



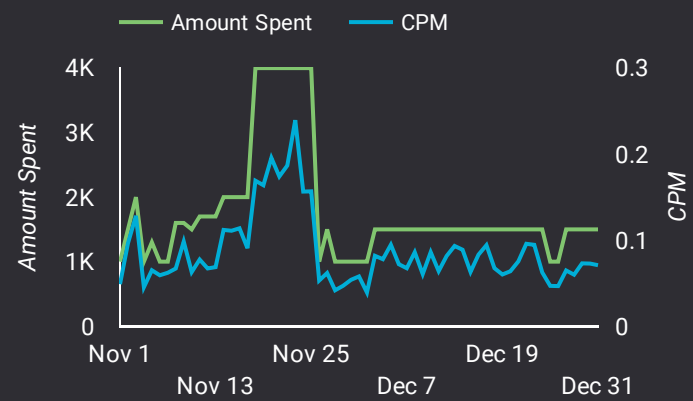
Facebook Ads Paid Overview



Dec 1, 2023 - Dec 31, 2023

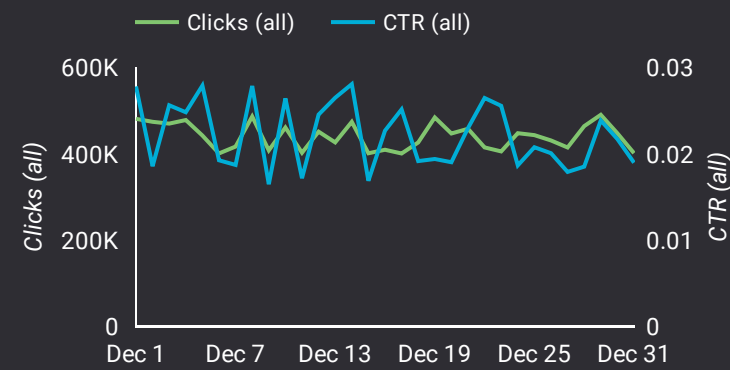
Cost & Impressions

Amount Spent 44.5K ↓ -30.6%	Impressions 20.4M ↓ -2.4%	CPM 0.1 ↓ -29.3%
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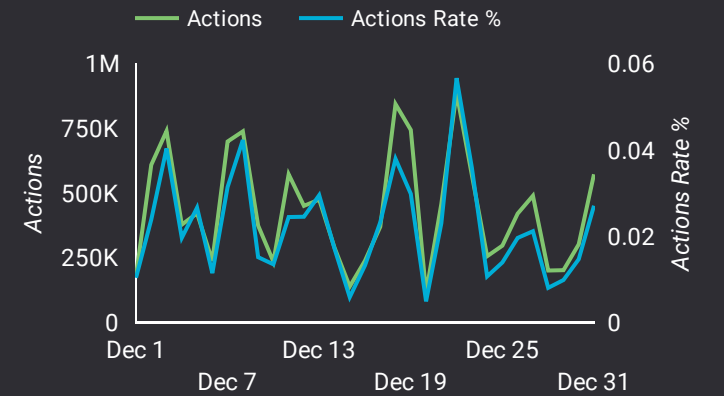
Clicks

Clicks (all) 441.5K ↓ -2.2%	CTR (all) 2.2% ↑ 0.2%	CPC (all) 3.27 ↓ -30.8%
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Actions

Actions 435.7K ↓ -28.8%	Actions Rate % 2.2% ↓ -26.8%	Cost per any action 0.7 ↓ -20.9%
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Top Campaigns & Ad Sets

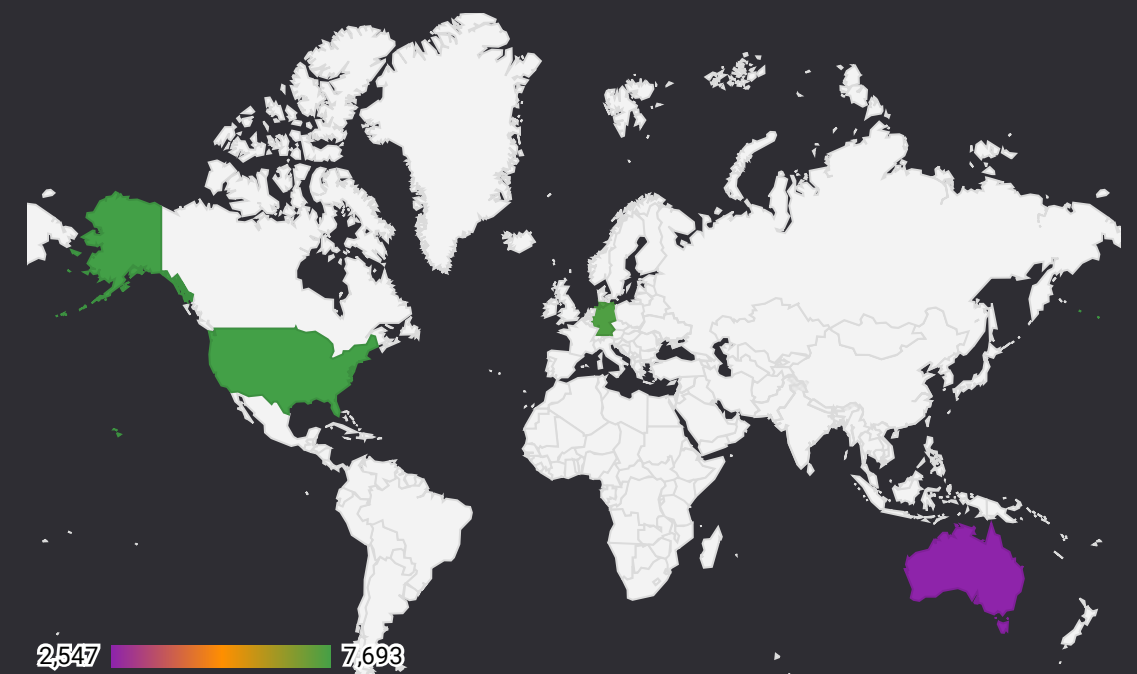
by Amount spent, CPM & Action Rate %

	Campaign name	Ad set name	Amount spent	CPM	Action rate %
1.	F_USA_EN_BOFU_Product X_...	Retargeting_USA ...	2,204	0.1	2
2.	F_CA_EN_BOFU_Product X_C...	LAL_CA Purchase...	2,384	0.1	2
3.	F_USA_EN_TOFU_Bundle_Con...	Retargeting_USA ...	3,289	0.1	3
4.	F_CA_EN_TOFU_Bundle_Conv...	Retargeting_CA P...	4,655	0.1	2
5.	F_GLO_EN_TOFU_Bundle_Lan...	LAL_Global websi...	4,722	0.1	2
6.	F_GLO_EN_TOFU_Bundle_Lan...	Retargeting_Glob...	2,168	0.1	3
7.	F_USA_EN_BOFU_Product X_...	LAL_USA Purchas...	2,397	0.1	2
8.	F_GLO_EN_TOFU_Product X_L...	LAL_Global websi...	2,146	0.1	2
9.	F_GLO_EN_TOFU_Product X_I...	Retargeting_Glob	4,806	0.1	3

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Country Breakdown

by Conversions





Facebook Ads Paid Overview - Breakdown

Dec 1, 2023 - Dec 31, 2023

Device Breakdown

Device	Impressions	Clicks	Actions	Action Rate %
iphone	13,619,200	155,206	185,200	1.36
android_smartphone	5,216,375	94,233	58,675	1.12
desktop	1,021,057	102,361	156,000	15.28
ipad	526,782	52,775	31,347	5.95
android_tablet	203,469	40,098	30,000	14.74
other	13,117	4,427	7,978	60.82

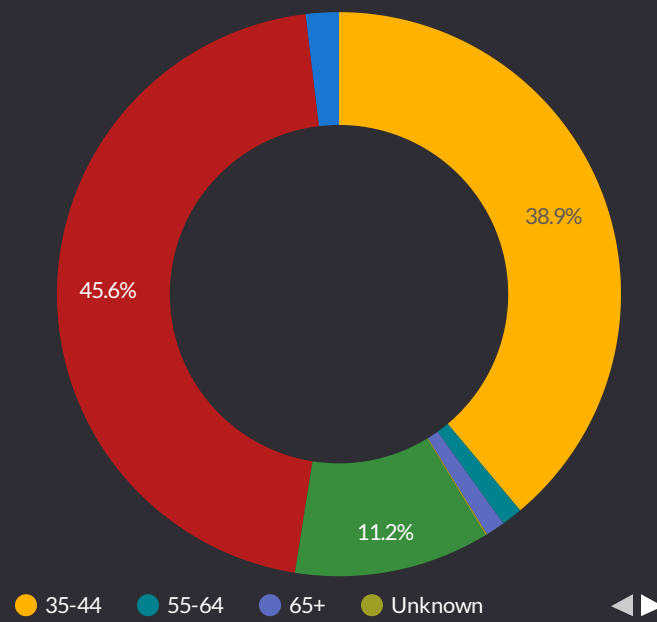
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Ad Placement Breakdown

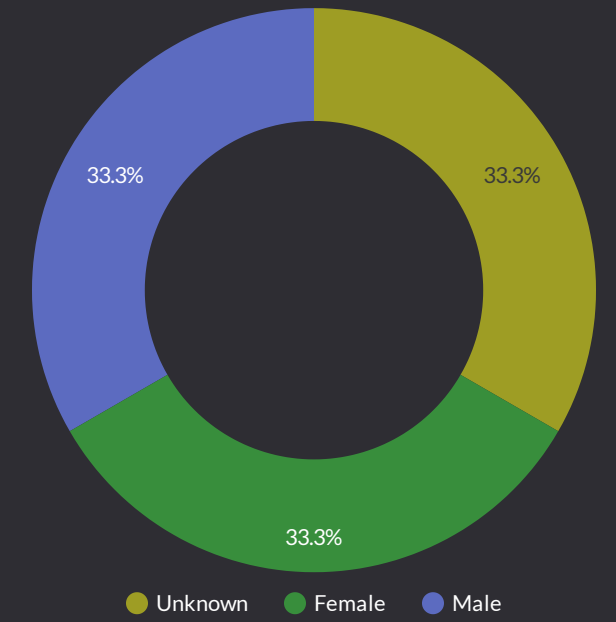
Ad Placement	Impressions	Clicks	Actions	Action Rate %
Instagram Stories	14,968,300	125,630	125,400	0.84
Instagram Feed	3,012,360	216,523	217,777	7.23
Facebook Feed	2,300,085	100,333	100,004	4.35
Audience Network	319,255	5,914	22,819	7.15

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Age Breakdown



Gender Breakdown



Campaign Objective Breakdown

Campaign Objective	Amount Spent	Cost per any Action	Actions	Website Conversions	Website Conversion Value	Impressions	Clicks
Conversions	44,500.00	0.80	526,912	22,868	457,360	1	462,220

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