

Target Market: UK

Total Spent: **£29,612**

Return: **£112,795**

ROAS: **3.81**

Niche: **Men Fashion, Jewelry**

Duration: **5 Months**

Search and filter Jun 1, 2020 – Nov 10, 2020

Campaigns 1 Selected **Ad Sets** 1 Selected **Ads** 1 Selected

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<input type="checkbox"/>	Campaign Name	Delivery	Reach	Impressions	Cost per Result	Amount Spent	Frequency	Purchase ROAS (Return on Ad Spend)	Purchases Conversion Value	Purchases	Website Purchases
<input type="checkbox"/>	PHASE 1	Active	49,022	71,695	£30.18 Per Purch...	£181.09	1.46	2.84	£514.99	6	6
<input type="checkbox"/>	ABO - LLA	Active	63,027	118,680	£79.33 Per Purch...	£396.64	1.88	1.16	£460.00	5	5
<input type="checkbox"/>	SOCAIL RETARGETING	Active	47,880	211,336	£15.64 Per Purch...	£610.03	4.41	5.54	£3,378.10	39	39
<input type="checkbox"/>	DPA - Retargeting	Active	10,973	106,856	£8.11 Per Purch...	£527.35	9.74	9.09	£4,792.40	65	65
<input type="checkbox"/>	ABO Retargeting	Active	41,379	197,358	£9.08 Per Purch...	£690.44	4.77	9.12	£6,297.45	76	76
<input type="checkbox"/>	TESTING	Off	38,238	44,859	— Per Purch...	£140.30	1.17	—	£0.00	—	—
<input type="checkbox"/>	ABO - Prospecting - LAL	Off	367,870	690,856	£34.97 Per Purch...	£1,958.11	1.88	2.33	£4,571.59	56	56
<input type="checkbox"/>	Conversions - copy	Off	8,042	10,955	£12.88 Per Purch...	£38.63	1.36	5.62	£216.97	3	3
> Results from 23 campaigns			2,309,746	11,865,584	—	£29,612.86	5.14	3.81	£112,795.84	1,621	1,621
Excludes deleted items			People	Total		Total Spent	Per Person	Average	Total	Total	Total