

**WELCOME TO OUR  
FACEBOOK MARKETING  
SERVICE**





Create New Campaign

Use Existing Campaign



## Choose a Campaign Objective

[Learn More](#)

### Awareness

- Brand awareness
- Reach

### Consideration

- Traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages

### Conversion

- Conversions
- Catalog sales
- Store traffic

Preview on

16 placements

View More Variations



Facebook Feeds

Z's Tie Dye Zone shop  
Sponsored

For you kids ! Very comfortable Dress .  
Sleeveless Dress For you Girl

Visit : [...see more](#)

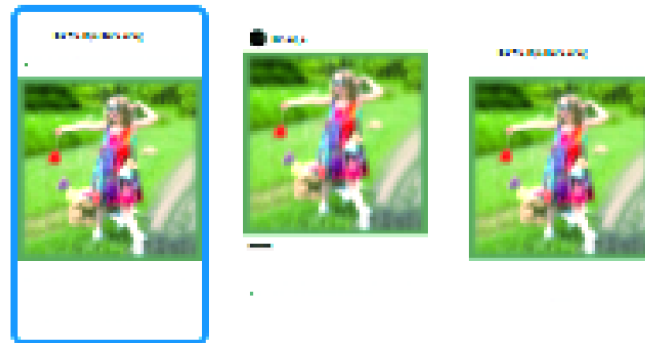


ZSTIEDYEZONE.COM  
Fast Shipping

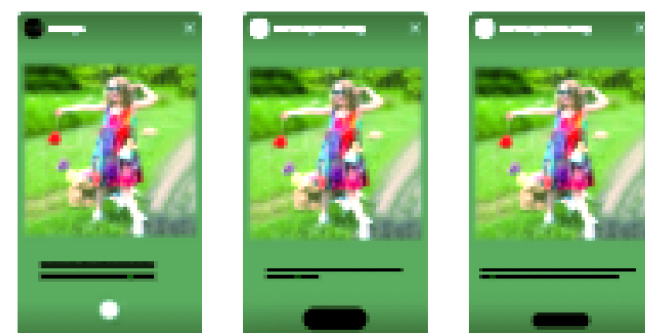
SHOP NOW

Like Comment Share

Feeds



Stories



Facebook Feeds

Magcessory Shop  
Sponsored

Crystal clear magnetic phone case compatible  
or iPhone, It's Really Excellent Looking For  
four Mobile ! See Now : [...See More](#)

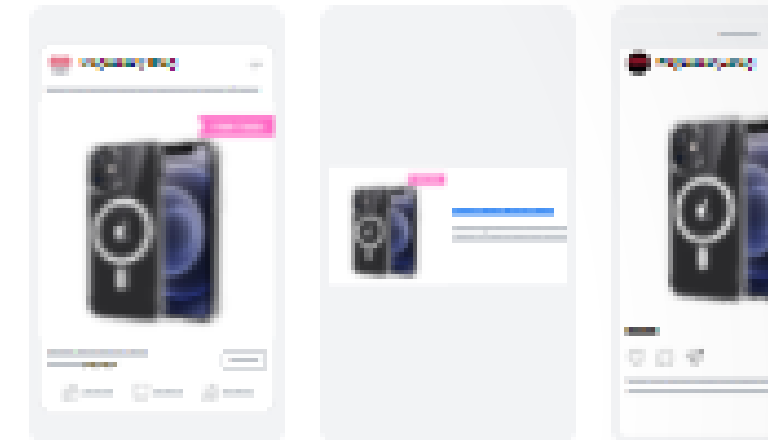
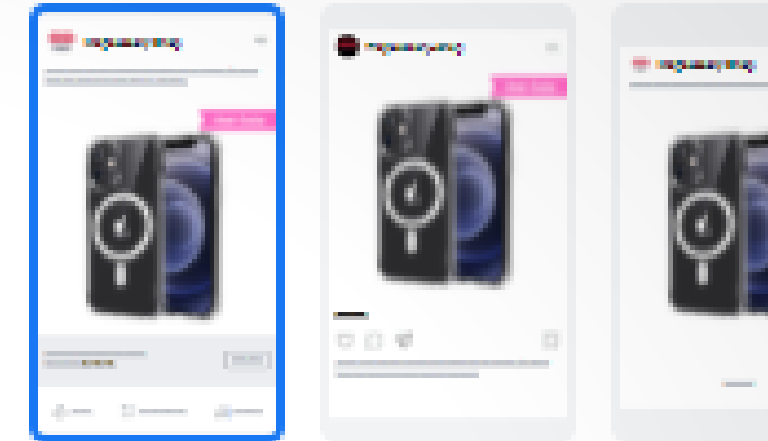
Hot Sale



MAGCESSORYSHOP.COM  
Magnetic Phone Case For  
Phone

SHOP NOW

Feeds



Stories



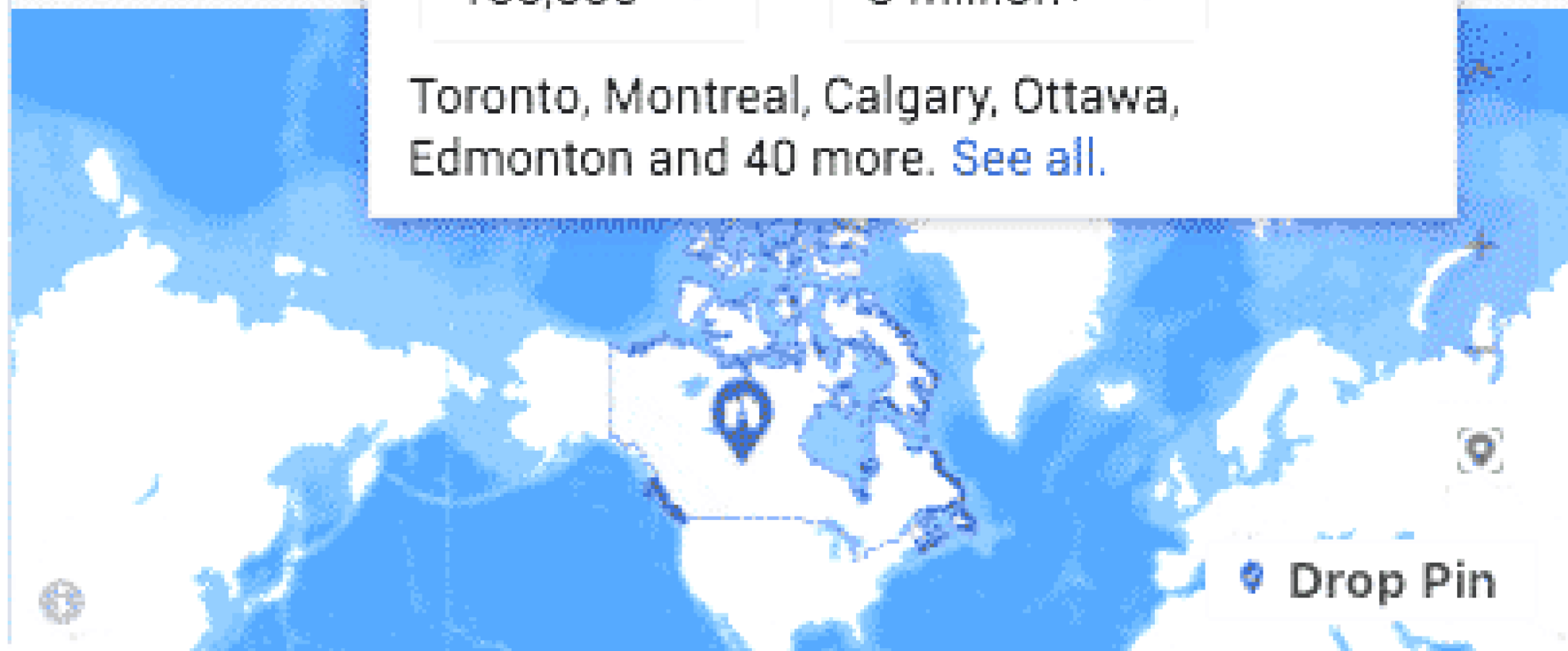
Canada 45 Cities

Include

Include cities with the following population ⓘ

100,000 - 3 million+

Toronto, Montreal, Calgary, Ottawa, Edmonton and 40 more. [See all.](#)



Drop Pin

[Add Locations in Bulk](#)

### Age

18 - 65+

### Gender

All  Men  Women

### Detailed Targeting

All demographics, interests and behaviors

Potential Reach: 11,000,000 people ⓘ

## Estimated Daily Results

Reach ⓘ

**839 - 2.4K**



Page Likes ⓘ

**32 - 92**



The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

Account Overview

**Campaigns**

Ad Sets

Ads

+ Create
Duplicate
Edit
More
Rules
View Setup
Columns: Performance

<input type="checkbox"/>	<input type="checkbox"/>	Camp Name	<input type="checkbox"/>	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>	P...	<input type="checkbox"/>	● Active	£5.00 Daily	933 Page Likes	15,552	16,572	£0.02 Per Page...	£18.11	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	Pag...	<input type="checkbox"/>	● Inactive	£5.00 Daily	13 Page Likes	127	127	£0.01 Per Page...	£0.14	Ongoing
<input type="checkbox"/>	<input type="checkbox"/>	Post...	<input type="checkbox"/>	● Inactive	Using ad se...	— Post Eng...	—	—	— Per Post ...	£0.00 of £10.00	Sep 9, 2019
<input type="checkbox"/>	<input type="checkbox"/>	King...	<input type="checkbox"/>	● Inactive	Using ad se...	43 Link Clicks	7,620	9,654	£0.47 Per Link ...	£20.00 of £20.00	Aug 26, 2018
		> Res				—	23,703 People	26,353 Total	—	£38.25 Total Spent	

View Setup

Columns: Performance and Clicks ▼

Cost per Result ←				Budget
03/01/2020 – 03/17/2020	02/13/2020 – 02/29/2020	Change	Change(%)	
\$1.67 Per On-Fac...	\$1.99 Per On-Fac...	\$-0.32 Per On-Fac...	▼ 16.09% Per On-Fac...	\$5,650.00 Lifetime
\$5.66 Per On-Fac...	\$4.79 Per On-Fac...	\$0.87 Per On-Fac...	▲ 18.23% Per On-Fac...	\$2,750.00 Lifetime
\$15.65 Per On-Fac...	\$31.62 Per On-Fac...	\$-15.97 Per On-Fac...	▼ 50.51% Per On-Fac...	\$6,000.00 Lifetime

**CREATE AUDIENCE**

**Custom Audience** >

**Location** v

**UNITED STATES**  
All United States  
+ Country, region or city

**Age and Gender** v

**Age**  
18 — Any

**Gender**  
All Men Women

**Interests** v

**ADDITIONAL ENTRIES**  
Ruby on Rails  
+ Interest

**Connections** v

**Pages** v

**People Connected to**  
+ Your Page

**(New Audience)**  
800K–900K monthly active people

**People on Facebook**  
Country: United States of America

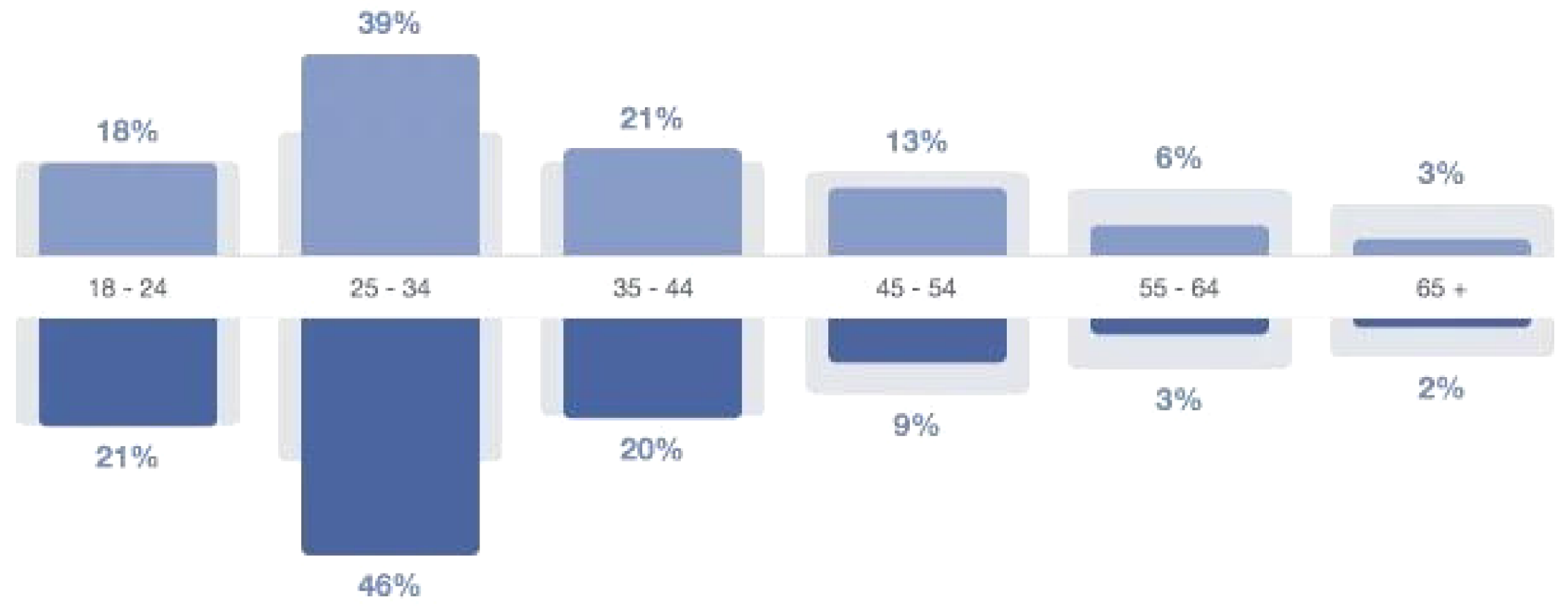
- Demographics**
- Page Likes
- Location
- Activity
- Household
- Purchase

**Age and Gender**

Self-reported information from people in their Facebook Profiles. Information only available for people aged 18 and older.

**25% Women**  
54% All Facebook

**75% Men**  
46% All Facebook



**Lifestyle**

US demographic and interest data based on purchase behaviour, brand affinity and other activities. Source: PersoniX  
Request audiences here from Acxiom Data Guru.

Lifestyle	Selected Audience	Compare



# View Results

Boost Another Post

Edit Ad

...

## Performance

\$120.32 spent over 3 days.

ThruPlays i

**4,784**

Reach i

**10,586**

Cost Per ThruPlay

**\$0.03**

## Activity

### Post Engagement



### 3-Second Video Plays



### Link Clicks

25

### Post Reactions

2

## Ad Rating

Are you satisfied with this ad?

No

Yes

## Details

Status  
**Completed**

Goal  
**Get more video views**

Total budget i  
**\$200.00**

Duration  
**3 days**

See All ▾

## Total Budget



Estimated 4.2K - 12.1K people reached per day

**\$ 500.00**



## Estimated Daily Results

People Reached



**4.2K - 12.1K**

Leads



**19 - 55**



Placements

**Facebook, Messenger**



Facebook Pixel

**No Pixel**



Payment Method



## Payment Summary

Your ad will run for 7 days.

Total budget

**\$500.00 USD**

## Customize Columns

### Performance

### Engagement

Page Post

Messaging

Media

Clicks

Awareness

### Conversions

Standard Events

Custom Conversions

### Settings

Object Names & IDs

Status & Dates

Goal, Budget & Schedule

Targeting

Search

Create Custom Metric

#### AD RELEVANCE DIAGNOSTICS

- Quality Ranking
- Engagement Rate Ranking
- Conversion Rate Ranking

#### COST

- Cost per Result
- Cost per 1,000 People Reached

CPM (Cost per 1,000 Impressions)

#### ENGAGEMENT

#### PAGE POST

Results

Cost per Result

Reach

CPM (Cost per 1,000 Impressions)

Frequency

Unique Link Clicks

Link Clicks

CTR (All)

Landing Page Views

Cost per Landing Page View

Impressions



Campaigns

1 selected x

Ad sets

3 selected x

Ads for 3 Ad sets

+ Create

Duplicate

Edit

More

Columns: Shopify

Breakdown

Reports

<input checked="" type="checkbox"/>		Ad set name	Bid strategy	Frequency	Results	Cost per result	Reach	Impressions	CPM (cost per 1,000 impressions)	CTR (link click-through)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	ISSUE 14 SALES 2020_1_Adset_2%USBU...	Lowest cost Conversions	1.60	37 Purchases	\$18.52 Per Purchase	40,263	64,323	\$10.65	1.33%
<input checked="" type="checkbox"/>	<input type="checkbox"/>	ISSUE 14 SALES 2020_1_Adset_ESSENC...	Lowest cost Conversions	1.21	2 Purchases	\$20.44 Per Purchase	2,654	3,206	\$12.75	2.00%
<input checked="" type="checkbox"/>	<input type="checkbox"/>	ISSUE 14 SALES 2020_1_Adset_1%USBU...	Lowest cost Conversions	1.49	16 Purchases	\$21.62 Per Purchase	19,008	28,237	\$12.25	1.27%
		> <b>Results from 3 ad sets</b> ⓘ		<b>1.92</b> Per Person	<b>55</b> Purchases	<b>\$19.49</b> Per Purchase	<b>49,839</b> People	<b>95,766</b> Total	<b>\$11.19</b> Per 1,000 Imp...	<b>1.33%</b> Per Impr...

Schedule

Start Date

Mar 1, 2021

🕒 6:58PM

Pacific Time

End

Mar 28, 2021

🕒 6:58PM

Pacific Time

[Hide Options -](#)

Ad Scheduling

Run ads on a schedule

Use viewer's time zone

We'll schedule your ads based on the time zone of the person seeing it. For example, if you select 8am to 5pm, we'll only show your ads to people from 8am to 5pm in their local time.

	12am	3am	6am	9am	12pm	3pm	6pm	9pm
Monday								
Tuesday								
Wednesday								
Thursday								
Friday								
Saturday								

