

Search & filter (7) Tips: Metric filters are available in table header												2023-06-01 - 2023-08-31	Custom table	
Campaign	On/off	Name	Ad spend %	Cost	Conversions	Cost per conversion	Payment completion & ROAS (website)	CPC (destination)	CPM	Impressions	Clicks (destination)	CTR (destination)		
Ad group	☐	(CPA) - Pack	9.53%	47.06 USD	32	1.47 USD	10.49	0.04 USD	0.61 USD	77,616	1,235			
Ad	☐	(CPA) BF3 Asl	9.77%	44.54 USD	44	1.01 USD	10.23	0.03 USD	0.58 USD	77,155	1,359			
Management	☐	(CPA) TOF - Ir	11.59%	41.77 USD	36	1.16 USD	8.63	0.02 USD	0.56 USD	75,124	1,783			
	☐	(CPA) 1.50 TC	13.91%	15.45 USD	8	1.93 USD	7.19	0.06 USD	0.61 USD	25,244	271			
	☐	(CPA) 1.50 TC	14.57%	18.13 USD	7	2.59 USD	6.86	0.05 USD	0.42 USD	43,036	351			
	☐	(CPA) 1.50 TC	15.29%	129.94 USD	51	2.55 USD	6.54	0.06 USD	0.31 USD	416,975	2,306			
	☐	TOF - Broad ra	15.79%	26.76 USD	9	2.97 USD	6.34	0.04 USD	0.41 USD	65,515	600			
	☐	2 LC (CPA) 1.1	16.38%	58.51 USD	25	2.34 USD	6.11	0.06 USD	0.50 USD	116,367	963			
	☐	(CPA) 1.50 TC	16.64%	21.81 USD	7	3.12 USD	6.01	0.06 USD	0.59 USD	36,990	378			
	☐	TOF - Interest	16.99%	437.92 USD	148	2.96 USD	5.89	0.06 USD	0.31 USD	1,415,324	7,643			
	☐	1-2-3 LC (CPA	17.32%	149.21 USD	63	2.37 USD	5.77	0.06 USD	0.33 USD	455,591	2,588			
	☐	TOF Broad Az	17.44%	506.91 USD	171	2.96 USD	5.74	0.06 USD	0.34 USD	1,508,283	8,735			
Total of 48 campaigns			16.87%	1,765.85 USD	679	2.60 USD	5.93	0.05 USD	0.35 USD	5,003,507	33,169			

Ads Manager - Man...

Create story

Instagram

Facebook

110Boost reel/few...

Overview - 560-305...

Home - Canva

Facebook

Organizations - Sho...

ChatGPT

»

All Bookm...

Campaigns

Windsor Lino (4622595475...

18 Opportunity score

Review and publish

...

Create a view

All ads

Actions

Active ads

Had delivery

+ See more

Search to filter by name, ID or metrics

Campaigns

Ad sets

Ads

1-200 of 695

Last 30 days: Aug 2, 2025 - Aug 31, 2025

+ Create

Duplicate

Edit

A/B test

More

Columns: Custom

Breakdown

Reports

Export

Charts

	Off / On	Cam...	Results	Cost per result	Amount spent	Budget	Purchases conversion...	Purchase ROAS (retur...	Purchases	A...	Reach	Frequency	Ends	Impressions	CPM (cost p 1,000...
		Ad+ M...	175 Website purchases	Rs875.06 Per Purchase	Rs153,311.00	Rs4,235.00 Daily	Rs769,286.10	5.62	175	7...	155,648	1.47	Ongoing	228,068	Rs5
		Luxury it...	175 Website purchases	Rs1,313.29 Per Purchase	Rs229,825.05	Rs5,000.00 Daily	Rs1,210,661.10	5.47	175	7...	145,860	2.22	Ongoing	323,736	Rs7
		Big Cap ...	157 Website purchases	Rs880.00 Per Purchase	Rs153,860.74	Rs50,000.00 Daily	Rs709,184.20	4.61	157	7...	440,906	1.69	Ongoing	747,281	Rs2
		Duvet O...	146 Website purchases	Rs767.37 Per Purchase	Rs112,035.79	Rs25,000.00 Daily	Rs556,659.10	4.57	146	7...	234,488	2.43	Ongoing	570,603	Rs1
		Dynamic...	129 Website purchases	Rs1,047.77 Per Purchase	Rs135,161.90	Using ad set bud...	Rs555,666.00	4.11	129	7...	9,199	7.59	Ongoing	69,866	Rs1.9
		Ad+ H...	124 Website purchases	Rs1,064.44 Per Purchase	Rs131,990.94	Rs5,324.00 Daily	Rs621,757.00	4.71	124	7...	131,808	1.79	Ongoing	236,286	Rs5
		Asma ab...	116 Website purchases	Rs945.49 Per Purchase	Rs109,676.82	Rs6,200.00 Daily	Rs457,930.20	4.18	116	7...	148,736	1.56	Ongoing	231,789	Rs4
		3 Bundl...	115 Website purchases	Rs841.56 Per Purchase	Rs96,778.91	Rs7,000.00 Daily	Rs329,567.00	5.47	115	7...	87,875	1.87	Ongoing	163,932	Rs5
		Azadi B...	115 Website purchases	Rs1,137.64 Per Purchase	Rs130,828.18	Using ad set bud...	Rs553,313.00	4.23	115	M...	108,192	2.07	Ongoing	223,708	Rs5
		Ad+ Res...	111 Results fro Excludes d...	Rs1,074.20	Rs119,235.76	Rs4,500.00	Rs463,102.00	4.70	111	7	76,508	1.67	Ongoing	177,871	Rs4
					Rs3,935,849.61 Total spent		Rs16,404,401.50 Total	4.17 Average	3,458 Total	M...	1,711,265 Accounts Center acc...	4.28 Per Accounts Center...		7,323,522 Total	Rs5 Per 1,000 Impr...

TikTok

Ads Manager

Dashboard

Campaign

Tools

Analytics

GMV Max

Account 7123

Your account balance is estimated to run out in 7 days. To prevent auction ads from pausing, add balance.

Add balance

+ Create

Try Smart

Campaign status contains any of : Active

Search & filter (f)

Clear

Save

2025-08-05 - 2025-08-05

Compare dates

Custom table

Campaign

Ad group

Ad

Management

Split test New

Bulk export/import

Automated rules

Label

View report New

On/off	Name	Cost	Results	Conversions	Ad Spend	Payment completion ROAS (website)	CPC (destination)	CPM	Impressions
	You have 3 draft campaigns								
	3 LC (CPA) 1.50 TOF - Interest Azadi...	3.16 USD	-	0	0.00%	0.00	0.05 USD	0.20 USD	15,872
	2 LC (CPA) 1.50 TOF - Interest Azadi...	3.93 USD	-	3	10.32%	9.69	0.05 USD	0.29 USD	13,718
	1 LC (CPA) 1.50 TOF - Interest Azadi...	3.34 USD	-	0	0.00%	0.00	0.06 USD	0.20 USD	16,364
	1-2-3 LC (CPA) 1.50 TOF - Interest A...	7.50 USD	-	5	11.82%	8.46	0.06 USD	0.32 USD	23,518
	(CPA) 1.50 TOF - Interest Azadi Sale...	28.48 USD	-	14	13.14%	7.61	0.05 USD	0.23 USD	121,568
	TOF Broad Azadi Sale 3-B-25	31.25 USD	-	8	27.87%	3.59	0.06 USD	0.27 USD	116,381
	TOF - Interest Azadi Sale 3-B-25	31.24 USD	-	9	22.32%	4.48	0.07 USD	0.30 USD	104,820
	(CPA) - Pack of 3 - Broad	2.20 USD	-	0	0.00%	0.00	0.05 USD	0.69 USD	3,195
	(CPA) BF3 AshyGray - Broad	4.72 USD	-	5	10.46%	9.56	0.03 USD	0.43 USD	11,288
	(CPA) TOF - Interest	2.05 USD	-	0	0.00%	0.00	0.03 USD	0.56 USD	3,640
	Total of 10 campaigns	117.87 USD	-	44	19.15%	5.22	0.06 USD	0.27 USD	430,164

1

200/page

- 🏠 Home
- 📦 Orders 9,999+
- 🛍️ Products
- 👤 Customers
- 📣 Marketing
- ⚙️ Discounts
- 📄 Content
- 🌐 Markets
- 📊 Analytics

Reports

Live View
- Sales channels >
- 🖨️ Online Store
- Apps >
- ⚙️ Settings

📊 Analytics

📅 Last month

📅 Compare to: Jul 1-31, 2025

💵 \$ PKR Rs

🔧 ⚙️ Customize

Gross sales

Rs 33,300,346 ▲ 29%

Returning customer rate

23.73% ▲ 3%

Orders fulfilled

6,335 ▲ 21%

Orders

7,056 ▲ 25%

Total sales

Rs 24,242,990.50 ▲ 41%

Average order value over time

Rs 4,387.51 ▲ 5%

Total sales breakdown

Gross sales	Rs 33,300,346.00 ▲ 29%
Discounts	-Rs 2,342,087.10 ▲ 5%
Returns	-Rs 7,424,567.40 ▲ 5%
Net sales	Rs 23,533,691.50 ▲ 42%
Shipping charges	Rs 709,299.00 ▲ 19%
Return fees	Rs 0.00 —
Taxes	Rs 0.00 —
Total sales	Rs 24,242,990.50 ▲ 41%

Total sales by sales channel

Online ...

Draft Or...

Rs 23M ▲ 39%

Rs 1.2M ▲ 102%

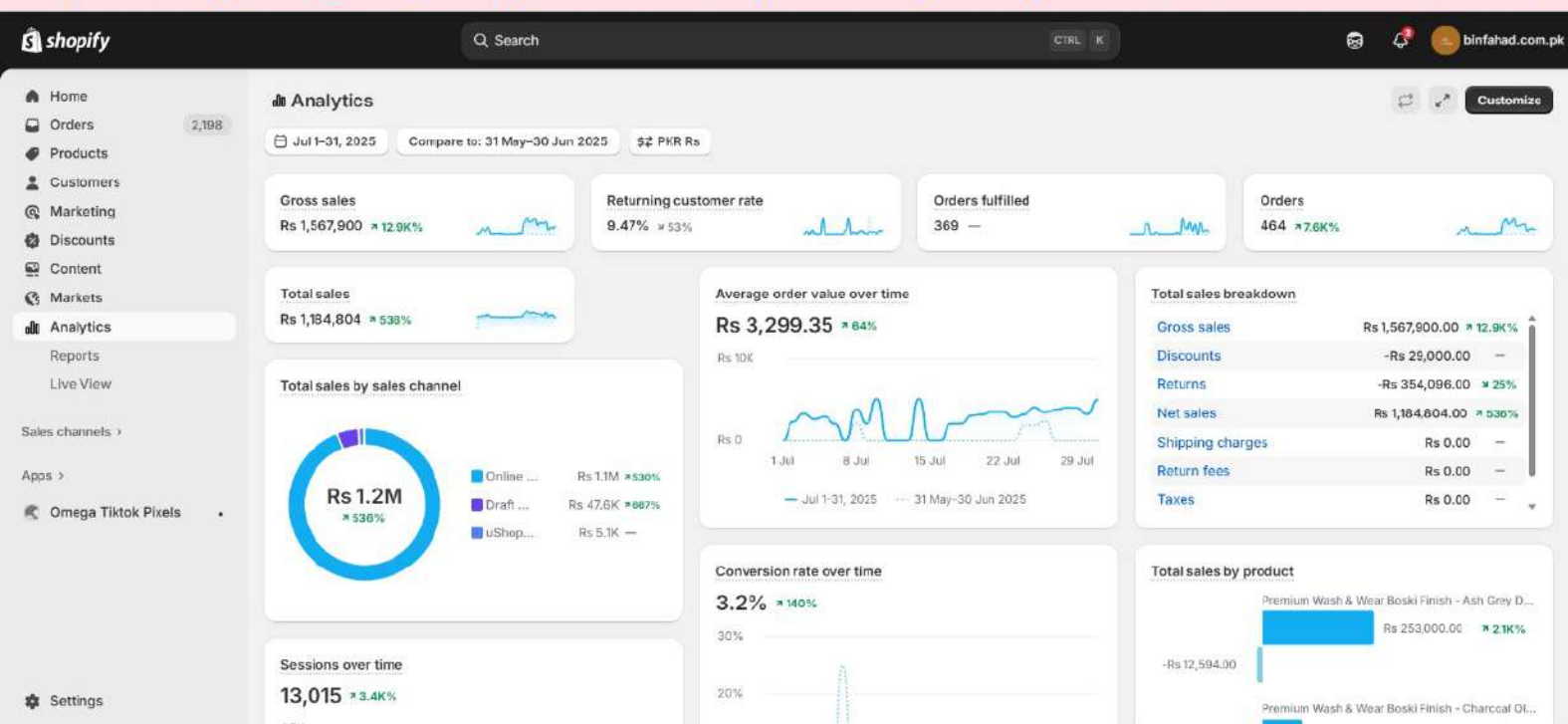
Sessions over time

412,848 ▲ 14%

Conversion rate over time

1.57% ▲ 8%

Total sales by product



Campaigns

Opportunity score

Updated just now

Discard drafts

Review and publish (1)

Search to filter by name, ID or metrics

Campaigns

Ad sets

Ads

Aug 1, 2025 - Aug 25, 2025

+ Create

Duplicate

Edit

A/B test

More

Columns: Custom

Breakdown

Reports

Export

Charts

Off / On	Cam...	Delivery	Actions	Results	ad spend ratio	Cost per result	Amount spent	Budget	Purchases conversion...	Purchase ROAS (retur...	Purchases	A...	Reach	Frequency	Ends	Impressions
	Adv+ Pa...	Off	—	22 Website purchases	9.89%	Rs1,373.52 Per Purchase	Rs30,217.54	Rs2,000.00 Daily	Rs305,620.00	10.11	22	7...	26,915	1.49	Ongoing	31,200
	Adv+ St...	Off	—	19 Website purchases	12.14%	Rs796.84 Per Purchase	Rs15,178.02	Rs1,500.00 Daily	Rs125,000.00	8.24	19	7...	29,659	1.41	Ongoing	41,500
	Adv+ Pa...	Off	—	137 Website purchases	16.82%	Rs959.84 Per Purchase	Rs123,826.16	Rs3,000.00 Daily	Rs736,300.00	5.94	137	7...	287,152	1.67	Ongoing	480,000
	Adv+ Pa...	Off	—	37 Website purchases	16.98%	Rs923.59 Per Purchase	Rs34,172.69	Rs1,500.00 Daily	Rs201,300.00	5.89	37	7...	32,235	1.50	Ongoing	48,360
	Adv+ Pa...	Off	—	13 Website purchases	16.98%	Rs996.15 Per Purchase	Rs12,975.97	Rs1,000.00 Daily	Rs76,400.00	5.89	13	7...	31,705	1.29	Ongoing	43,480
	ADV +n...	Active	(1) 1 recommendation	12 Website purchases	17.01%	Rs961.34 Per Purchase	Rs11,536.03	Rs2,000.00 Daily	Rs67,400.00	5.89	12	7...	36,183	1.54	Ongoing	46,330
	MTB A...	Off	—	5 Website purchases	17.76%	Rs1,090.65 Per Purchase	Rs5,453.27	Rs1,000.00 Daily	Rs30,700.00	5.63	5	7...	6,859	1.40	Ongoing	9,580
	AI Voice ...	Active	(1) 2 recommendations	40 Website purchases	18.00%	Rs854.51 Per Purchase	Rs34,180.23	Using ad set bud...	Rs189,900.00	5.56	40	7...	50,243	1.40	Ongoing	70,160
	NEW T...	Off	—	16 Website purchases	18.63%	Rs859.01 Per Purchase	Rs13,744.16	Rs1,500.00 Daily	Rs73,700.00	5.36	16	7...	56,445	1.30	Ongoing	73,260
	Azadi Sa...	Off	—	81 Website purchases	18.66%	Rs889.83 Per Purchase	Rs72,076.33	Rs2,000.00 Daily	Rs386,300.00	5.36	81	7...	120,852	1.73	Ongoing	209,290
	AI Voice ...	Off	—	41 Website purchases	18.72%	Rs919.88 Per Purchase	Rs37,715.08	Using ad set bud...	Rs201,500.00	5.34	41	7...	52,745	1.48	Ongoing	78,260
	Adv+ St...	Off	—	8 Website purchases	19.04%	Rs1,219.57 Per Purchase	Rs9,748.59	Rs1,500.00 Daily	Rs51,200.00	5.25	8	7...	20,074	1.22	Ongoing	24,580
	NEW T...	Off	—	44 Website purchases	19.48%	Rs961.50 Per Purchase	Rs42,305.99	Rs1,000.00 Daily	Rs217,200.00	5.13	44	7...	58,868	1.64	Ongoing	96,550
Results from Includes all...				Multiple conversions	21.97%	Multiple conversions	Rs1,335,798.25 Total spent		Rs6,079,120.00 Total	4.55 Average	1,246 Total	M...	Accounts Center acc...	960,933 Per Accounts Center...	3.33	3,200,120 Total

- Home
- Orders733
- Products
- Customers
- Marketing
- Discounts
- Content
- Markets
- Analytics
- Reports
- Live View
- Sales channels>
- Apps>

Analytics

Yesterday

Gross sales

Rs 508,000 ▲ 144%

Returning customer rate

5.17% ▲ 13.8%

Orders fulfilled

68 ▲ 18%

Orders

119 ▲ 158%

Total sales over time

Rs 505,100 ▲ 144%

Rs 60K

Rs 40K

Rs 20K

Rs 0

12 am

2 am

4 am

6 am

8 am

10 am

12 pm

2 pm

4 pm

6 pm

8 pm

10 pm

5 Aug 2025 4 Aug 2025

Total sales breakdown

Gross sales

Rs 508,000.00 ▲ 144%

Discounts

-Rs 2,900.00 ▲ 81%

Returns

Rs 0.00 —

Net sales

Rs 505,100.00 ▲ 144%

Shipping charges

Rs 0.00 —

Return fees

Rs 0.00 —

Taxes

Rs 0.00 —

Total sales

Rs 505,100.00 ▲ 144%

adsmanager.facebook.com/adsmanager/manage/campaigns?act=1049312366413176&business_id=169154318555478&global_scope_id=169154...														
Campaigns BrandsEgo 1 (104931236... Opportunity score Updated just now Discard drafts Review and publish (1) Create a view														
Search to filter by name, ID or metrics														
Campaigns Ad sets Ads 1-200 of 218 Nov 1, 2025 - Nov 30, 2025														
Columns: Custom Breakdown														
	Off / On	Campaign	Ratio	Results	Cost per result	Budget	Amount spent	CPM	Reach	Impressions	Ends	CPC	Purchases	Purchase
		Adv+ Wint...	15.69%	18	Rs437.30	Rs50,000.00	Rs7,871.39	Rs510.23	13,299	15,427	Ongoing	Rs7.12	Rs50,165.73	6.37
		Adv+ DPA ...	8.58%	4	Rs253.87	Rs60,000.00	Rs1,015.47	Rs353.95	2,181	2,869	Ongoing	Rs4.42	Rs11,841.79	11.66
		Adv+ DPA ...	14.41%	66	Rs473.62	Rs50,000.00	Rs31,258.81	Rs505.63	39,411	61,821	Ongoing	Rs6.37	Rs216,935.32	6.94
		Adv+ Kids ...	14.40%	36	Rs259.79	Rs2,000.00	Rs9,352.34	Rs632.04	10,099	14,797	Ongoing	Rs6.44	Rs64,957.82	6.95
		Men DPA ...	17.77%	25	Rs419.05	Using ad set bu...	Rs10,476.29	Rs651.19	11,686	16,088	Ongoing	Rs9.19	Rs58,944.38	5.63
		Kids Wint...	15.60%	44	Rs286.71	Rs1,500.00	Rs12,615.38	Rs596.61	12,939	21,145	Ongoing	Rs5.82	Rs80,846.00	6.41
		Warmer - L...	27.82%	29	Rs615.93	Rs1,500.00	Rs17,861.96	Rs702.26	16,583	25,435	Ongoing	Rs15.04	Rs64,207.05	3.59
		Adv+ DPA ...	12.41%	173	Rs268.65	Rs3,000.00	Rs46,476.85	Rs427.45	53,420	108,731	Ongoing	Rs5.16	Rs376,637.66	8.06
		BOF Dyna...	17.44%	211	Rs257.29	Rs1,500.00	Rs54,288.67	Rs663.84	37,674	81,780	Ongoing	Rs3.93	Rs311,252.68	5.73
		Adv+ DPA ...	18.06%	174	Rs370.37	Rs2,500.00	Rs64,444.15	Rs417.18	68,636	154,474	Ongoing	Rs10.90	Rs358,807.04	5.54
		Adv+ DPA ...	19.10%	177	Rs302.97	Using ad set bu...	Rs83,922.66	Rs434.01	99,480	193,366	Ongoing	Rs6.67	Rs439,344.30	5.24
		Results from	18.63%	—	—	—	Rs713,691.66	Rs495.02	390,568	1,441,732	—	Rs8.09	Rs3,830,019.10	5.37
							Total spent	Per 1,000 impress...	Accounts Center ac...	Total		Per Action	Total	Average

