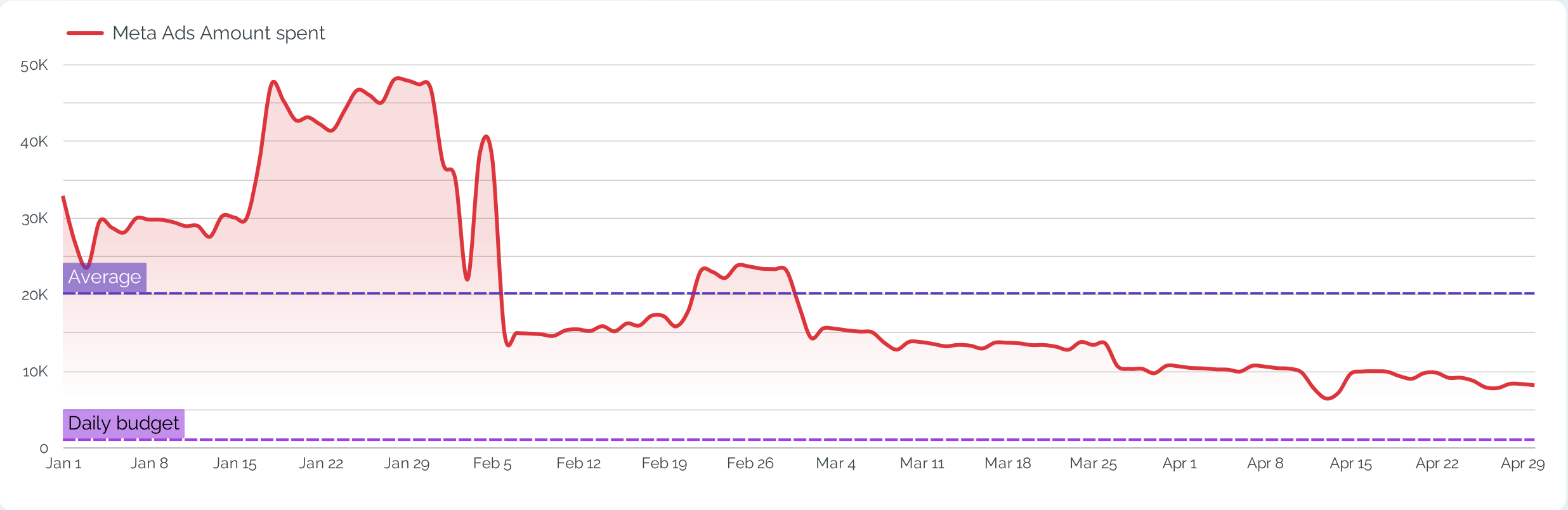
Set:

Total budget

or

Daily budget

Daily spend



Ad pacing

Meta Ads Date	Meta Ads Amount spent		Daily budget	Pacing %
Apr 30, 2024	8,092.56		1,000	809.26%
Apr 29, 2024	8,253.46		1,000	825.35%
Apr 28, 2024	8,283.34		1,000	828.33%
Apr 27, 2024	7,741.45		1,000	774.14%
Apr 26, 2024	7,830.55		1,000	783.06%
Apr 25, 2024	8,674.17		1,000	867.42%
Apr 24, 2024	9,078.45		1,000	907.85%
Apr 23, 2024	9,067.59		1,000	906.76%
Apr 22, 2024	9,729.21		1,000	972.92%
Apr 21, 2024	9,688.04		1,000	968.80%
Grand total	2,432,471.39		121,000	2,010.31%