



Facebook Ads Report

Above Ground Pools

Date period

05/01/2022 - 05/31/2022

Duration: 31 days





facebook Ads

Impressions

The number of times your ads were shown



Impressions
32,916



05/01/2022 - 05/31/2022

Total reach

The number of people who saw your ads at least once



Reach
11,412



05/01/2022 - 05/31/2022

Leads

Total number of Generated Leads



Lead conversions
48



05/01/2022 - 05/31/2022

Cost per click



Per click
\$0.36



05/01/2022 - 05/31/2022

Total clicks

A number of clicks (actions) anywhere on your Facebook ad



Total clicks
1,143



05/01/2022 - 05/31/2022

Total spent on ads

Budget spent on Facebook ads during this period



Total budget spent
\$416.84



05/01/2022 - 05/31/2022

Conversion Campaigns

Campaign Name	Clicks (all)	Impressions	Budget Spent	Leads
Step 3 Doughboy Super Sales Event - Lead Forms	948	25,648	\$310.78	32
Step 3 ABG - Lead Forms - P5	195	7,268	\$106.06	16



05/01/2022 - 05/31/2022

Top performing Conversions Ads



Campaign name: Step 3 | Doughboy Super Sales Event - Lead Forms
Body: Don't miss out on amazing savings of up to \$1,200 off in-stock above ground pools and up to \$2,000 off semi inground pools at our Doughboy...
Headline: Save up to \$2000 OFF in-stock Doughboy Pools

Clicks (all)	Impressions	Leads	Spent
619	18,664	21	\$236.55



Campaign name: Step 3 | ABG - Lead Forms - P5
Body: Don't miss out on great savings of up to \$900 off in-stock Doughboy Pools at our Pre-Season Sale! We still have 20 left in stock, so hurry and...
Headline: Save up to \$900 OFF in-stock Doughboy Pools

Clicks (all)	Impressions	Leads	Spent
132	5,619	12	\$85.43



Campaign name: Step 3 | Doughboy Super Sales Event - Lead Forms
Body: Don't miss out on amazing savings of up to \$1,200 off in-stock above ground pools and up to \$2,000 off semi inground pools at our Doughboy...
Headline: Save up to \$2000 OFF in-stock Doughboy Pools

Clicks (all)	Impressions	Leads	Spent
329	6,984	11	\$74.23



Campaign name: Step 3 | ABG - Lead Forms - P5
Body: Don't miss out on great savings of up to \$900 off in-stock Doughboy Pools at our Pre-Season Sale! We still have 20 left in stock, so hurry and...
Headline: Save up to \$900 OFF in-stock Doughboy Pools

Clicks (all)	Impressions	Leads	Spent
63	1,649	4	\$20.63

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