

Progress Over Time

Impressions



3.0M

↓ -44.1%

↓ -2,393,563

Frequency



6.3

0.0%

0

Reach



4.6M

0.0%

0

CPM



58.94

0.0%

0

Conversions

Link Clicks



18,129

↓ -44.7%

↓ -14,637

CTR (Link Clicks)



0.52%

0.0%

0.00%

Cost/Link Clicks



13.2

↑ 49.7%

↑ 4.38

Amount Spent



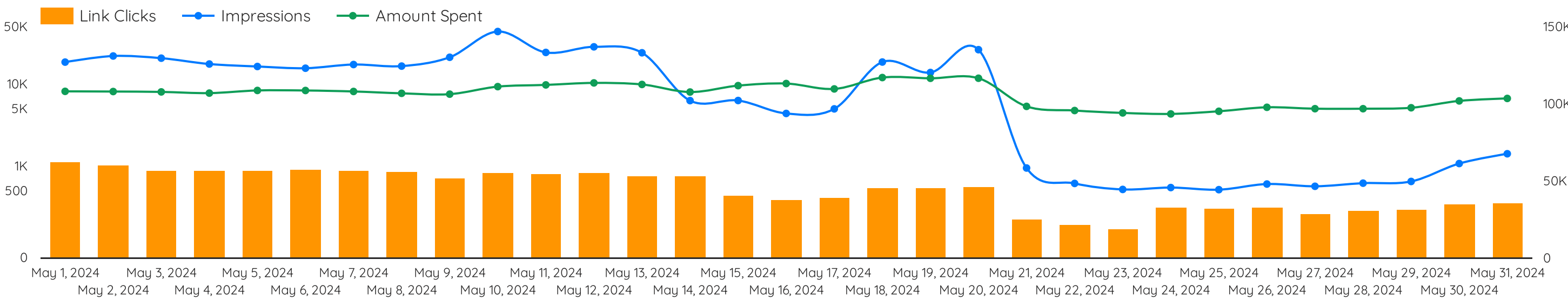
239.2K

↓ -17.1%

↓ -49.5K

Timeline

In this dropdown, you can change the date format or even add new metrics to your analysis.



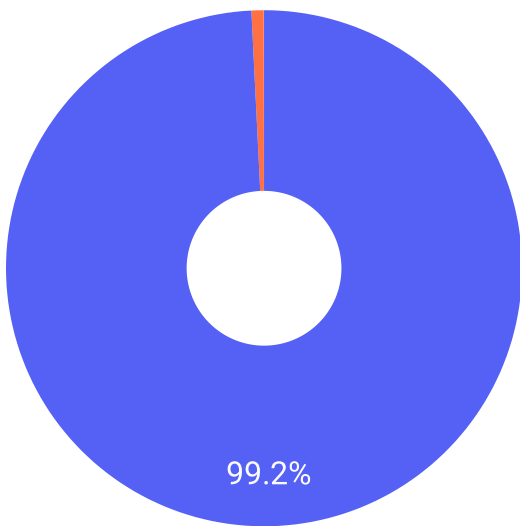
Campaigns

Campaign Name

Campaign Name

| Campaign Name                                  | Impressions | % Δ      | Reach     | % Δ  | Link Clicks | % Δ      | Amount Spent | % Δ      |
|------------------------------------------------|-------------|----------|-----------|------|-------------|----------|--------------|----------|
| aig_fb_reach_bofu_january_v1                   | 749,381     | -63.3% ↓ | 4,164,979 | 0.0% | 4,250       | -62.1% ↓ | 59,086.97    | -45.3% ↓ |
| aig_fb_increaseLocalAwareness_tofu_february_v4 | 647,863     | -57.9% ↓ | 5,327,033 | 0.0% | 3,845       | -61.6% ↓ | 53,006.58    | -36.3% ↓ |
| uber_fb_increaseLocalAwareness_mofu_2024_v1    | 357,590     | -55.7% ↓ | 2,461,979 | 0.0% | 2,433       | -47.1% ↓ | 29,520.76    | -35.7% ↓ |
| volkswagen_fb_brandAwareness_bofu_september_v5 | 172,164     | -60.7% ↓ | 386,241   | 0.0% | 918         | -62.2% ↓ | 13,258.72    | -35.5% ↓ |

Device performance | Impressions & Clicks



- mobile\_app
- desktop
- mobile\_web
- unknown

Mobile

Computer

Impressions

1,713,825

↓ -32.8%

Link Clicks

10,520

↓ -35.2%

Impressions

81,645

↓ -48.7%

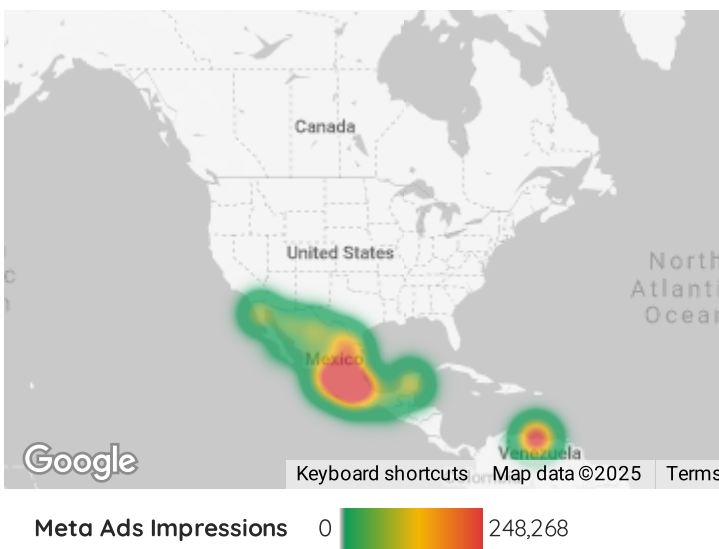
Link Clicks

81

↓ -40.9%

State performance

Select any state and the dashboard will change automatically.



|                  | Impressions | Clicks |
|------------------|-------------|--------|
| Distrito Federal | 248,268     | 1,357  |
| State of Mexico  | 192,352     | 1,057  |
| Jalisco          | 137,274     | 742    |
| Baja California  | 92,851      | 561    |
| Nuevo León       | 112,122     | 531    |
| Veracruz         | 71,059      | 487    |

Top performing State

Distrito Federal

|             |           |          |     |        |         |
|-------------|-----------|----------|-----|--------|---------|
| Impressions | 749,381   | -63.3% ↓ | CTR | 39.45% | 0.0%    |
| Link Clicks | 4,250     | -62.1% ↓ | CPC | 0.17   | 31.1% ↑ |
| Spent       | 59,086.97 | -45.3% ↓ |     |        |         |