



TikTok Ads Campaign Performance

Select date range ▼

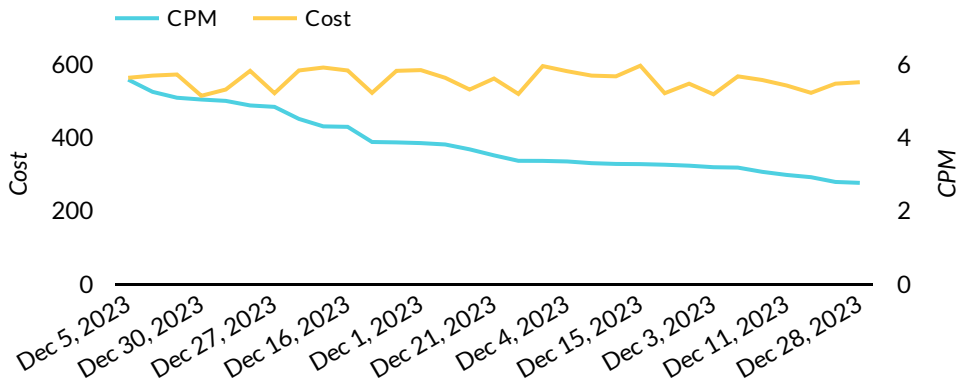
Results:

Impressions

Cost **\$556.48** ↑ 2.1%

Impressions **151.1K** ↑ 2.0%

CPM **\$3.83** ↑ 0.0%

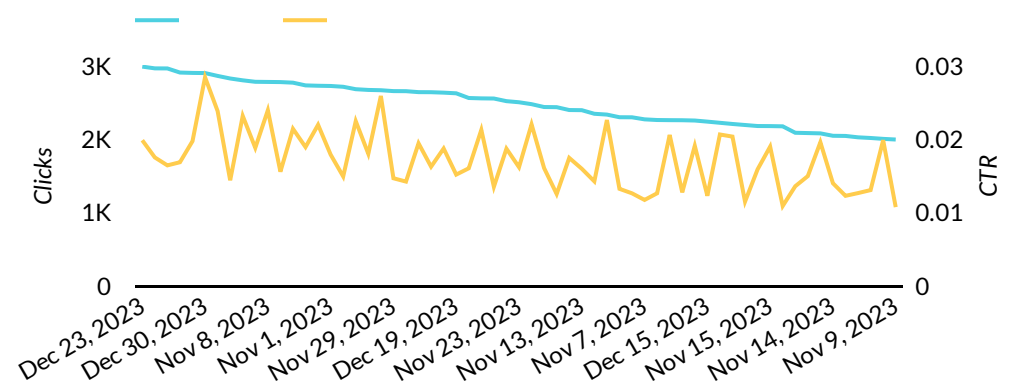


Clicks

Clicks **2.5K** ↑ 1.6%

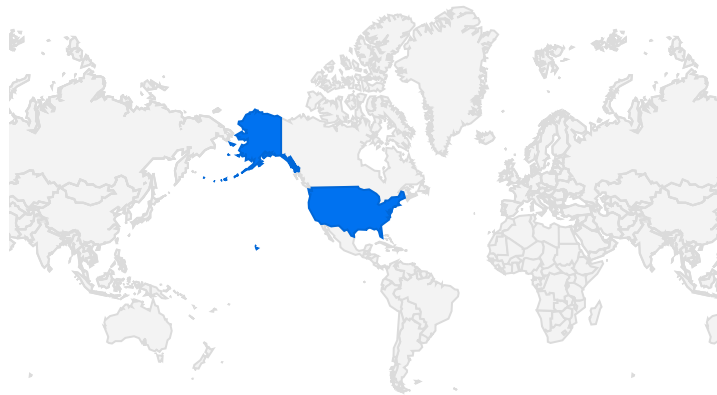
CTR **1.7%** ↓ -0.8%

CPC **\$0.2** ↑ 0.4%



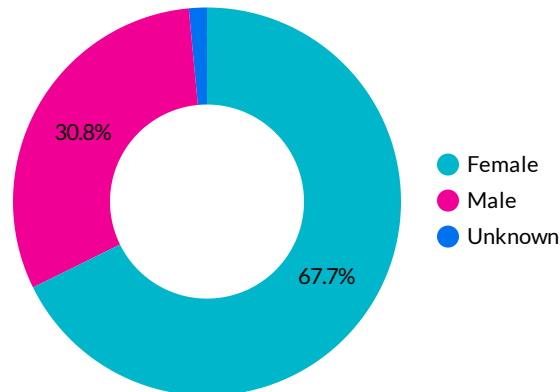
Audience Breakdown by Results:

Country Breakdown

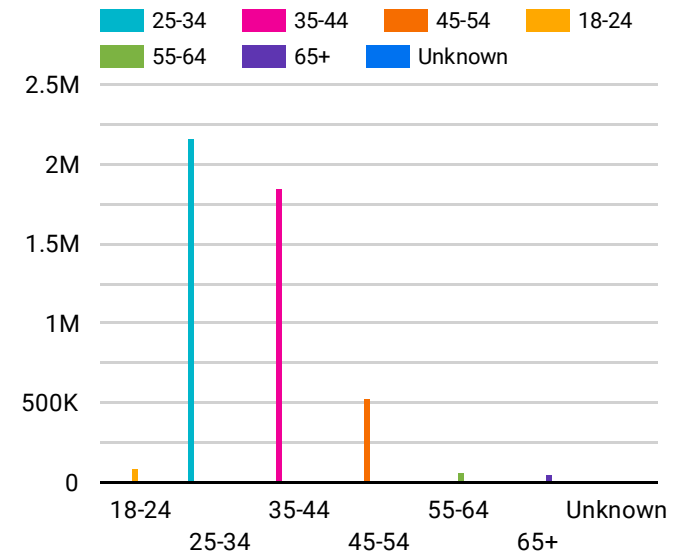


137,837 2,321,987

Gender Breakdown



Age Breakdown





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Performance:

Reach

Reach
66.9K
↓ -0.1%

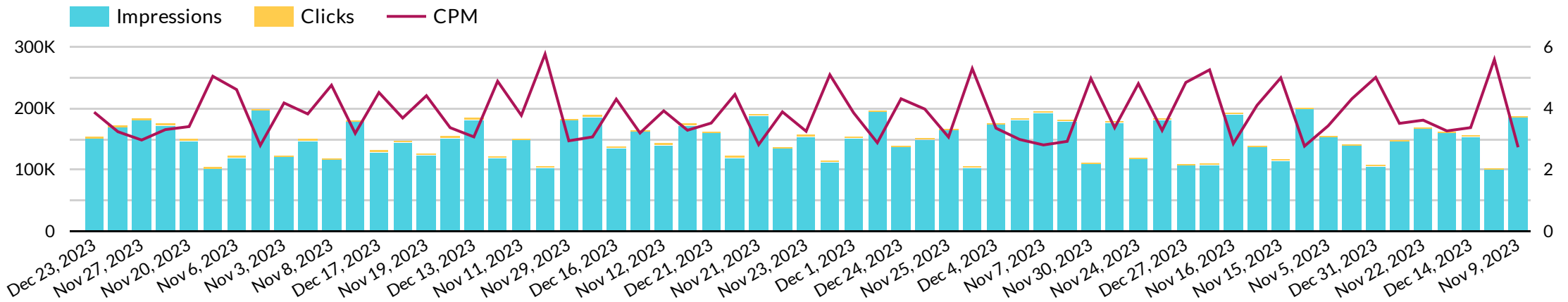
Video Play

Video Play Actions
150.6K
↓ -2.5%

Average Video Play
6.6
↑ 7.2%

Video Completion Rate
87.9%
↑ 2.2%

Content



Top Campaigns

	Campaign name	Cost	Video Play Action	Cost per Video Play Action
1.	F_GLO_EN_TOFU_ProductX_Landing Page Views_Xmas	4,500	1,457,894	0.01
2.	F_USA_EN_BOFU_ProductX_Conversions_Xmas	4,092	1,050,000	0.01
3.	F_GLO_EN_TOFU_Bundle_Landing Page Views_Xmas	2,853	980,000	0.01
4.	F_USA_EN_TOFU_Bundle_Conversions_Xmas	2,007	510,000	0
5.	F_CA_EN_TOFU_Bundle_Conversions_Xmas	2,004	520,000	0
6.	F_CA_EN_BOFU_ProductX_Conversions_Xmas	1,520	475,000	0