



FACEBOOK ADS



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Campaigns

Ad sets

Ads

This month: Apr 1, 2025 - Apr 26, 2025

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Columns: Performance

Breakdown

Reports

Charts

<input type="checkbox"/>	Off / On	Campaign	on	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	La Fortuna - TOFU Campaign	ck or ...	21 Meta leads	1,063	1,858	\$3.62 Per Meta lead	\$75.92	Ongi
<input type="checkbox"/>	<input type="checkbox"/>	Post: "" Missed our Open House? No wo... View charts Edit Duplicate ...	ck or ...	Link Click	—	—	— Per Link Click	—	Aug 26, 2
<input type="checkbox"/>	<input type="checkbox"/>	Post: "" Missed our Open House? No worri...	ck or ...	Link Click	—	—	— Per Link Click	—	Aug 16, 2
<input type="checkbox"/>	<input type="checkbox"/>	New_Engagement_Post_Campaign_07_08_2...	ck or ...	60-second Call Callback requests	—	—	—	—	Ongi
<input type="checkbox"/>	<input type="checkbox"/>	New_Engagement_Crousel_Campaign_07_0...	ck or ...	60-second Call Callback requests	—	—	—	—	Ongi
<input type="checkbox"/>	<input type="checkbox"/>	New_Engagement_Reel_Campaign_07_08_2...	ck or ...	60-second Call Callback requests	—	—	—	—	Ongi
<input type="checkbox"/>	<input type="checkbox"/>	Post: "" Announcing Our Open House Them...	ck or ...	—	—	—	—	—	Aug 8, 2
Results from 9 campaigns ⓘ Excludes deleted items				—	1,063 Accounts Center acc...	1,858 Total	—	\$75.92 Total spent	

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<input type="checkbox"/>	Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Leads campaign - financial planning lea...	11 Meta leads	2,332	5,096	\$17.18 Per Meta lead	\$189.01	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	New Leads campaign	— Meta leads	—	—	— Per Meta lead	—	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	Life Insurance Leads AUS Lead Form - Tail...	— Meta leads	—	—	— Per Meta lead	—	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	Life Insurance Leads AUS Lead Form	— Meta leads	—	—	— Per Meta lead	—	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	Retirement Leads AUS Lead Form	— Meta leads	—	—	— Per Meta lead	—	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	New Leads campaign	— Meta leads	—	—	— Per Meta lead	—	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	[18/06/2024] Promoting Stratagem Wealth	—	—	—	—	—	Ongoing
Results from 10 campaigns ⓘ Excludes deleted items			—	2,332 Accounts Center acc...	5,096 Total	—	\$189.01 Total spent	

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Apr 20, 2025 - Apr 26, 2025

+ Create

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<input type="checkbox"/>	Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New traffic Campaign - Seniors	35 Landing Page Views	7,179	9,357	\$1.10 Per Landing Page Vi...	\$38.65	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	A&M Traffic Campaign (Auckland)	144 Landing Page Views	2,896	4,688	\$0.97 Per Landing Page Vi...	\$139.99	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Broadband - A&M Traffic Campaign	275 Landing Page Views	9,908	14,450	\$0.53 Per Landing Page Vi...	\$145.13	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	A&M Retarget Sales Campaign	— Website Purchase	7,128	11,899	— Per Purchase	\$115.71	Ongoing	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	A&M Traffic Campaign (Ex Auckland)	379 Landing Page Views	6,826	12,439	\$0.85 Per Landing Page Vi...	\$321.28	Ongoing	
<input type="checkbox"/>	<input type="checkbox"/>	Dunedin Prezzy Card Campaign	— Landing Page View	—	—	— Per Landing Page Vi...	—	Feb 20, 2025	
<input type="checkbox"/>	<input type="checkbox"/>	Post: "🦄 Exciting News! 🦄"	—	—	—	—	—	Jan 14, 2025	
Results from 23 campaigns ⓘ Excludes deleted items			—	30,469 Accounts Center acc...	52,833 Total	—	\$760.76 Total spent		

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<input type="checkbox"/>	Off / On	Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount s
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New_Leads_Campaign_10_02_2025 <small>View charts Edit Duplicate</small>	7-day click or ...	1 Meta leads	1,559	3,235	\$126.88 Per Meta lead	
		Results from 1 campaign	7-day click or ...	1 On-Facebook Lead	1,559 Accounts Center acc...	3,235 Total	\$126.88 Per Meta lead	

THANK

YOU!

