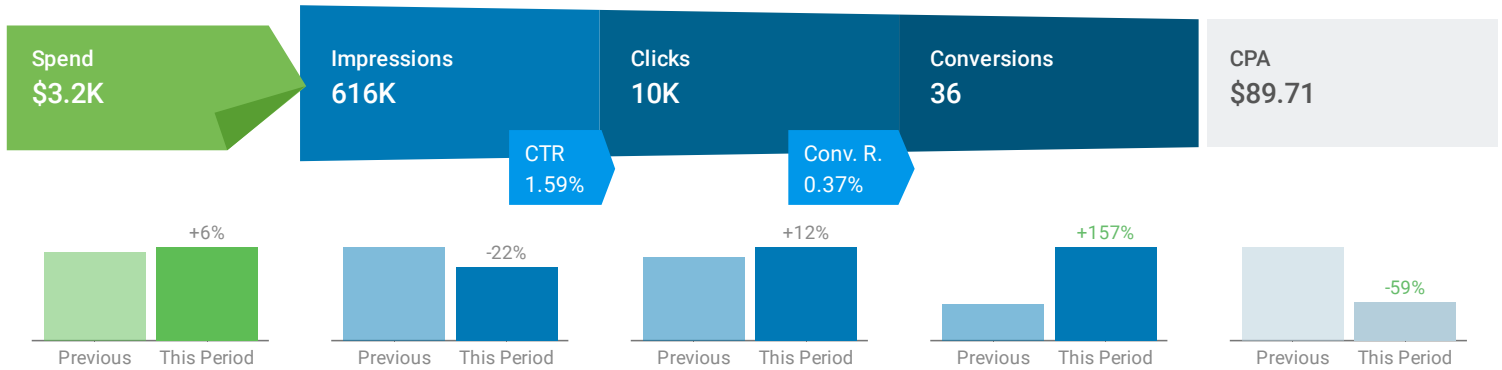






Cross-Platform Report

Overall Performance Funnel



May 1 - May 31, 2018 (Compared to: Apr. 1 - Apr. 30, 2018)

Breakdown by Ad Platform

Ad Platform	Spend	Impressions	Clicks	Conversions	CPA
 Search	\$0.00 -	0 -	0 -	0 -	\$0.00 -
 Display	\$455.99 -26%	193,420 -53%	1,845 -37%	3 +50%	\$152.00 -51%
 Shopping	\$996.10 +3%	251,197 +14%	2,681 +7%	19 +217%	\$52.43 -68%
 Facebook	\$1,777.62 +22%	170,970 +10%	5,274 +58%	14 +133%	\$126.97 -48%
Total	\$3,229.71 +6%	615,587 -22%	9,800 +12%	36 +157%	\$89.71 -59%

May 1 - May 31, 2018 (Compared to: Apr. 1 - Apr. 30, 2018)

Leads

Converted Phone Calls

7 (1↓)

Total Phone Calls

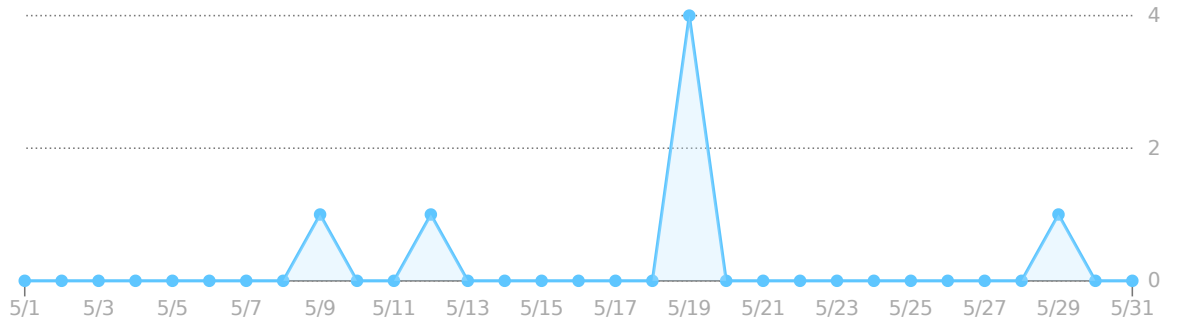
8 (0)

Facebook Leads

0 (0)

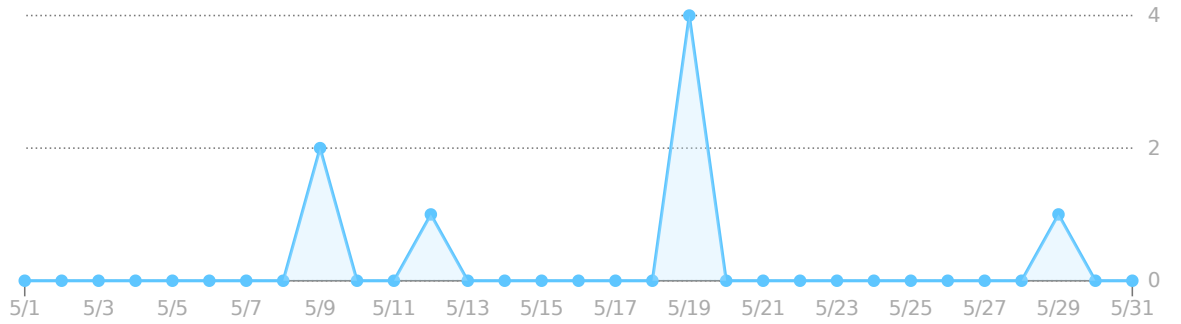
Converted Phone Calls

7 (1↓)



Total Phone Calls

8 (0)



Facebook Leads

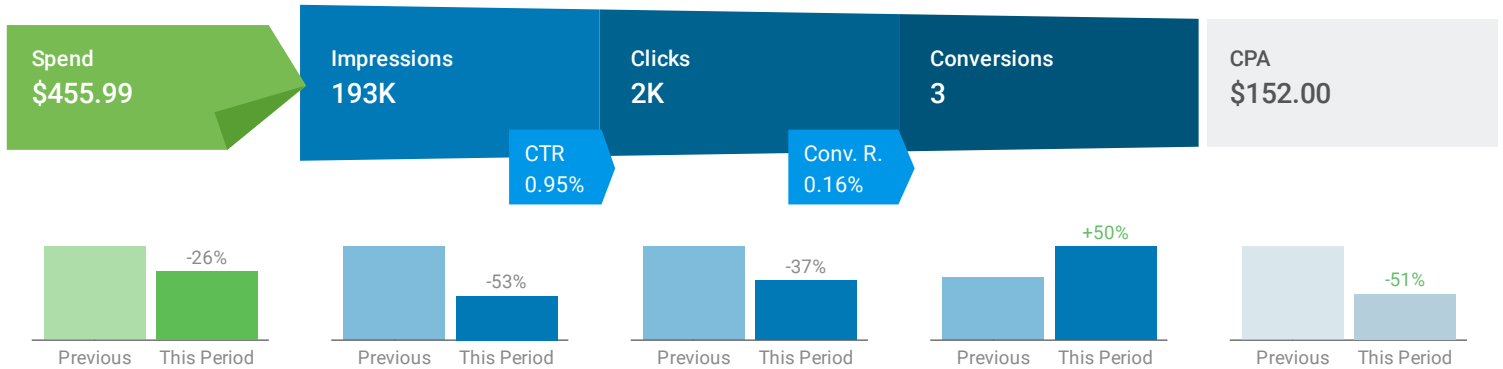
0 (0)



ANALYSIS

Not bad. You are on track with your previous performance. Try optimizing your landing pages to help convert even more clicks to leads.

Performance Funnel



May 1 - May 31, 2018 (Compared to: Apr. 1 - Apr. 30, 2018)

Audience Breakdown

Which audience drove the most conversions?

Audience	Spend	Impressions	Clicks	Conversions	CPA
Rule-based list - All visitors	\$6.72 +178%	1,152 +60%	20 +186%	0 -	\$0.00 -

May 1 - May 31, 2018 (Compared to: Apr. 1 - Apr. 30, 2018)

ANALYSIS

Ads targeted to the "All visitors" audience type are performing best. Keep an eye on your alerts and start using additional audience types to expand your reach.

Trends over Time

CTR: 0.95%

Avg CPC: \$0.25

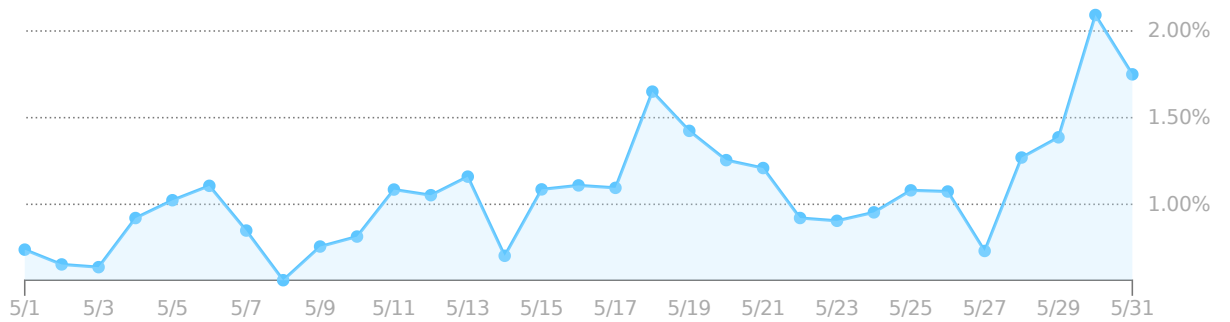
Spend: \$455.99

CPA: \$152.00

CTR

0.95%

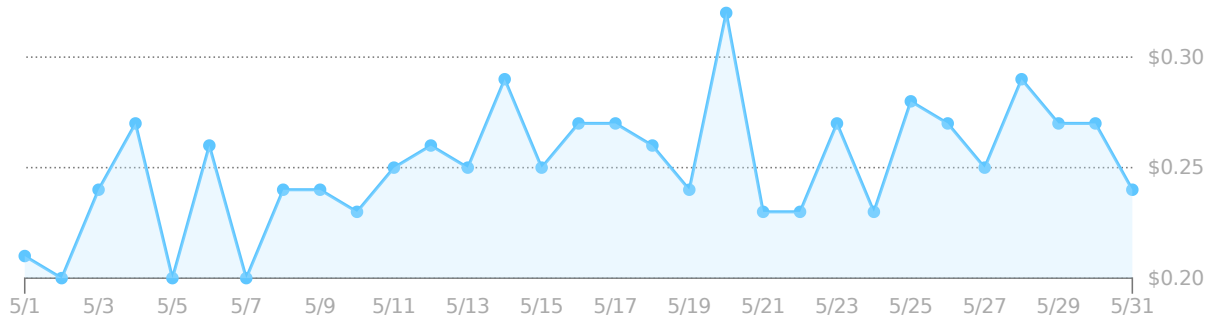
(0.24% ↑)



Avg CPC

\$0.25

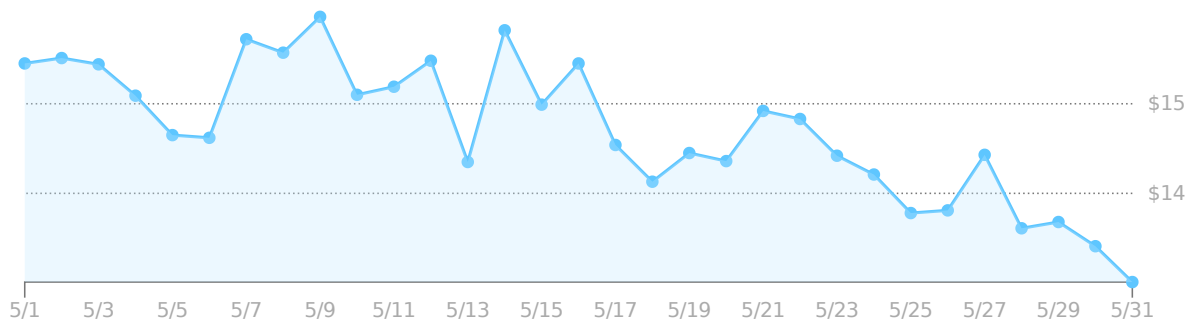
(\$0.04 ↑)



Spend

\$455.99

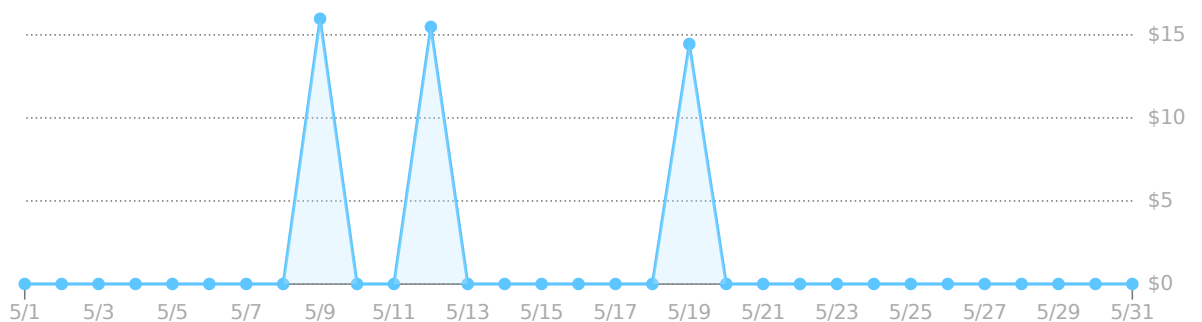
(\$164.11 ↓)



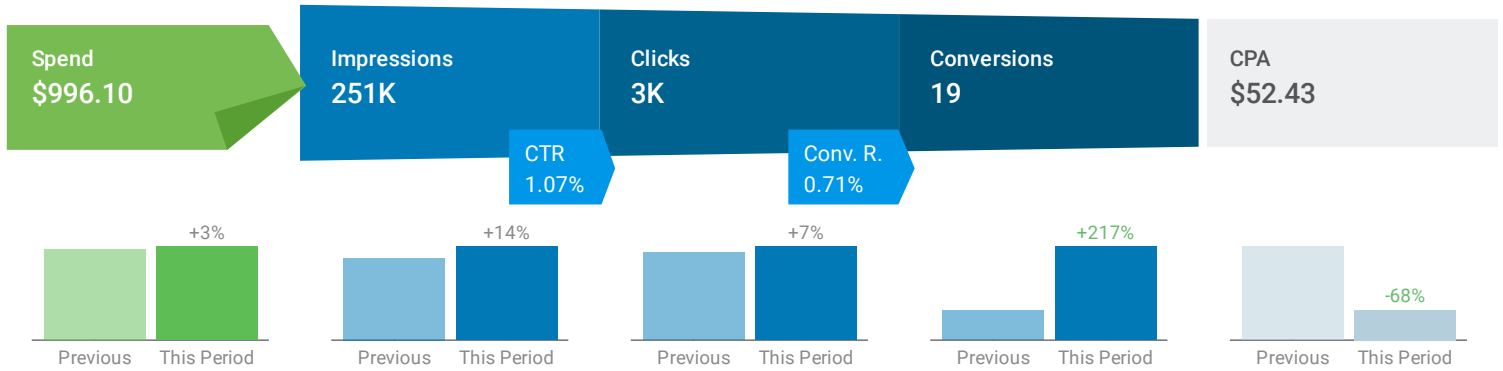
CPA

\$152.00

(\$158.05 ↓)



Performance Funnel



May 1 - May 31, 2018 (Compared to: Apr. 1 - Apr. 30, 2018)

NOTES

Cost Per Acquisition is higher than your goal of \$150 stated in our Discovery call.

Product Group Conversions

Top 5 performing product groups ordered by Conversions

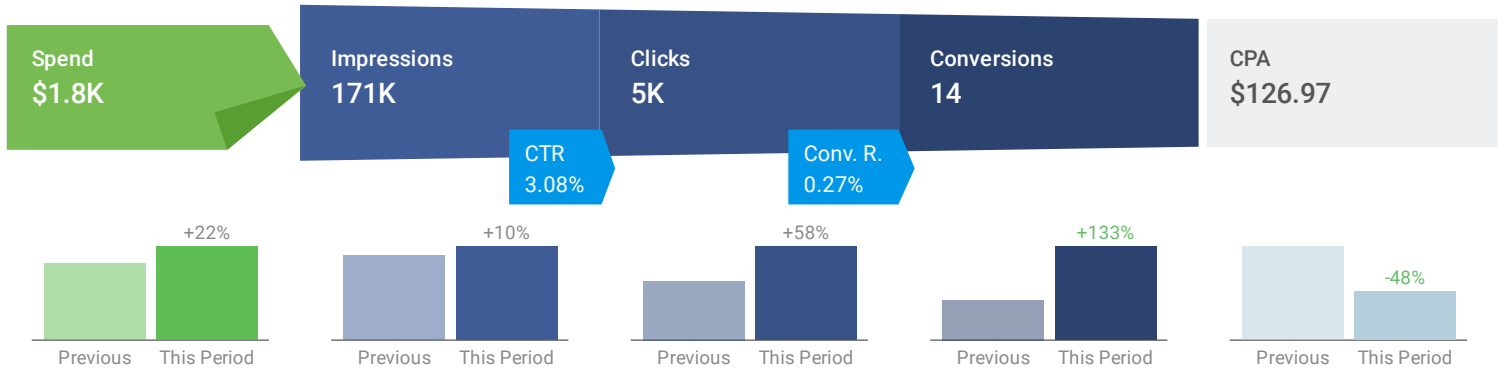
Product Group	Average CPC	Conversions	CPA	Conversion Value	Value per Conversion
All products	\$0.37 -5%	19 +217%	\$52.43 -68%	3,125.00 -	164.47 -

May 1 - May 31, 2018 (Compared to: Apr. 1 - Apr. 30, 2018)

ANALYSIS

Your product groups generated 19 conversions during this period.

Performance Funnel



May 1 - May 31, 2018 (Compared to: Apr. 1 - Apr. 30, 2018)

Top Objectives by Spend

Which campaign objectives are driving your Facebook spend?

Objective	Results	Cost per Result	Conversions*	Reach	Total Spent
Conversions	11 +120%	\$152.51 -35%	14 +250%	91,533 +33%	\$1,677.62 +43%
Post Engagement	1,045 -87%	\$0.10 +150%	0 -100%	12,804 -67%	\$100.00 -66%

May 1 - May 31, 2018 (Compared to: Apr. 1 - Apr. 30, 2018). This table does not include objectives related to mobile apps, store visits, local awareness or product catalog sales.

* Conversions includes the total of Purchase, Lead, and Registration events, as well as lead form completions from lead ads and any custom events created for the profile.

Social Health & Trends

Impressions: 170970

Clicks: 5274

Reach: 103134

Conversions*: 14

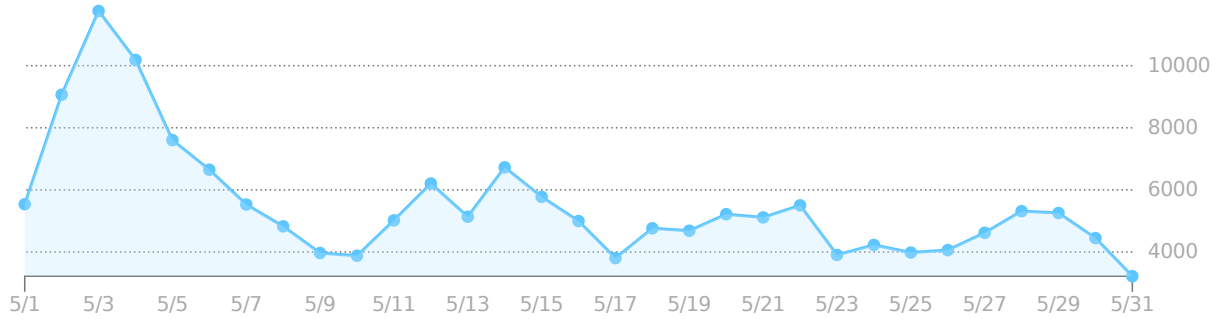
Spend: \$1,777.62

Cost per Action: \$5.40

Impressions

170970

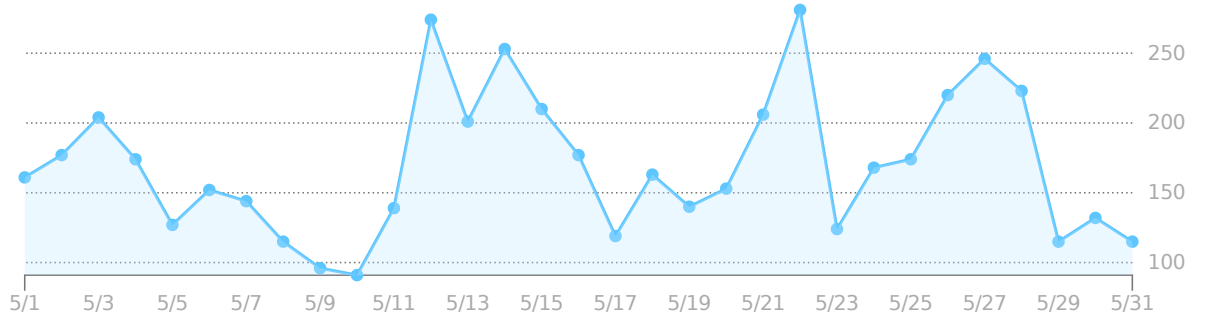
(16022 ↑)



Clicks

5274

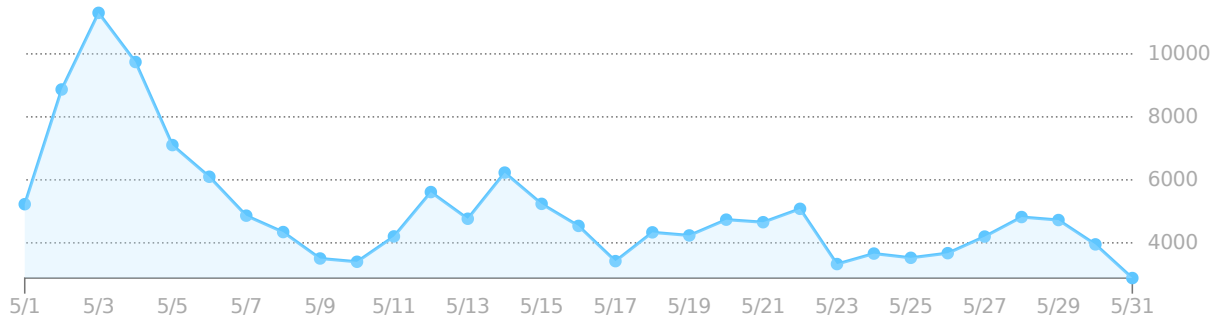
(1946 ↑)



Reach

103134

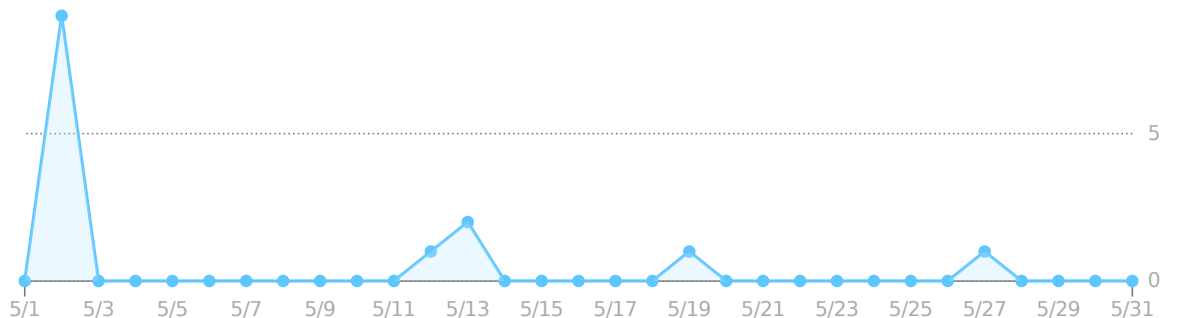
(4064 ↓)



Conversions*

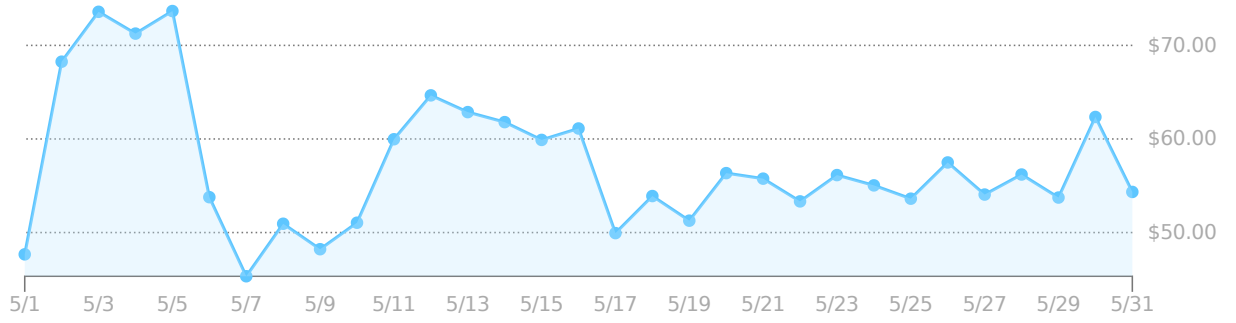
14

(8 ↑)



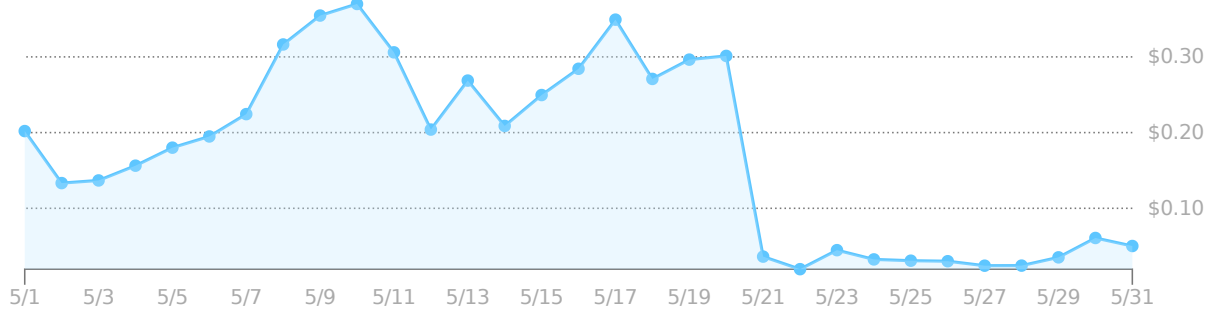
Spend

\$1,777.62
(\$315.84 ↑)



Cost per Action

\$5.40
(\$1.18 ↑)

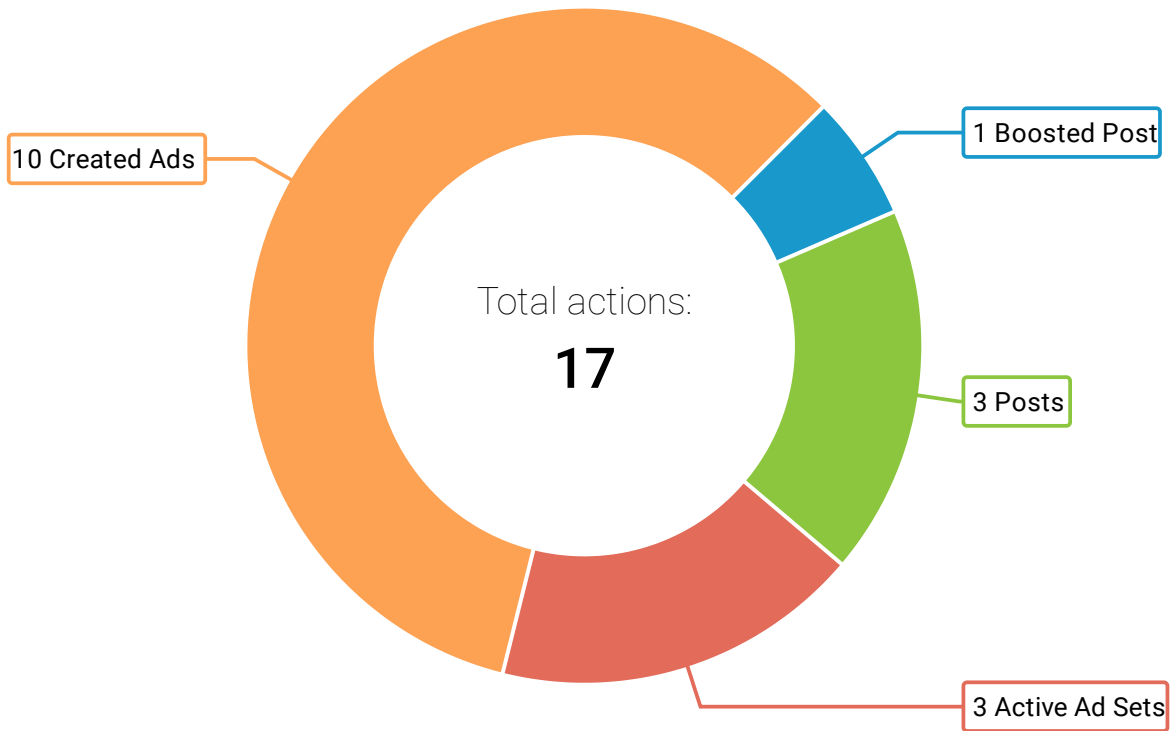


* Conversions includes the total of Purchase, Lead, and Registration events, as well as lead form completions from lead ads and any custom events created for the profile.

Activity

ACTIONS TAKEN IN THIS PERIOD

Where did you focus your Facebook marketing efforts?



ANALYSIS

In this period, you completed 17 actions, a decrease of 59.5% from the comparison period. Remember that 20% of searches every day are completely new. Staying active in your accounts helps to ensure success.

Ads - Top Audiences

Which audience types drove the most conversions for ads?

Audience	Impressions	Clicks	Spend	Conversions	CPA
No Audience	144,039 +43%	4,639 +44%	\$1,611.83 +51%	14 +250%	\$115.13 -57%
Lookalike Website Visitors	10,925 +22%	635 +834%	\$65.79 -35%	0 -	\$0.00 -

May 1 - May 31, 2018 (Compared to: Apr. 1 - Apr. 30, 2018)

ANALYSIS

Ads targeted to the "No Audience" audience type are performing best. Keep an eye on your alerts and start using additional audience types to expand your reach.

Ads - Top Performers

Which ads drove the most conversions?



SPEND: \$467.35
IMPRESSIONS: 54999
REACH: 45343
CLICKS: 1628
CTR: 2.96%
CONVERSIONS: 9
ENGAGEMENT: 1918
COST PER ACTION: \$0.00
Audience Type: No Audience
Campaign: Conversions - 020218
Ad Set:
BGE, Outdoor enthusiast 020218

SPEND: \$52.13
IMPRESSIONS: 4574
REACH: 2961
CLICKS: 66
CTR: 1.44%
CONVERSIONS: 2
ENGAGEMENT: 115
COST PER ACTION: \$0.00
Audience Type: No Audience
Campaign: Conversions - 020218
Ad Set:
BGE, Outdoor enthusiast 020218

SPEND: \$109.50
IMPRESSIONS: 7588
REACH: 5405
CLICKS: 187
CTR: 2.46%
CONVERSIONS: 1
ENGAGEMENT: 239
COST PER ACTION: \$0.00
Audience Type: No Audience
Campaign: Conversions - 020218
Ad Set:
BGE, Outdoor enthusiast 020218

ANALYSIS

The image you use and the ad copy of a given ad are vital to its success. People are responding well to the images and copy used in the ads shown above. Try to use similar images and copy in other ads to match your audience's interests.

Boosted Posts - Top Audiences

Which audience types drove the most conversions for ads?

Audience	Impressions	Clicks	Spend	Engagement	CPA
No Audience	16,007 -64%	0 -100%	\$100.00 -66%	1,045 -87%	\$0.10 +150%

May 1 - May 31, 2018 (Compared to: Apr. 1 - Apr. 30, 2018)

ANALYSIS

Posts boosted to the "No Audience" audience type audience type are performing best. Keep an eye on your alerts and start using additional audience types to expand your reach.

Boosted Posts - Top Performers

What were your best boosted posts by engagement?



SPEND: \$100.00
IMPRESSIONS: 16007
REACH: 12804
CLICKS: 0
CTR: 0.00%
CONVERSIONS: 0
ENGAGEMENT: 1045
COST PER ACTION: \$0.00
Audience Type: No Audience
Campaign:
Post: "Hey Roswell, Georgia S&S Fire Pits is coming to..."
Ad Set:
Post: "Hey Roswell, Georgia S&S Fire Pits is coming to..."


ANALYSIS

The image you use and the copy of a given post are vital to its success. People are responding well to the images and copy used in the boosted posts shown above. Try to use similar images and copy in other boosted posts to match your audience's interests.

Report Data

 **Display** All Active Campaigns

 **Shopping** All Active Campaigns

 All Active Campaigns

Please note that this report contains data as of 2018-06-01 11:17:51. This report was generated for Google (4674850713) and Facebook (act_117586495051252).

Occasionally Google will update historic data after this report was run. This report will not reflect those updates. This report also does not include any Google AdWords Express campaigns. The leads section of this report does not include calls marked as "junk".

Facebook "Conversions" are counted as the sum of three standard conversion event types (Purchase, Lead, and Registration), lead form completions from lead ads, and all custom conversion events the profile has set up.