

Target Market: UK

Total Spent: **£468,468**

Return: **£1,099,835**

ROAS: **2.35**

Product: **Stainless Steel Cup & Bottle**

Duration: **2.5 Years**

Search and filter Lifetime: Mar 7, 2018 - Nov 16, 2020

Campaigns 1 Selected **Ad Sets for 1 Campaign** **Ads for 1 Campaign**

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<input type="checkbox"/>	Campaign Name	Delivery	Budget	Cost per Result	Amount Spent	Website Purchases	Website Purchases Conversion Value	Website Purchase ROAS (Return)	Cost per Purchase	Unique Purchases
<input type="checkbox"/>	CBO Account Simplification	Active	£750.00 Daily	£24.00 Per Purchase	£863.95	36	£1,218.92	1.41	£24.00	29
<input type="checkbox"/>	PHASE 1 - NEW	Active	Using ad ...	£16.54 Per Purchase	£1,224.20	74	£1,494.39	1.22	£16.54	73
<input type="checkbox"/>	TOF Consolidated - Straight to detail page	Active	£250.00 Daily	£17.48 Per Purchase	£2,098.02	120	£2,861.59	1.36	£17.48	119
<input type="checkbox"/>	BOF Catalogue OPA	Active	£300.00 Daily	£6.55 Per Purchase	£41,374.73	6,317	£188,780.29	4.56	£6.55	4,182
<input type="checkbox"/>	PHASE 2 - CBO	Off	£250.00 Daily	£34.09 Per Purchase	£374.97	11	£310.96	0.83	£34.09	10
<input type="checkbox"/>	PHASE 2 - CBO	Off	£250.00 Daily	Per Purchase	£14.81	—	£0.00	—	—	—
<input type="checkbox"/>	Active - TOF acquisition LLA - Copy	Off	£100.00 Daily	£40.00 Per Purchase	£439.96	11	£222.67	0.51	£40.00	11
<input type="checkbox"/>	Catalog sales	Off	Using ad ...	—	—	—	£0.00	—	—	—
<input type="checkbox"/>	CBO TEST	Off	£250.00 Daily	£14.00 Per Purchase	£348.12	11	£248.00	0.71	£14.00	8
Results from 179 campaigns Excludes deleted items					£468,468.25 Total Spent	41,953 Total	£1,099,835.32 Total	2.35 Average	£11.17 Per Action	23,120 Total