Meta Ads Budget Pacing Dashboard

META ADS

- KPI Tracker
- Budget & pacing
- Trends

Campaign All | Data sources demo · Account yrgsu | Compare Previous period | Date range Oct 12 - Nov 8, 2026 | Group by Day Week Month | Dark

Key metrics by week

Day Week Month

Biggest improvement: ROAS +279.9%; biggest decline: CPM +182.7% vs previous period.

Metric	Week of Oct 12	Week of Oct 19	Week of Oct 26	Week of Nov 2	Total	Change	Trend
BUSINESS							
Amount spent	$205.41	$209.38	$426.22	$965.67	**$1,806.68**	▼ -84.9%	
Purchase value	$3,209.92	$2,529.86	$2,551.40	$4,746.84	**$13,038.02**	▼ -42.5%	
ROAS	15.63x	12.08x	5.99x	4.92x	**7.22x**	▲ +279.9%	
CONVERSION							
Purchases	14	13	14	15	**56**	▼ -30.0%	
Cost per purchase	$14.67	$16.11	$30.44	$64.38	**$32.26**	▼ -78.4%	
ENGAGEMENT							
Link clicks	202	278	502	1,116	**2,098**	▼ -86.2%	
CPC (link)	$1.02	$0.75	$0.85	$0.87	**$0.86**	▲ +9.6%	
VISIBILITY							
Impressions	9,340	10,097	21,057	45,524	**86,018**	▼ -94.6%	
CPM	$21.99	$20.74	$20.24	$21.21	**$21.00**	▲ +182.7%	

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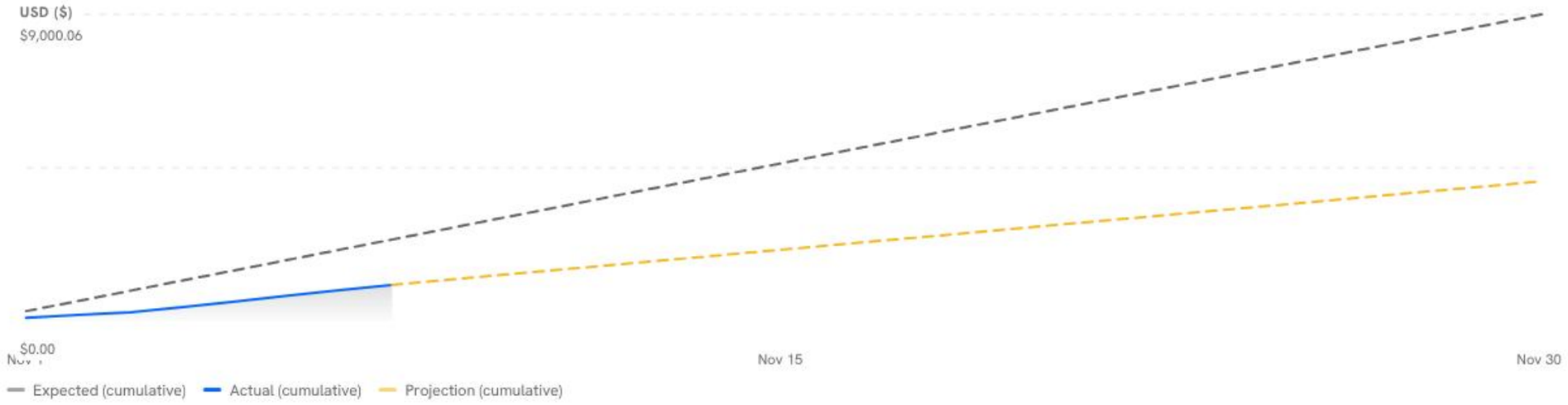
Burn-up

Monthly · Nov 1 – Nov 30

Prev | BELOW BUDGET



Pacing · Account · Nov 1 – Nov 30

$9,000.06	$1,072.86	$5,700.04	-$4,627.18	18.8%	63.3%	11.9%	$7,927.20	88.1%
BUDGET (PREVIOUS PERIOD SPEND)	ACTUAL SPEND ▼ 81.2%	BUDGET TO DATE	PACING ($)	PACING (%)	TIME PROGRESS	EXECUTED BUDGET (%)	REMAINING BUDGET ($)	REMAINING BUDGET (%)

$720.65	$4,107.82	19 / 30	$9,000.06
SUGGESTED DAILY SPEND	PROJECTED LANDING ▼ 54.4%	DAYS ELAPSED	PREVIOUS PERIOD ACTUAL

Projected vs budget



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Spend, purchases, CTR and CPM by day

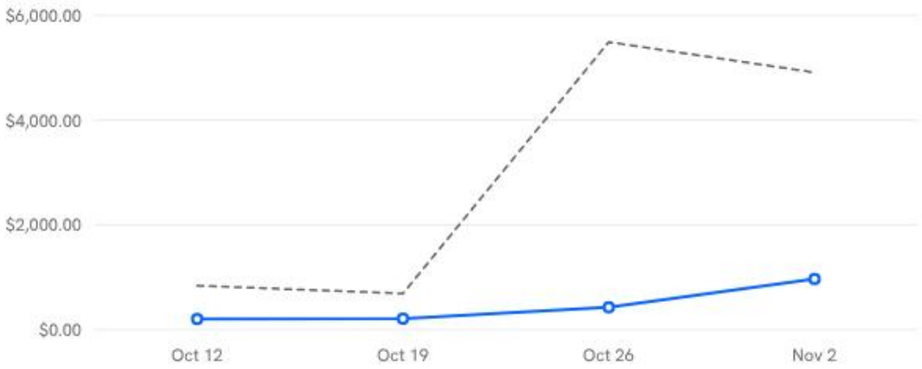
Largest move: ROAS +279.9% vs previous period, now 7.22x.

Amount spent	Purchases	Cost per purchase	ROAS	CTR (link)	CPM
$1,806.68	56	$32.26	7.22x	2.44%	$21.00
▼ -84.9%	▼ -30.0%	▼ -78.4%	▲ +279.9%	▲ +1.5 pp	▲ +182.7%

Amount spent by week

Metric Amount spent | Day Week Month | Per period Running total

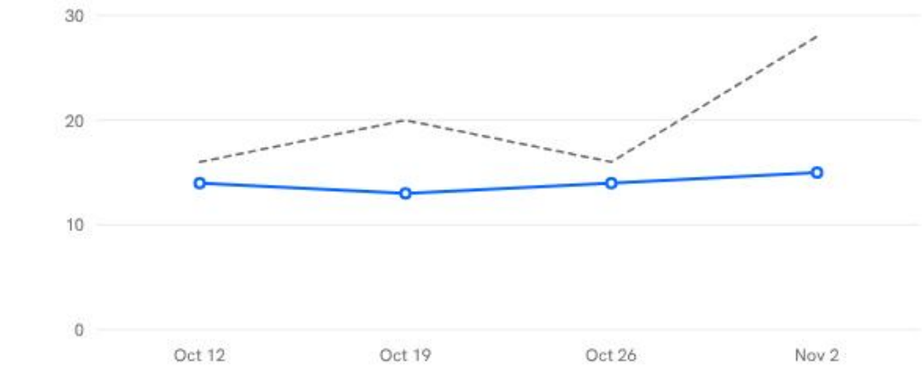
Amount spent: $1,806.68 for the period, -84.9% vs previous period; highest in Week of Nov 2 ($965.67).



Purchases by week

Metric Purchases | Day Week Month | Per period Running total

Purchases: 56 for the period, -30.0% vs previous period; highest in Week of Nov 2 (15).



Link clicks by week

Metric Link clicks | Day Week Month | Per period Running total

Link clicks: 2,098 for the period, -86.2% vs previous period; highest in Week of Nov 2 (1,116).



Impressions by week

Metric Impressions | Day Week Month | Per period Running total

Impressions: 86,018 for the period, -94.6% vs previous period; highest in Week of Nov 2 (45,524).

