

Cost per result is 59% lower than similar ad sets from peers



This ad set

\$2.67

Peers' similar ad sets

\$6.49

Last 30 Days ▾

Jan 20 - Feb 18

30,398

Accounts reached

62.1% from ads

+13.1%
2,718
Followers ●



+288%
27.6K
● Non-followers

Impressions

96,048
+118%

Overview

Video

Audience

LIVE

Jan 14, 2024 — Feb 10, 2024

Last 4 weeks ▾

Performance ⓘ

Reach

Engagement

Conversions

Video views

275,744
+28.81%

Reached audience

229,719
+31.38%

Profile views

803
+30.78%

Overview

Video

Audience

LIVE

Jan 14, 2024 — Feb 10, 2024

Last 4 weeks ▾

Performance ⓘ

Reach

Engagement

Conversions

Likes

1,025
+48.55%

Comments

106
+29.27%

Shares

177
+9.94%

Insights

Feb 18 - Mar 18

Accounts reached

120
+275% >

Accounts engaged

10
+66.6% >

Engagement



Last 30 Days ▾

Feb 18 - Mar 18

10

Accounts engaged



Last 30 Days ▾

Feb 18 - Mar 18

120

Accounts reached



Impressions

285
+260%



Professional dashboard



Insights

Jan 14 - Feb 12

Accounts reached

21.5K
+156% >

Accounts engaged

700
+27.7% >

Total followers

6,267
+0.6% >

Content you shared

104 >

Last 30 Days ▾

Jan 14 - Feb 12

21,518

Accounts reached

53.2% from ads

+13.4%
2,916
Followers ●



+217%
18.6K
● Non-followers

Impressions

71,537
+69%



Professional dashboard



Insights

Jan 20 - Feb 18

Accounts reached	30.3K +219%	>
Accounts engaged	879 +49.4%	>
Total followers	6,291 +1.1%	>
Content you shared	107	>



Campaign



1/3

Cost per result is 37% lower than similar ad sets from peers



This ad set

\$5.05

Peers' similar ad sets

\$8.04



[View performance](#)

Setup

Campaign name



Campaign



2/3

Cost per result is 35% lower than similar ad sets from peers



This ad set

\$5.04

Peers' similar ad sets

\$7.76



[View performance](#)

Setup

Campaign name





Campaign



3/3

Cost per result is 30% lower than similar ad sets from peers




This ad set

\$5.02

Peers' similar ad sets

\$7.14

 [View performance](#)

Setup

Campaign name



performed in
January 2024 compared to the previous month.

[See full report](#)

 28

calls

+115%

 0

messages

 672

people asked for
directions

+592%

 151

website visits from
profile

+88%

 2,436

profile views

+49%

 593

searches

+60%

Accounts reached

2,884

+317%



Accounts engaged

199

+76.1%



Total followers

460

+6.9%



Insights

Feb 18 - Mar 18

Accounts reached

120
+275%



Accounts engaged

10
+66.6%



Engagement



Last 30 Days

Feb 18 - Mar 18

Last 30 Days

Feb 18 - Mar 18

10

Accounts engaged



Last 30 Days

Feb 18 - Mar 18

120

Accounts reached



Impressions: 285
+260%

Last 30 Days

Feb 27 - Mar 27

2,884

Accounts reached



Impressions

20,208
+118%