Meta Ads Dashboard

Oct 21 – 27, 2026 · compared with previous period (Oct 14 – 20, 2026)

KPI Tracker

Key metrics by day

Biggest improvement: Checkouts initiated +41.7%; biggest decline: ROAS −43.2% vs previous period.

Metric	Oct 21	Oct 22	Oct 23	Oct 24	Oct 25	Oct 26	Oct 27	Total	Change	Trend
BUSINESS										
Amount spent	$30.07	$26.91	$27.75	$21.15	$38.79	$32.40	$30.71	$207.78	▲ +3.8%	
Purchase value	$214.45	$440.59	$108.23	$455.77	$449.00	$622.85	$25.00	$2,315.89	▼ −41.0%	
ROAS	7.13x	16.37x	3.90x	21.55x	11.58x	19.22x	0.81x	11.15x	▼ −43.2%	
CONVERSION										
Purchases	3	2	1	2	1	4	1	14	▼ −17.6%	
Cost per purchase	$10.02	$13.46	$27.75	$10.58	$38.79	$8.10	$30.71	$14.84	▲ +26.1%	
Conversion rate	7.69%	8.70%	3.70%	5.71%	1.56%	6.90%	1.96%	4.71%	▼ −2.5 pp	
Checkouts initiated	5	3	7	4	1	10	4	34	▲ +41.7%	
Adds to cart	5	4	5	4	5	19	11	53	▲ +39.5%	
ENGAGEMENT										
Link clicks	39	23	27	35	64	58	51	297	▲ +25.8%	
CPC (link)	$0.77	$1.17	$1.03	$0.60	$0.61	$0.56	$0.60	$0.70	▼ −17.5%	
CTR (link)	2.49%	1.75%	1.99%	3.20%	3.81%	3.62%	3.09%	2.89%	▲ +0.4 pp	
Landing page views	38	24	29	35	61	54	46	287	▲ +5.5%	
Post engagement	42	24	37	41	80	69	54	347	▲ +17.2%	
3-second video plays	2	1	5	3	14	10	1	36	▲ +2.9%	
ThruPlays	0	0	2	1	8	5	0	16	■ 0.0%	
VISIBILITY										
Impressions	1,565	1,317	1,360	1,095	1,681	1,604	1,650	10,272	▲ +6.7%	
Reach	831	706	690	650	822	820	870	2,952	▲ +4.9%	
Frequency	1.88	1.87	1.97	1.68	2.05	1.96	1.90	3.48	▲ +1.7%	
CPM	$19.21	$20.43	$20.40	$19.32	$23.08	$20.20	$18.61	$20.23	▼ −2.7%	

Campaign performance

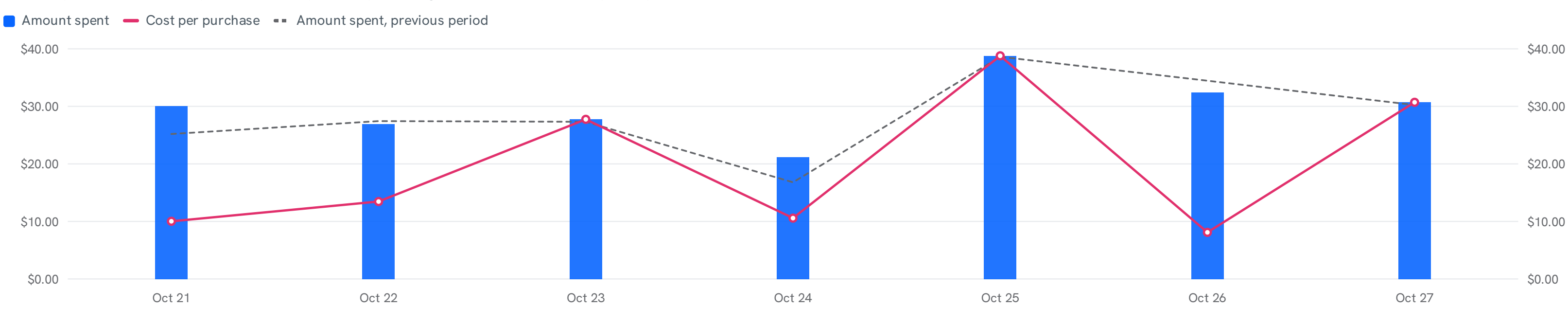
Spend, purchases and ROAS by day

Largest move: ROAS −43.2% vs previous period, now 11.15x.

Amount spent	Purchases	Cost per purchase	Purchase value	ROAS
$207.78	14	$14.84	$2,315.89	11.15x
▲ +3.8%	▼ −17.6%	▲ +26.1%	▼ −41.0%	▼ −43.2%

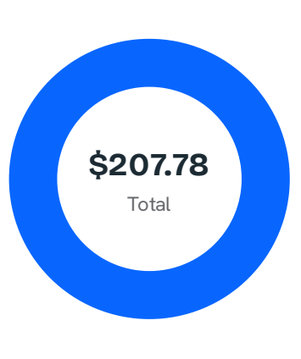
Amount spent and cost per purchase by day

Amount spent: $207.78 for the period, +3.8% vs previous period; highest on Sun, Oct 25, 2026 ($38.79).



Amount spent by objective

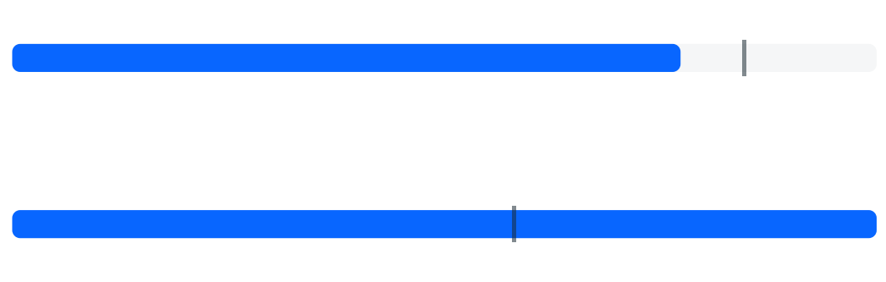
All amount spent comes from one objective: Sales.



Sales	100.0%	▲ +3.8%

Cost per purchase by campaign

Lowest cost per purchase: demo · Campaign 5cbl2 ($13.19); highest: demo · Campaign 4vcs1 ($17.04), across 2 campaigns.



demo · Campaign 5cbl2	$13.19	▼ −8.7%
demo · Campaign 4vcs1	$17.04	▲ +72.1%

Performance metrics by campaign

demo · Campaign 5cbl2 takes 50.8% of amount spent across 2 campaigns.

Campaign	Amount spent	Purchases	Cost per purchase	Purchase value	ROAS	Link clicks	CTR (link)	CPC (link)	Impressions	CPM	Reach	Frequency
demo · Campaign 5cbl2	$105.54 ▲ +4.4%	8 ▲ +14.3%	$13.19 ▼ −8.7%	$1,523.30 ▼ −12.3%	14.43x ▼ −16.0%	146 ▲ +20.7%	2.72% ▲ +0.4 pp	$0.72 ▼ −13.5%	5,375 ▲ +3.8%	$19.64 ▲ +0.5%	1,664 ▲ +4.3%	3.23 ▼ −0.5%
demo · Campaign 4vcs1	$102.24 ▲ +3.3%	6 ▼ −40.0%	$17.04 ▲ +72.1%	$792.59 ▼ −63.8%	7.75x ▼ −64.9%	151 ▲ +31.3%	3.08% ▲ +0.5 pp	$0.68 ▼ −21.3%	4,897 ▲ +10.0%	$20.88 ▼ −6.1%	2,067 ▲ +5.7%	2.37 ▲ +4.1%
Total	$207.78 ▲ +3.8%	14 ▼ −17.6%	$14.84 ▲ +26.1%	$2,315.89 ▼ −41.0%	11.15x ▼ −43.2%	297 ▲ +25.8%	2.89% ▲ +0.4 pp	$0.70 ▼ −17.5%	10,272 ▲ +6.7%	$20.23 ▼ −2.7%	2,952 ▲ +4.9%	3.48 ▲ +1.7%

Creative analysis

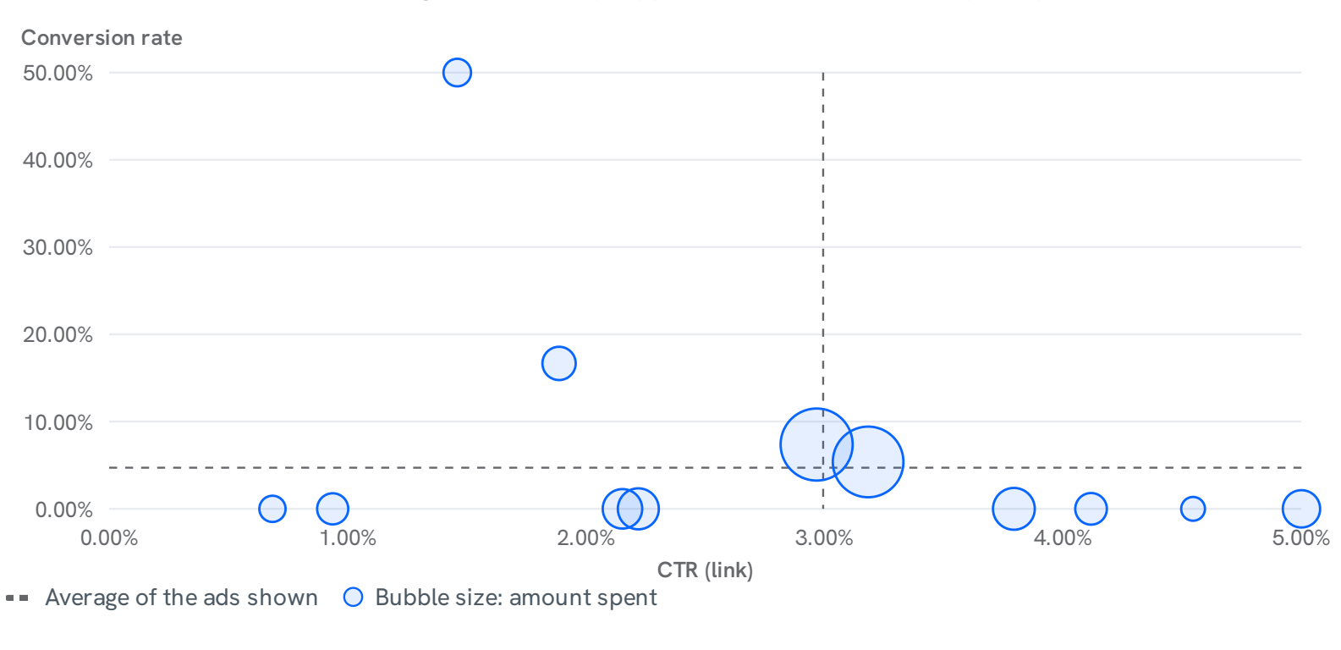
Purchases, CTR and hook rate by day

Largest move: ROAS −43.2% vs previous period, now 11.15x.

Purchases	Cost per purchase	ROAS	CTR (link)	Hook rate	Hold rate
14	$14.84	11.15x	2.89%	0.35%	44.44%
▼ −17.6%	▲ +26.1%	▼ −43.2%	▲ +0.4 pp	▼ −0.0 pp	▼ −1.3 pp

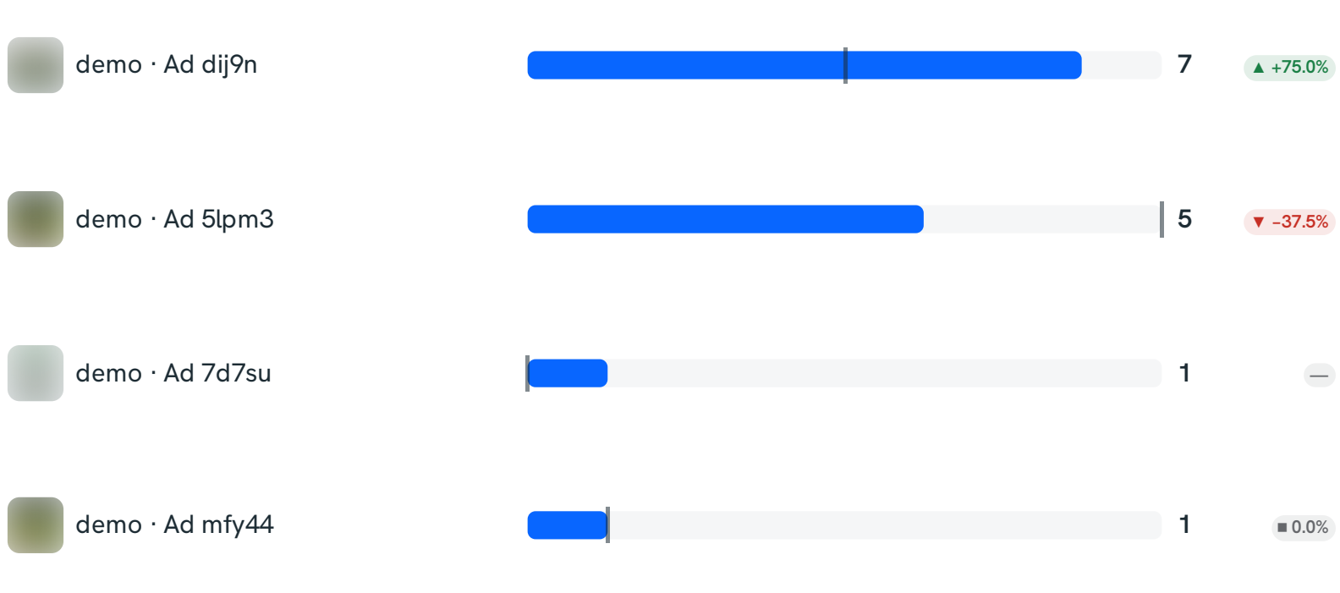
Conversion rate by CTR per ad

1 of 12 ads are at or above the average on both CTR (link) (2.99%) and conversion rate (4.71%).



Purchases by ad

demo · Ad dij9n takes 50.0% of purchases across 4 ads.



demo · Ad dij9n	7	▲ +75.0%
demo · Ad 5lpm3	5	▼ −37.5%
demo · Ad 7d7su	1	—
demo · Ad mfy44	1	■ 0.0%

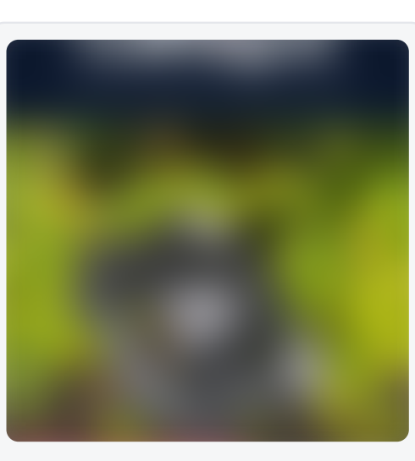
Creative metrics by ad

demo · Ad dij9n takes 32.2% of amount spent across 26 ads.

demo · Ad dij9n

demo · Campaign 5cbl2

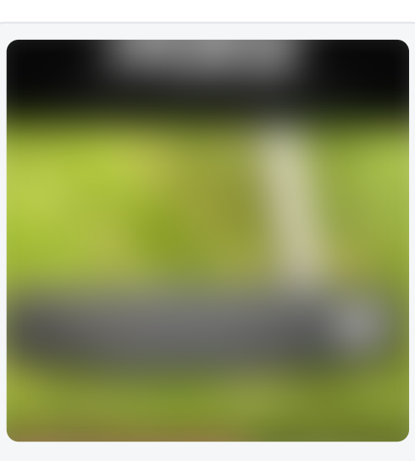
Amount spent	$66.84	▲ +15.7%
Purchases	7	▲ +75.0%
Cost per purchase	$9.55	▼ −33.9%
ROAS	19.23x	▲ +65.0%
CTR (link)	2.97%	▲ +0.8 pp
Hook rate	0.00%	■ 0.0 pp



demo · Ad 5lpm3

demo · Campaign 4vcs1

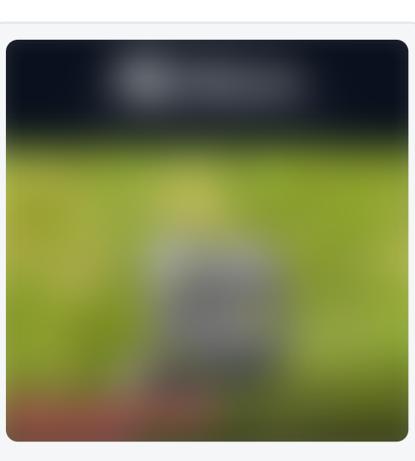
Amount spent	$63.53	▼ −12.3%
Purchases	5	▼ −37.5%
Cost per purchase	$12.71	▲ +40.3%
ROAS	12.08x	▼ −44.3%
CTR (link)	3.18%	▲ +0.7 pp
Hook rate	0.07%	▲ +0.1 pp



demo · Ad g9ln6

demo · Campaign 4vcs1

Amount spent	$14.16	▲ +46.6%
Purchases	0	—
Cost per purchase	—	—
ROAS	0.00x	—
CTR (link)	3.79%	▼ −0.3 pp
Hook rate	0.00%	■ 0.0 pp



demo · Ad 8jdi6

demo · Campaign 5cbl2

Amount spent	$13.28	▼ −39.4%
Purchases	0	▼ −100.0%
Cost per purchase	—	—
ROAS	0.00x	▼ −100.0%
CTR (link)	2.22%	▼ −1.6 pp
Hook rate	0.14%	▲ +0.0 pp

demo · Ad i8ikb

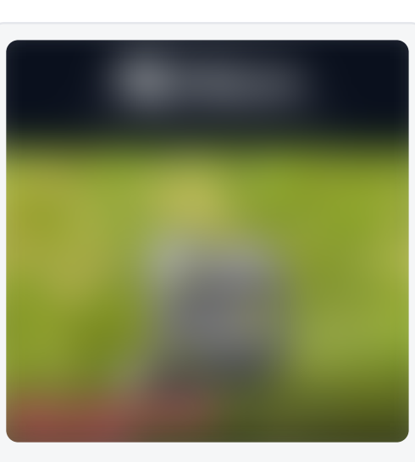
demo · Campaign 4vcs1

Amount spent	$11.72	▲ +315.6%
Purchases	0	—
Cost per purchase	—	—
ROAS	0.00x	—
CTR (link)	2.15%	▼ −3.4 pp
Hook rate	0.00%	■ 0.0 pp

demo · Ad a35m0

demo · Campaign 5cbl2

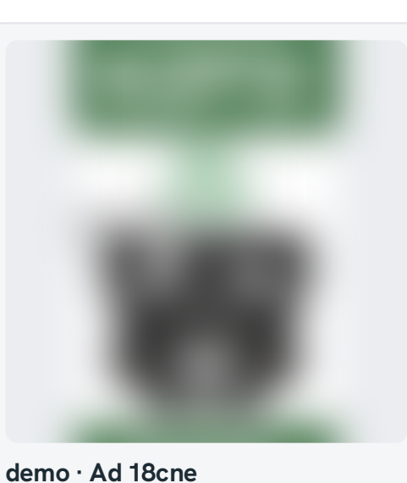
Amount spent	$9.65	▲ +284.5%
Purchases	0	—
Cost per purchase	—	—
ROAS	0.00x	—
CTR (link)	5.00%	▲ +1.8 pp
Hook rate	0.00%	■ 0.0 pp



demo · Ad mfy44

demo · Campaign 5cbl2

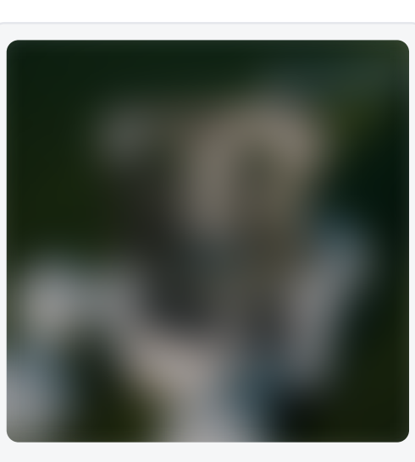
Amount spent	$6.34	▼ −16.6%
Purchases	1	■ 0.0%
Cost per purchase	$6.34	▼ −16.6%
ROAS	37.56x	▼ −31.9%
CTR (link)	1.89%	▲ +0.8 pp
Hook rate	0.00%	▼ −0.5 pp



demo · Ad 18cne

demo · Campaign 4vcs1

Amount spent	$5.18	▼ −25.0%
Purchases	0	—
Cost per purchase	—	—
ROAS	0.00x	—
CTR (link)	4.12%	▲ +2.0 pp
Hook rate	0.00%	■ 0.0 pp



demo · Ad yddey

demo · Campaign 5cbl2

Amount spent	$4.86	—
Purchases	0	—
Cost per purchase	—	—
ROAS	0.00x	—
CTR (link)	0.94%	—
Hook rate	0.00%	—

demo · Ad sjxm9

demo · Campaign 5cbl2

Amount spent	$2.97	▲ +7.2%
Purchases	0	—
Cost per purchase	—	—
ROAS	0.00x	—
CTR (link)	0.00%	▼ −1.9 pp
Hook rate	0.00%	■ 0.0 pp

demo · Ad 7d7su

demo · Campaign 4vcs1

Amount spent	$2.82	▲ +571.4%
Purchases	1	—
Cost per purchase	$2.82	—
ROAS	8.87x	—
CTR (link)	1.46%	▲ +1.5 pp
Hook rate	0.00%	■ 0.0 pp

demo · Ad az2sw

demo · Campaign 4vcs1

Amount spent	$2.21	▼ −49.1%
Purchases	0	▼ −100.0%
Cost per purchase	—	—
ROAS	0.00x	▼ −100.0%
CTR (link)	0.68%	▼ −0.7 pp
Hook rate	0.00%	■ 0.0 pp

Placements & devices

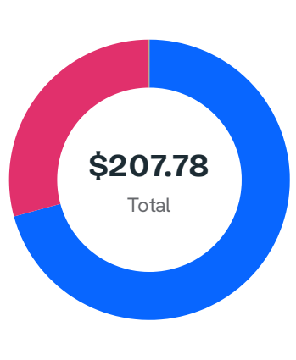
Cost per purchase, CPM and CTR by day

Largest move: Cost per purchase +26.1% vs previous period, now $14.84.

Cost per purchase	Purchases	CPM	CTR (link)	Conversion rate	Amount spent
$14.84	14	$20.23	2.89%	4.71%	$207.78
▲ +26.1%	▼ −17.6%	▼ −2.7%	▲ +0.4 pp	▼ −2.5 pp	▲ +3.8%

Amount spent by platform

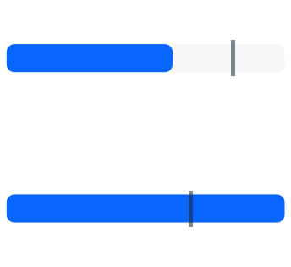
Facebook takes 70.8% of amount spent across 4 platforms.



Facebook	70.8%	▲ +2.4%
Instagram	29.1%	▲ +7.7%
Unknown	0.1%	▼ −16.7%
Threads	0.1%	▲ +116.6%

Cost per purchase by placement

Lowest cost per purchase: Facebook feed ($10.88); highest: Instagram feed ($18.06), across 2 placements.



Facebook feed	$10.88	▼ −26.2%
Instagram feed	$18.06	▲ +50.5%

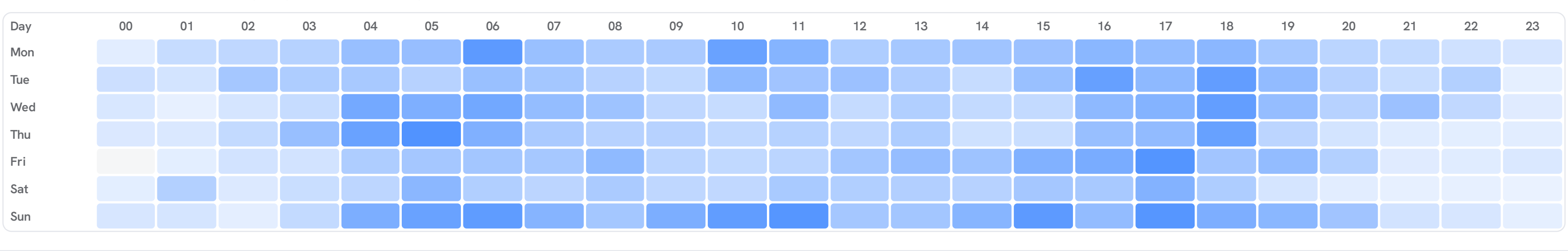
Amount spent by device

iPhone takes 66.6% of amount spent across 6 devices.

iPhone	$138.30	▼ −4.8%
Android phone	$49.92	▲ +36.0%
iPad	$10.64	▼ −11.0%
Computer	$8.22	▲ +55.7%
Android tablet	$0.46	▲ +35.3%
Other	$0.24	▼ −60.7%

Amount spent by hour of day

Peak hour: 17:00, with 7.3% of amount spent (advertiser time zone).



Delivery metrics by placement

Facebook feed takes 62.8% of amount spent across 15 placements.

Placement	Amount spent	Impressions	CPM	Link clicks	CTR (link)	CPC (link)	Purchases	Cost per purchase	ROAS
Facebook feed	$130.51 ▼ −1.6%	7,104 ▲ +6.1%	$18.37 ▼ −7.3%	193 ▲ +17.0%	2.72% ▲ +0.3 pp	$0.68 ▼ −15.9%	12 ▲ +33.3%	$10.88 ▼ −26.2%	12.48x ▼ −20.3%
Instagram feed	$36.12 ▲ +0.3%	1,277 ▼ −5.5%	$28.29 ▲ +6.2%	38 ▲ +18.8%	2.98% ▲ +0.6 pp	$0.95 ▼ −15.5%	2 ▼ −33.3%	$18.06 ▲ +50.5%	19.02x ▼ −21.5%
Facebook Reels	$13.40 ▲ +62.0%	593 ▲ +16.3%	$22.59 ▲ +39.3%	32 ▲ +88.2%	5.40% ▲ +2.1 pp	$0.42 ▼ −13.9%	0 —	— —	0.00x —
Instagram Reels	$13.14 ▲ +33.4%	610 ▲ +29.0%	$21.54 ▲ +3.4%	11 ▲ +57.1%	1.80% ▲ +0.3 pp	$1.19 ▼ −15.1%	0 ▼ −100.0%	— —	0.00x ▼ −100.0%
Instagram Stories	$11.16 ▲ +9.0%	363 ▲ +26.9%	$30.74 ▼ −14.1%	16 ▲ +77.8%	4.41% ▲ +1.3 pp	$0.70 ▼ −38.7%	0 —	— —	0.00x —
Facebook Stories	$2.16 ▲ +20.7%	38 ▼ −15.6%	$56.83 ▲ +42.9%	2 ▼ −50.0%	5.26% ▼ −3.6 pp	$1.08 ▲ +141.3%	0 —	— —	0.00x —
Facebook reels overlay	$0.36 ▲ +28.6%	60 ▲ +11.1%	$6.00 ▲ +15.7%	1 ■ 0.0%	1.67% ▼ −0.2 pp	$0.36 ▲ +28.6%	0 —	— —	0.00x —
Facebook search results	$0.26 ▲ +271.4%	99 ▲ +33.8%	$2.63 ▲ +177.6%	1 —	1.01% ▲ +1.0 pp	$0.26 —	0 —	— —	0.00x —
Facebook marketplace	$0.20 ▼ −31.0%	28 ▼ −15.2%	$7.14 ▼ −18.7%	0 —	0.00% ■ 0.0 pp	— —	0 —	— —	0.00x —
Threads feed	$0.13 ▲ +116.6%	7 ▲ +75.0%	$18.57 ▲ +23.8%	0 —	0.00% ■ 0.0 pp	— —	0 —	— —	0.00x —
Total	$207.78 ▲ +3.8%	10,272 ▲ +6.7%	$20.23 ▼ −2.7%	297 ▲ +25.8%	2.89% ▲ +0.4 pp	$0.70 ▼ −17.5%	14 ▼ −17.6%	$14.84 ▲ +26.1%	11.15x ▼ −43.2%

Audience & geography

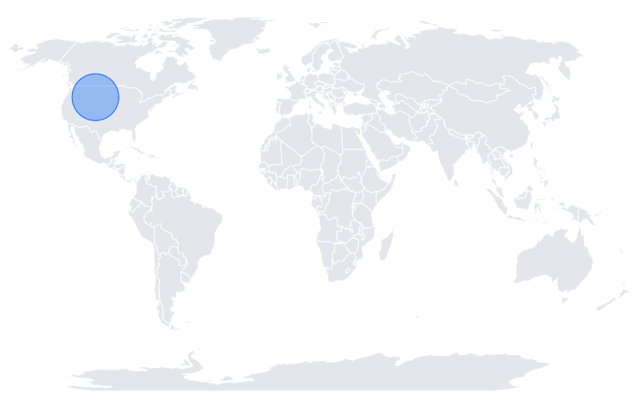
Cost per purchase, CPM and CTR by day

Largest move: Cost per purchase +26.1% vs previous period, now $14.84.

Cost per purchase	Purchases	CPM	CTR (link)	Conversion rate	Amount spent
$14.84	14	$20.23	2.89%	4.71%	$207.78
▲ +26.1%	▼ −17.6%	▼ −2.7%	▲ +0.4 pp	▼ −2.5 pp	▲ +3.8%

Amount spent by country

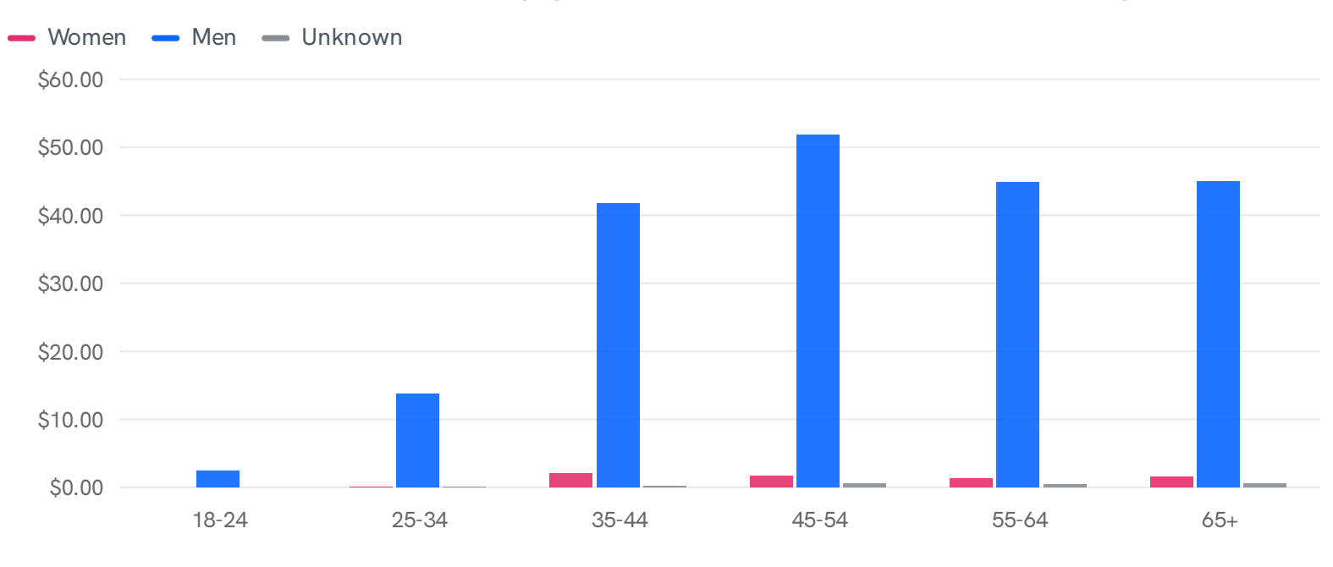
All amount spent comes from one country: United States.



United States	$207.78	▲ +3.8%

Amount spent by age and gender

45-54 takes 26.0% of amount spent across 6 age groups; men takes 96.0% of amount spent across 3 genders.



Delivery metrics by age

45-54 takes 26.0% of amount spent across 6 ages.

Age	Amount spent	Impressions	CPM	Link clicks	CTR (link)	CPC (link)	Purchases	Cost per purchase	ROAS
18-24	$2.44 ▲ +106.8%	132 ▲ +112.9%	$18.48 ▼ −2.9%	0 —	0.00% ■ 0.0 pp	— —	0 —	— —	0.00x —
25-34	$13.80 ▲ +25.8%	1,124 ▲ +25.9%	$12.28 ▼ −0.1%	19 ▲ +11.8%	1.69% ▼ −0.2 pp	$0.73 ▲ +12.6%	2 ▼ −50.0%	$6.90 ▲ +151.6%	9.65x ▼ −87.4%
35-44	$43.85 ▼ −5.4%	2,557 ▼ −0.8%	$17.15 ▼ −4.7%	47 ▼ −2.1%	1.84% ▼ −0.0 pp	$0.93 ▼ −3.4%	6 ▲ +200.0%	$7.31 ▼ −68.5%	34.90x ▲ +1,392%
45-54	$54.07 ▲ +5.3%	2,703 ▲ +5.1%	$20.00 ▲ +0.1%	79 ▲ +51.9%	2.92% ▲ +0.9 pp	$0.68 ▼ −30.7%	5 ▲ +25.0%	$10.81 ▼ −15.8%	11.33x ▼ −35.4%
55-64	$46.50 ▲ +0.8%	2,085 ▲ +4.6%	$22.30 ▼ −3.7%	66 ▲ +13.8%	3.17% ▲ +0.3 pp	$0.70 ▼ −11.5%	0 ▼ −100.0%	— —	0.00x ▼ −100.0%
65+	$47.12 ▲ +6.9%	1,671 ▲ +9.1%	$28.20 ▼ −2.0%	86 ▲ +41.0%	5.15% ▲ +1.2 pp	$0.55 ▼ −24.1%	1 ■ 0.0%	$47.12 ▲ +6.9%	0.84x ▼ −91.7%
Total	$207.78 ▲ +3.8%	10,272 ▲ +6.7%	$20.23 ▼ −2.7%	297 ▲ +25.8%	2.89% ▲ +0.4 pp	$0.70 ▼ −17.5%	14 ▼ −17.6%	$14.84 ▲ +26.1%	11.15x ▼ −43.2%

Funnel

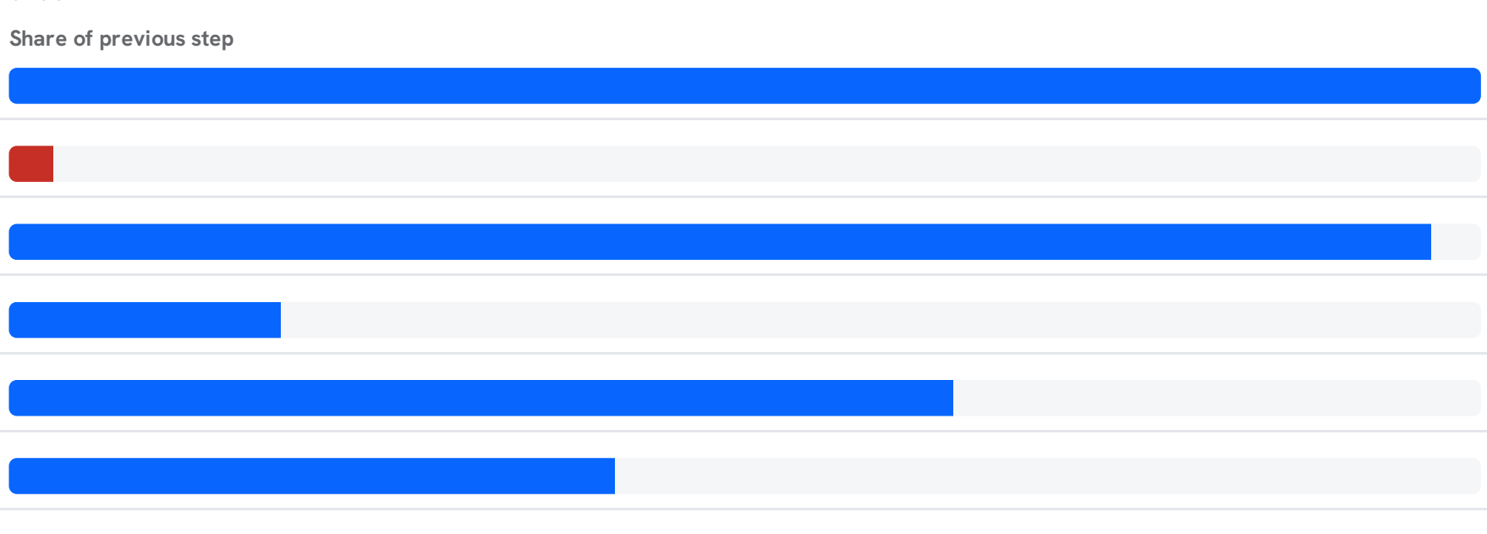
Purchases and conversion rate by day

Largest move: Checkouts initiated +41.7% vs previous period, now 34.

Purchases	Conversion rate	Cost per purchase	Checkouts initiated	Adds to cart	Landing page views
14	4.71%	$14.84	34	53	287
▼ −17.6%	▼ −2.5 pp	▲ +26.1%	▲ +41.7%	▲ +39.5%	▲ +5.5%

Events by funnel step

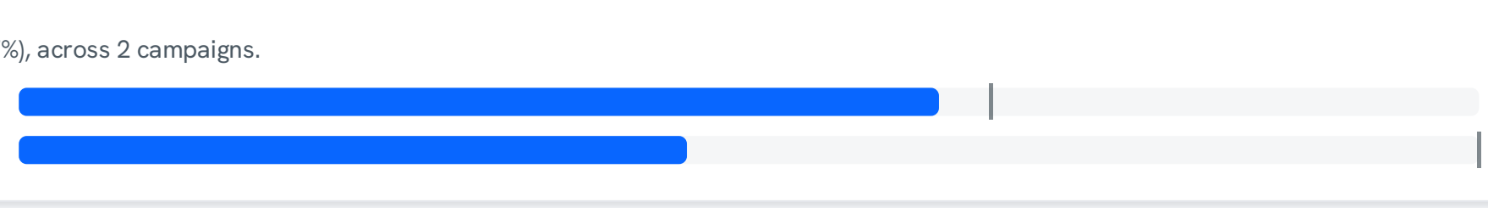
Steepest step: impressions → link clicks, where 2.9% continue.



		Share of previous step	Count		Step rate	
1	Impressions		10,272	▲ +6.7%		—
2	Link clicks		297	▲ +25.8%	2.89%	▲ +0.4 pp
3	Landing page views		287	▲ +5.5%	96.63%	▼ −18.6 pp
4	Adds to cart		53	▲ +39.5%	18.47%	▲ +4.5 pp
5	Checkouts initiated		34	▲ +41.7%	64.15%	▲ +1.0 pp
6	Purchases		14	▼ −17.6%	41.18%	▼ −29.7 pp

Conversion rate by campaign

Highest conversion rate: demo · Campaign 5cbl2 (5.48%); lowest: demo · Campaign 4vcs1 (3.97%), across 2 campaigns.



demo · Campaign 5cbl2	5.48%	▼ −0.3 pp
demo · Campaign 4vcs1	3.97%	▼ −4.7 pp

Funnel steps by campaign

Across these 2 campaigns the steepest step is impressions → link clicks: 2.9% continue.

Campaign	Impressions	Link clicks	Landing page views	Adds to cart	Checkouts initiated	Purchases
demo · Campaign 5cbl2	5,375 ▲ +3.8%	146 2.7% of previous ▲ +20.7%	145 99.3% of previous ▼ −11.0%	27 18.6% of previous ▲ +22.7%	16 59.3% of previous ▲ +23.1%	8 50.0% of previous ▲ +14.3%
demo · Campaign 4vcs1	4,897 ▲ +10.0%	151 3.1% of previous ▲ +31.3%	142 94.0% of previous ▲ +30.3%	26 18.3% of previous ▲ +62.5%	18 69.2% of previous ▲ +63.6%	6 33.3% of previous ▼ −40.0%

Trends

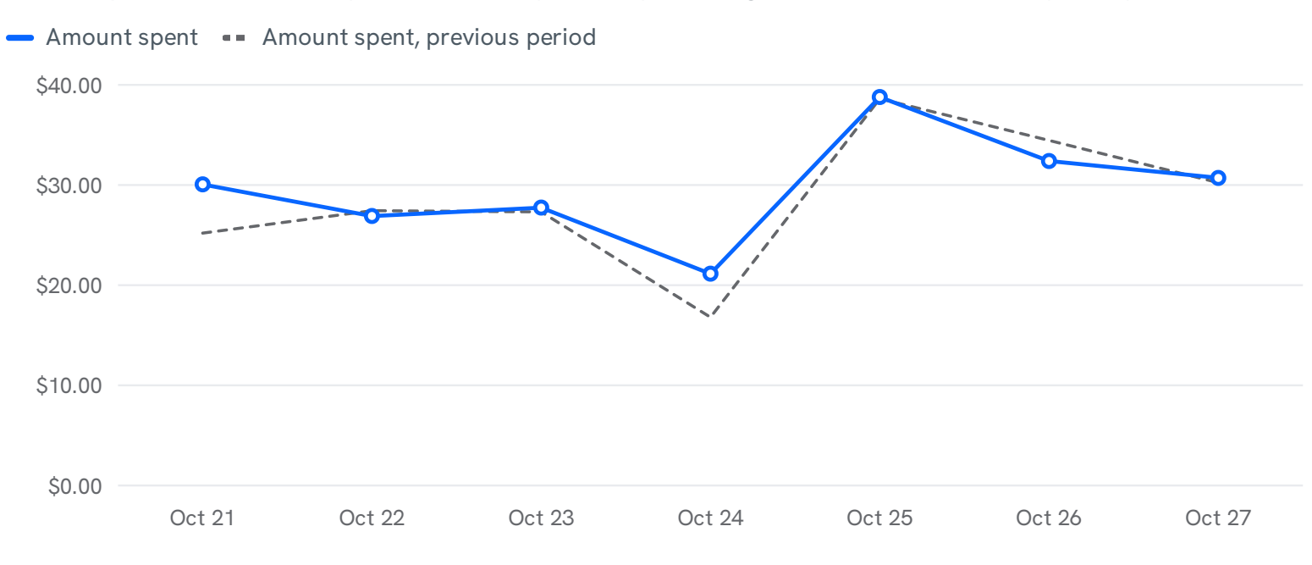
Spend, purchases, CTR and CPM by day

Largest move: ROAS −43.2% vs previous period, now 11.15x.

Amount spent	Purchases	Cost per purchase	ROAS	CTR (link)	CPM
$207.78	14	$14.84	11.15x	2.89%	$20.23
▲ +3.8%	▼ −17.6%	▲ +26.1%	▼ −43.2%	▲ +0.4 pp	▼ −2.7%

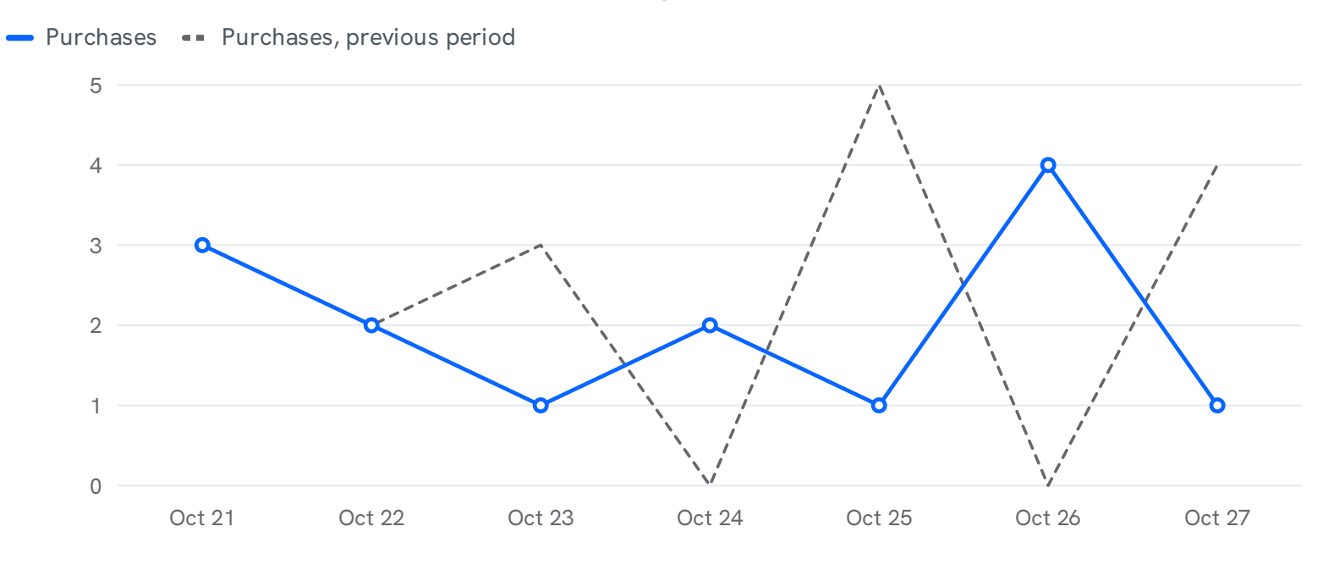
Amount spent by day

Amount spent: $207.78 for the period, +3.8% vs previous period; highest on Sun, Oct 25, 2026 ($38.79).



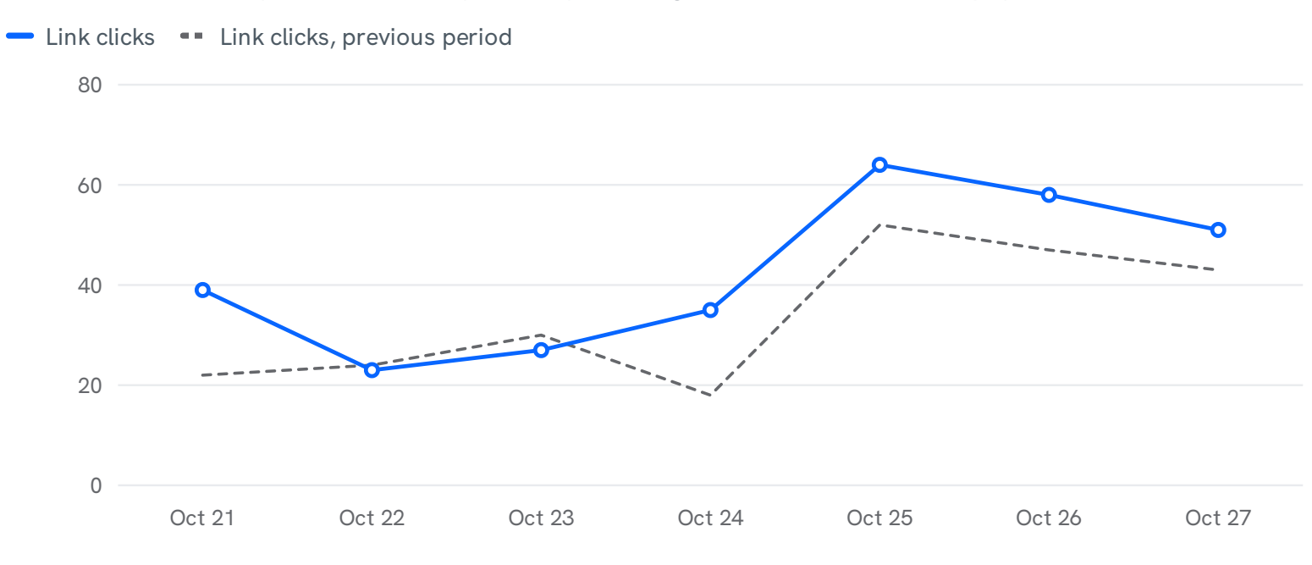
Purchases by day

Purchases: 14 for the period, −17.6% vs previous period; highest on Mon, Oct 26, 2026 (4).



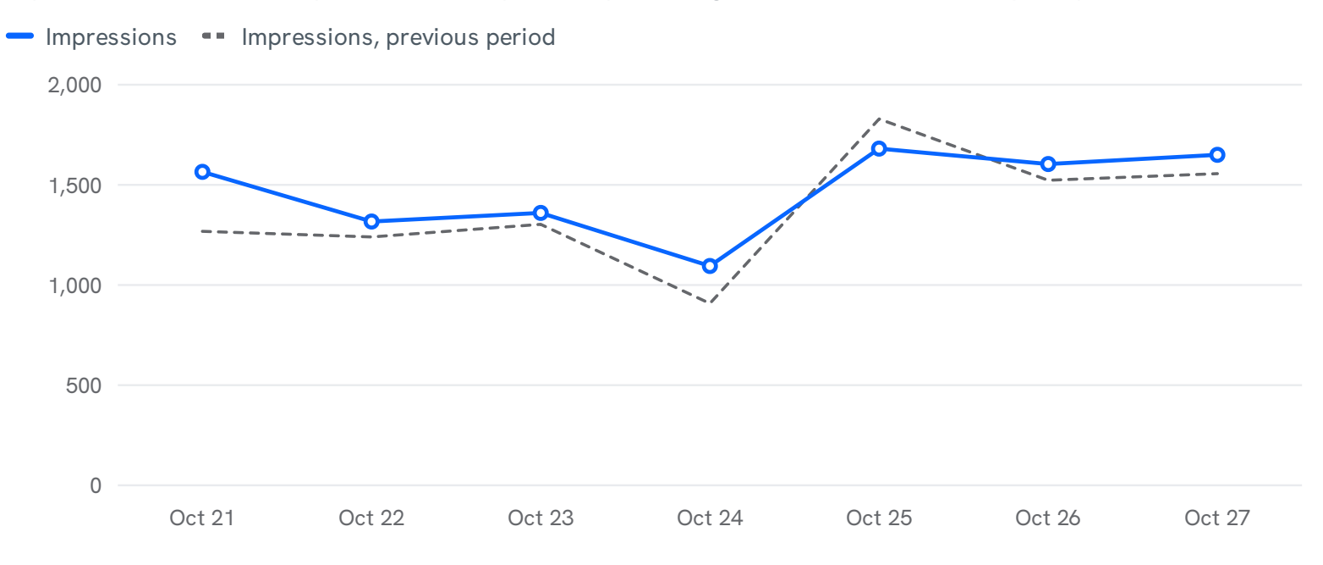
Link clicks by day

Link clicks: 297 for the period, +25.8% vs previous period; highest on Sun, Oct 25, 2026 (64).



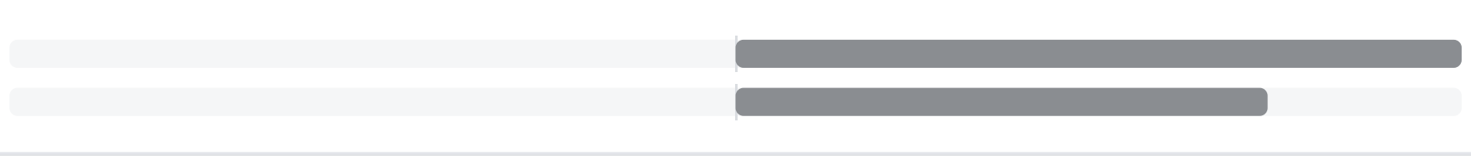
Impressions by day

Impressions: 10,272 for the period, +6.7% vs previous period; highest on Sun, Oct 25, 2026 (1,681).



Change in amount spent by campaign

Largest change: demo · Campaign 5cbl2 +$4.43 in amount spent vs previous period.



demo · Campaign 5cbl2	+$4.43	▲ +4.4%
demo · Campaign 4vcs1	+$3.25	▲ +3.3%

Key metrics by day

Tue, Oct 27, 2026: amount spent $30.71 against $30.25 on the matching day of the previous period.

Date	Amount spent	Purchases	Cost per purchase	Purchase value	ROAS	Link clicks	CTR (link)	CPC (link)	Impressions	CPM	Reach	Frequency
Tue, Oct 27, 2026	$30.71 ▲ +1.5%	1 ▼ −75.0%	$30.71 ▲ +306.1%	$25.00 ▼ −97.1%	0.81x ▼ −97.1%	51 ▲ +18.6%	3.09% ▲ +0.3 pp	$0.60 ▼ −14.4%	1,650 ▲ +6.0%	$18.61 ▼ −4.3%	870 ▲ +6.1%	1.90 ▼ −0.1%
Mon, Oct 26, 2026	$32.40 ▼ −6.0%	4 —	$8.10 —	$622.85 —	19.22x —	58 ▲ +23.4%	3.62% ▲ +0.5 pp	$0.56 ▼ −23.8%	1,604 ▲ +5.3%	$20.20 ▼ −10.7%	820 ▼ −2.1%	1.96 ▲ +7.6%
Sun, Oct 25, 2026	$38.79 ▲ +0.4%	1 ▼ −80.0%	$38.79 ▲ +402.2%	$449.00 ▼ −62.6%	11.58x ▼ −62.8%	64 ▲ +23.1%	3.81% ▲ +1.0 pp	$0.61 ▼ −18.4%	1,681 ▼ −8.1%	$23.08 ▲ +9.3%	822 ▼ −14.7%	2.05 ▲ +7.8%
Sat, Oct 24, 2026	$21.15 ▲ +25.9%	2 —	$10.58 —	$455.77 —	21.55x —	35 ▲ +94.4%	3.20% ▲ +1.2 pp	$0.60 ▼ −35.3%	1,095 ▲ +20.6%	$19.32 ▲ +4.4%	650 ▲ +22.9%	1.68 ▼ −1.9%
Fri, Oct 23, 2026	$27.75 ▲ +1.5%	1 ▼ −66.7%	$27.75 ▲ +204.6%	$108.23 ▼ −88.3%	3.90x ▼ −88.4%	27 ▼ −10.0%	1.99% ▼ −0.3 pp	$1.03 ▲ +12.8%	1,360 ▲ +4.4%	$20.40 ▼ −2.7%	690 ▼ −0.9%	1.97 ▲ +5.3%
Thu, Oct 22, 2026	$26.91 ▼ −1.9%	2 ■ 0.0%	$13.46 ▼ −1.9%	$440.59 ▲ +0.3%	16.37x ▲ +2.2%	23 ▼ −4.2%	1.75% ▼ −0.2 pp	$1.17 ▲ +2.4%	1,317 ▲ +6.2%	$20.43 ▼ −7.6%	706 ▲ +10.7%	1.87 ▼ −4.0%
Wed, Oct 21, 2026	$30.07 ▲ +19.3%	3 ■ 0.0%	$10.02 ▲ +19.3%	$214.45 ▼ −57.0%	7.13x ▼ −63.9%	39 ▲ +77.3%	2.49% ▲ +0.8 pp	$0.77 ▼ −32.7%	1,565 ▲ +23.4%	$19.21 ▼ −3.4%	831 ▲ +39.7%	1.88 ▼ −11.6%
Total	$207.78 ▲ +3.8%	14 ▼ −17.6%	$14.84 ▲ +26.1%	$2,315.89 ▼ −41.0%	11.15x ▼ −43.2%	297 ▲ +25.8%	2.89% ▲ +0.4 pp	$0.70 ▼ −17.5%	10,272 ▲ +6.7%	$20.23 ▼ −2.7%	2,952 ▲ +4.9%	3.48 ▲ +1.7%

Video retention

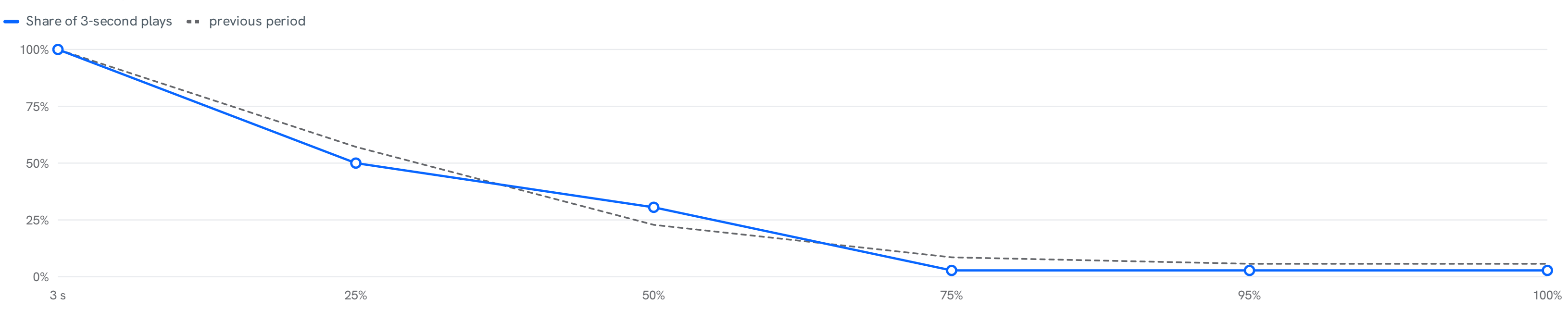
Video plays, hook rate and ThruPlays by day

Largest move: Cost per ThruPlay +3.8% vs previous period, now $12.99.

3-second video plays	Hook rate	ThruPlays	Hold rate	Completion rate	Cost per ThruPlay
36	0.35%	16	44.44%	2.78%	$12.99
▲ +2.9%	▼ −0.0 pp	■ 0.0%	▼ −1.3 pp	▼ −2.9 pp	▲ +3.8%

Video plays by watch progress

50.0% of 3-second plays reach 25% of the video and 2.8% reach the end.



Watch progress by ad

Across these 6 videos, 2.8% of 3-second plays reach 100%.

Ad	3 s	Watched 25%	Watched 50%	Watched 75%	Watched 95%	Watched 100%
demo · Ad k7mmo	23 ▲ +360.0%	56.5% ▼ −23.5 pp	30.4% ▲ +10.4 pp	4.3% ▼ −15.7 pp	4.3% ▲ +4.3 pp	4.3% ▲ +4.3 pp
demo · Ad 60dyc	7 ▲ +600.0%	42.9% ▲ +42.9 pp	42.9% ▲ +42.9 pp	0.0% ■ 0.0 pp	0.0% ■ 0.0 pp	0.0% ■ 0.0 pp
demo · Ad 5lpm3	2 —	50.0% —	0.0% —	0.0% —	0.0% —	0.0% —
demo · Ad kj178	2 ▼ −75.0%	0.0% ▼ −50.0 pp	0.0% ▼ −37.5 pp	0.0% ▼ −12.5 pp	0.0% ▼ −12.5 pp	0.0% ▼ −12.5 pp
demo · Ad 8jdi6	1 ■ 0.0%	0.0% ▼ −100.0 pp	0.0% ■ 0.0 pp	0.0% ■ 0.0 pp	0.0% ■ 0.0 pp	0.0% ■ 0.0 pp
demo · Ad izlj5	1 ▼ −87.5%	100.0% ▲ +62.5 pp	100.0% ▲ +100.0 pp	0.0% ■ 0.0 pp	0.0% ■ 0.0 pp	0.0% ■ 0.0 pp

Video metrics by ad

demo · Ad k7mmo takes 63.9% of 3-second video plays across 6 ads.

demo · Ad k7mmo

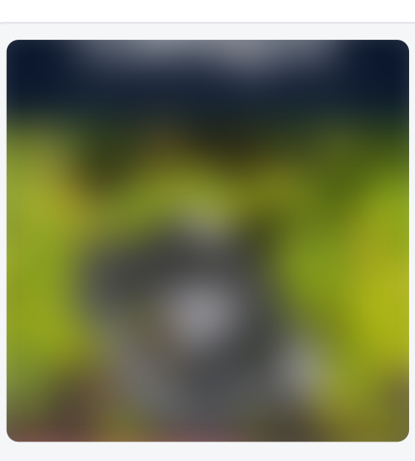
demo · Campaign 4vcs1

3-second video plays	23	▲ +360.0%
Hook rate	52.27%	▲ +2.3 pp
Hold rate	52.17%	▼ −7.8 pp
ThruPlays	12	▲ +300.0%
Cost per ThruPlay	$0.11	▼ −37.3%
Purchases	0	▼ −100.0%

demo · Ad 60dyc

demo · Campaign 4vcs1

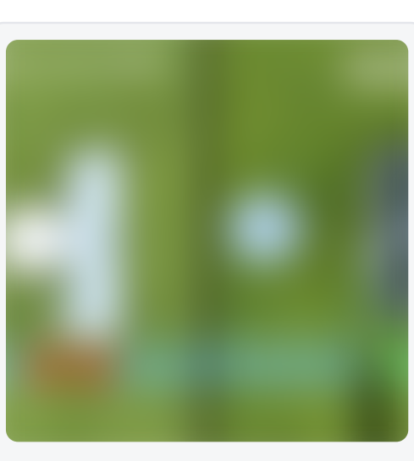
3-second video plays	7	▲ +600.0%
Hook rate	50.00%	▲ +25.0 pp
Hold rate	42.86%	▲ +42.9 pp
ThruPlays	3	—
Cost per ThruPlay	$0.19	—
Purchases	0	—



demo · Ad 5lpm3

demo · Campaign 4vcs1

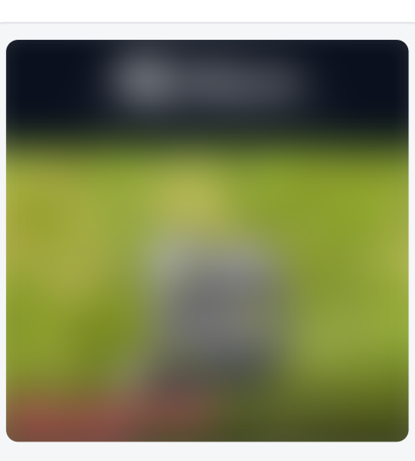
3-second video plays	2	—
Hook rate	0.07%	▲ +0.1 pp
Hold rate	0.00%	—
ThruPlays	0	—
Cost per ThruPlay	—	—
Purchases	5	▼ −37.5%



demo · Ad kj178

demo · Campaign 5cbl2

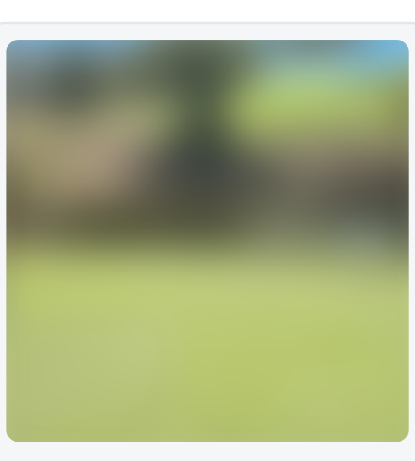
3-second video plays	2	▼ −75.0%
Hook rate	18.18%	▼ −15.2 pp
Hold rate	0.00%	▼ −50.0 pp
ThruPlays	0	▼ −100.0%
Cost per ThruPlay	—	—
Purchases	0	—



demo · Ad 8jdi6

demo · Campaign 5cbl2

3-second video plays	1	■ 0.0%
Hook rate	0.14%	▲ +0.0 pp
Hold rate	0.00%	▼ −100.0 pp
ThruPlays	0	▼ −100.0%
Cost per ThruPlay	—	—
Purchases	0	▼ −100.0%



demo · Ad izlj5

demo · Campaign 5cbl2

3-second video plays	1	▼ −87.5%
Hook rate	12.50%	▼ −13.3 pp
Hold rate	100.00%	▲ +62.5 pp
ThruPlays	1	▼ −66.7%
Cost per ThruPlay	$0.13	▼ −55.7%
Purchases	0	—