

NICHE: e-commerce, intellectual games

PLATFORM: Shopify

LOCATION: DEU, ESP, FRA, ITA

ADS TYPE: Facebook Ads

BUDGET: €45 000 - €65 000 month

AVERAGE ROAS: 3.42

CAMPAIGNS

Campaigns

Updated just now

Discard Drafts

Review and Publish

...

Search and filter

Lifetime: Sep 3, 2019 – Mar 11, 2021

Resource Center (2)

Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

A/B Test

Rules

1-200 of 210

View Setup

Columns: Custom

Breakdown

Reports

		Campaign Name		CPC (Cost per Link Click)	CTR (Link Click-Through...)	Clicks (All)	CTR (All)	CPC (All)	Amount Spent	Website Purchases	On-Facebook Purchases	Purchase ROAS (Return on...)	Purchases Conversion Value
<input type="checkbox"/>	<input type="checkbox"/>	3.0 QU...	3,235	€0.43	1.73%	307,000	4.31%	€0.17	€52,672.91	6,485	—	3.42	€179,921.91
<input type="checkbox"/>	<input type="checkbox"/>	Video ...	0,525	€0.56	1.74%	48,605	2.78%	€0.35	€16,989.48	1,978	—	3.31	€56,177.82
<input type="checkbox"/>	<input type="checkbox"/>	CBO/ R...	7,312	€0.82	2.10%	17,108	4.91%	€0.35	€5,995.47	1,115	—	6.97	€41,809.43
<input type="checkbox"/>	<input type="checkbox"/>	2 HIGH...	3,835	€0.66	1.47%	28,358	3.01%	€0.32	€9,087.68	—	—	—	€0.00
<input type="checkbox"/>	<input type="checkbox"/>	START ...	3,691	€0.44	1.41%	52,184	3.10%	€0.20	€10,447.56	890	—	3.35	€34,951.52
<input type="checkbox"/>	<input type="checkbox"/>	TEST ...	3,419	€0.59	1.83%	28,207	3.84%	€0.28	€7,874.84	1,133	—	4.18	€32,889.37
<input type="checkbox"/>	<input type="checkbox"/>	PYRJ V...	8,611	€0.76	1.13%	38,040	2.32%	€0.37	€14,092.89	891	—	2.14	€30,117.79
<input type="checkbox"/>	<input type="checkbox"/>	Straigh...	7,631	€0.36	0.96%	27,137	1.48%	€0.23	€6,358.24	748	—	5.05	€32,097.71
<input type="checkbox"/>	<input type="checkbox"/>	3. STA...	0,850	€0.46	1.53%	43,571	3.21%	€0.22	€9,587.91	744	—	2.93	€28,118.69
<input type="checkbox"/>	<input type="checkbox"/>	1 CBO/...	1,610	€0.53	2.09%	21,025	3.78%	€0.29	€6,129.58	630	—	4.03	€24,705.31
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CBO S...	9,203	€0.35	2.03%	18,293	4.03%	€0.18	€3,265.08	586	—	7.01	€22,881.10
<input type="checkbox"/>	<input type="checkbox"/>	Pyrami...	5,376	€0.39	1.56%	58,247	3.57%	€0.17	€9,876.49	627	—	2.40	€23,712.43
<input type="checkbox"/>	<input type="checkbox"/>	1 HIGH...	7,740	€0.64	1.32%	20,090	3.43%	€0.25	€4,926.63	566	—	4.34	€21,371.04
<input type="checkbox"/>	<input type="checkbox"/>	CBO L...	4,520	€0.45	1.67%	34,110	3.93%	€0.19	€6,565.24	746	—	3.08	€20,206.67
<input type="checkbox"/>	<input type="checkbox"/>	PYRJ U...	2,716	€0.53	1.40%	22,255	2.45%	€0.30	€6,755.35	450	—	2.37	€15,997.37
		> Result	17,995	€0.48	1.50%	1,291,443	3.24%	€0.22	€289,691.36	—	—	—	€0.00
		Exclu... Total		Per Action	Per Impressions	Total	Per Impressions	Per Click	Total Spent	Total	Total	Average	Total

AD SETS

Ad Sets

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Resource Center (2)

Campaigns

1 Selected

Ad Sets for 1 Campaign

Ads for 1 Campaign

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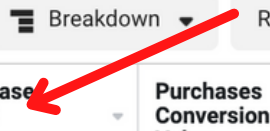
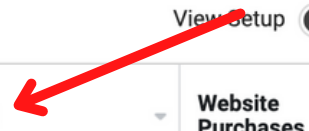
Columns: Custom

Breakdown

Reports

	Ad Set Name	Impressions	CPC (Cost per Link Click)	CTR (Link Click-Through...)	Clicks (All)	CTR (All)	CPC (All)	Amount Spent	Website Purchases	On-Facebook Purchases	Purchase ROAS (Return on...)	Purchases Conversion Value
<input type="checkbox"/>	Diffr...	20,647	€0.47	1.54%	50,600	3.76%	€0.19	€9,602.82	1,011	—	2.89	€27,768.79
<input type="checkbox"/>	Sing...	14,480	€0.52	1.44%	32,683	3.25%	€0.23	€7,588.66	834	—	3.17	€24,034.56
<input type="checkbox"/>	LAL ...	3,978	€0.44	1.74%	9,905	4.32%	€0.18	€1,769.69	230	—	3.94	€6,966.91
<input type="checkbox"/>	LAL ...	18,579	€0.51	1.34%	39,268	2.83%	€0.24	€9,458.78	1,056	—	3.08	€29,177.13
<input type="checkbox"/>	offe...	34,735	€0.41	2.04%	90,331	5.31%	€0.16	€14,249.10	1,813	—	3.53	€50,255.75
<input type="checkbox"/>	Sing...	13,286	€0.33	2.13%	34,944	5.60%	€0.13	€4,399.25	732	—	4.40	€19,347.06
<input type="checkbox"/>	Broa...	17,530	€0.32	2.09%	49,269	5.87%	€0.11	€5,604.61	809	—	3.99	€22,371.71
> Res		123,235	€0.43	1.73%	307,000	4.31%	€0.17	€52,672.91	6,485	—	3.42	€179,921.91
	Total		Per Action	Per Impressions	Total	Per Impressions	Per Click	Total Spent	Total	Total	Average	Total

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1 Selected

Ads for 1 Ad Set

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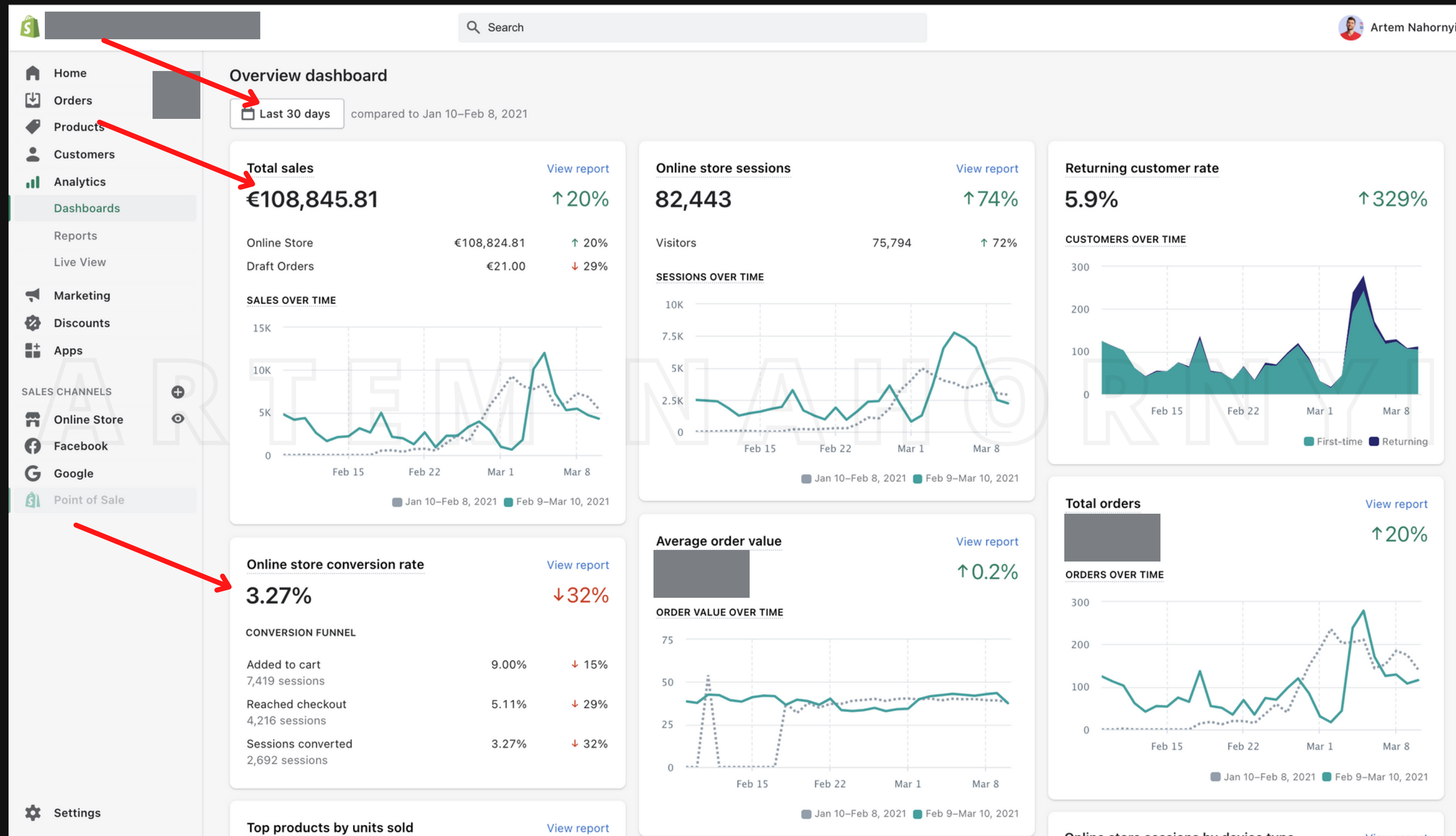
Columns: Custom

Breakdown

Reports

	Ad Name	CPC (Cost per Link Click)	CTR (Link Click-Through...)	Clicks (All)	CTR (All)	CPC (All)	Amount Spent	Website Purchases	On-Facebook Purchases	Purchase ROAS (Return on...)	Purchases Conversion Value
<input type="checkbox"/>	Ad ... 570	€0.39	2.42%	67,797	6.95%	€0.13	€9,079.34	1,186	—	3.64	€33,076.58
<input type="checkbox"/>	Ad ... 198	€0.42	1.52%	13,675	2.89%	€0.22	€3,029.85	387	—	3.44	€10,436.19
<input type="checkbox"/>	Ad ... 981	€0.68	1.44%	2,439	3.58%	€0.27	€662.63	80	—	3.48	€2,307.01
<input type="checkbox"/>	Ad ... 508	€0.47	3.53%	1,405	8.16%	€0.20	€284.91	20	—	2.29	€653.73
<input type="checkbox"/>	Ad ... 484	€0.39	1.59%	1,243	4.08%	€0.15	€187.07	22	—	3.12	€582.73
<input type="checkbox"/>	Ad ... 338	€0.60	1.26%	471	1.75%	€0.43	€202.30	23	—	2.64	€534.75
<input type="checkbox"/>	A... 336	€0.37	1.63%	855	4.14%	€0.15	€124.06	16	—	4.23	€524.77
<input type="checkbox"/>	Ad ... 168	€0.60	1.15%	323	2.21%	€0.31	€100.26	17	—	4.69	€469.78
<input type="checkbox"/>	Ad ... 174	€0.52	1.47%	303	2.56%	€0.30	€89.65	15	—	4.52	€404.83
<input type="checkbox"/>	Ad ... 235	€0.51	1.64%	501	3.50%	€0.24	€119.12	15	—	3.26	€387.78
<input type="checkbox"/>	Ad ... 91	€0.60	1.69%	188	3.50%	€0.29	€54.91	7	—	3.31	€181.91
<input type="checkbox"/>	Ad ... 25	€0.77	1.31%	56	2.93%	€0.35	€19.36	5	—	8.88	€171.93
<input type="checkbox"/>	Ad ... 57	€0.97	0.78%	119	1.64%	€0.46	€55.06	3	—	2.00	€109.95
<input type="checkbox"/>	Ad ... 106	€0.54	1.45%	210	2.86%	€0.27	€56.90	4	—	1.83	€103.95
<input type="checkbox"/>	Ad ... 77	€0.42	1.47%	134	2.55%	€0.24	€32.51	4	—	3.47	€112.95
> Results from 735		€0.41	2.04%	90,331	5.31%	€0.16	€14,249.10	1,813	—	3.53	€50,255.75
Total		Per Action	Per Impressions	Total	Per Impressions	Per Click	Total Spent	Total	Total	Average	Total





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