

## Facebook Ads Conversion Funnel

Campaign name ▾

Device platform ▾

Ad Spend  
**\$111,866**  
 ↑ 35.2%

Revenue  
**\$323,948**  
 ↑ 23.1%

ROAS  
**2.90**  
 ↓ -8.9%

CPM **\$3.91** ↑ 27.3%      Impressions **28,580,638** ↑ 6.2%      Frequency **3.26** ↑ 8.0%

CPC (link) **\$0.69** ↑ 39.5%      Link clicks **162,832** ↓ -3.1%      CTR (link) **0.57%** ↓ -8.7%

Cost per PDV **\$0.44** ↑ 35.9%      Product Detail Views **252,430** ↓ -0.5%      PDV per Link Click **1.55** ↑ 2.6%

Cost per Add to Cart **\$1.95** ↑ 26.6%      Adds to Cart **57,308** ↑ 6.7%      PDV to Add to Cart **22.7%** ↑ 7.3%

Cost per Checkout Init. **\$4.99** ↑ 35.5%      Checkout Initiated **22,413** ↓ -0.2%      Add to Cart to Checkout **39.1%** ↓ -6.5%

Cost per Purchase **\$9.63** ↑ 11.1%      Purchases **11,619** ↑ 21.6%      Checkout to Purchase **51.8%** ↑ 21.9%

Average Order Value  
**\$27.9**  
 ↑ 1.3%

Conversion Rate  
**7.14%**  
 ↑ 25.5%

- Data Source: Facebook Ads,  
 - % means the diff with the comparison vs. previous period

## Weekly View

