

# FACEBOOK ADS

WEEKLY PERFORMANCE OVERVIEW



PRESENTED TO

**HEALTH & CHIROPRACTIC**

Date: 13-09-2024

# YOUR WEEKLY PERFORMANCE REPORT



AD SPEND

**\$560.61**



REACH

**12,023**



CTR

**1.16%**



IMPRESSIONS

**21,489**



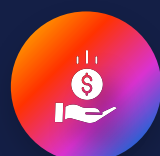
CPC

**\$2.24**



LEADS

**7**



COST-PER-LEAD

**\$80.09**

## ➔ DATE RANGE

04-09-2024 to 10-09-2024

## ➔ SUMMARY

A total of 111 out of 250 saw the ads and clicked to the website's landing page.

Out of 111 interested audiences, 80 actively explored the website, and 7 pushed forward through to a Lead.

## ➔ RECOMMENDATIONS

In 2-3 weeks, we can again look into refreshing our creative materials to ensure that we do not experience ad fatigue which will help improve our campaign performance.

# CAMPAIGN OVERVIEW (6-MONTH REVIEW)

Month	Ad Spend	Leads	CPL	Reach	Impressions	Frequency	CTR	Link Clicks	CPC
April	\$2,418.58	21	\$118.17	32,850	114,781	3.49	1.23%	437	\$1.76
May	\$2,579.00	21	\$122.81	29,162	86,161	2.95	1.43%	445	\$2.10
June	\$2,476.82	15	\$165.12	24,987	68,228	2.73	1.81%	539	\$2.00
July	\$2,544.85	14	\$181.78	25,779	78,383	3.04	1.31%	467	\$2.49
August	\$2,483.29	15	\$165.55	28,348	83,759	2.95	1.50%	553	\$1.97
September	\$810.22	7	\$115.75	16,988	31,615	1.86	1.21%	170	\$2.13

# YOUR ACCOUNT UPDATES

## ➔ TOP IMPROVEMENTS WE'VE DONE THIS WEEK



Garnered 7 leads that's 3.5x more than the previous week and at a CPL that's \$198.83 cheaper, too!



Stable CTR at 1.16% and CPC of \$2.24



Paused our weakest ad materials so that our budget can be better utilized by our best-performing setups



Created a refreshed set of ad setups as part of our creative optimizations. We will let this run alongside our initial setups.

## ➔ WHAT WE RECOMMEND DOING

### WHAT WE CAN DO

- We'll continuously monitor the campaign performance and do adjustments and optimizations to the campaign strategy and ad materials, as needed, to ensure that our current campaign traction and overall performance remain at a steady pace.
- Create a refreshed set of ad materials for AB Testing purposes every 2-3 weeks



### WHAT YOU CAN DO

- Ensure that the UI/UX of your website is smooth-sailing and that the backend is checked by your web developers.



# METRIC ABBREVIATION GUIDE



## REACH

The total number of unique users who saw your ad.



## LINK CLICKS

The actual number of clicks on links within the ad, leading to your chosen destination



## CPL (COST PER LEAD)

The average cost you paid for each lead generated by your ad.



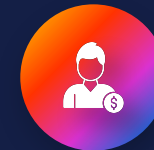
## IMPRESSIONS

The total number of times your ad was displayed on users' screens.



## LEADS

The number of users who have shown interest in your product .



## CPR (COST PER RESULT)

The average cost you paid for each outcome (e.g., conversion, lead, etc.)



## AD FREQUENCY

The average number of times each person in your reach saw your ad.



## CPC (COST PER CLICK)

The average cost you paid for each click on your ad.



## LEARNING PHASE

The period during which Facebook's algorithm is learning the best ways to achieve your campaign objective.



## CTR (CLICK-THROUGH RATE)

The percentage of people who saw your ad and performed a click on it.



## CPM (COST PER MILLE)

The cost you paid for a thousand impressions of your ad.



## CONVERSIONS

The number of users who have completed a desired action.