TIKTOK ADS

WEEKLY PERFORMANCE REPORT



PRESENTED TO

ACCOUNT NAME

Date: 09-11-2024

YOUR WEEKLY PERFORMANCE REPORT

AD SPEND
$437.45

CTR
1.61%

REACH
13,852

COST-PER-LEAD
$0.72

IMPRESSIONS
37,703

CPC
$7.06

LEADS/CONVERSIONS
62

LEAD DOWNLOAD LINK
https://download_link

DATE RANGE

09-03-2024 to 09-10-2024

SUMMARY

A total of 62 visitors converted into leads.

RECOMMENDATIONS

New Ad Sets will be created using the previous top interactive audience. This will run alongside the current active Ad set.

CAMPAIGN OVERVIEW (6 MONTH REVIEW)

Month	Ad Spend	Reach	Impressions	Frequency	CTR	Link Clicks	CPC
September	$437.45	62	$7.06	13,852	37,703	2.72	1.61%

YOUR ACCOUNT UPDATES

TOP IMPROVEMENTS WE'VE DONE

- Started the campaign strong with great CTR at 1.61% and $0.72 CPC
- Garnered 62 leads via the website at $7.06 CPL in a span of 7 days
- We'll let the current setup run for another week or so to let the performance stabilize before we make any further adjustments.
- Checked conversion rate.

WHAT WE RECOMMEND DOING

WHAT WE CAN DO (AFTER YOUR APPROVAL)

- We'll continuously monitor the campaign performance and do adjustments and optimizations to the campaign strategy and ad materials, as needed, to ensure that our current campaign traction and overall performance remain at a steady pace.
- Create a refreshed set of graphics for AB Testing purposes every 2-3 weeks

WHAT YOU CAN DO

- Ensure that the UI/UX of the website is smooth-sailing and that it will not hinder conversions
- Send over a new set of static images and videos, if ever available, that we can use for campaign optimization every 2-3 weeks

METRIC ABBREVIATION GUIDE



REACH

The total number of unique users who saw your ad.



LINK CLICKS

The actual number of clicks on links within the ad, leading to your chosen destination



CPL (COST PER LEAD)

The average cost you paid for each lead generated by your ad.



IMPRESSIONS

The total number of times your ad was displayed on users' screens.



LEADS

The number of users who have shown interest in your product .



CPR (COST PER RESULT)

The average cost you paid for each outcome (e.g., conversion, lead, etc.)



AD FREQUENCY

The average number of times each person in your reach saw your ad.



CPC (COST PER CLICK)

The average cost you paid for each click on your ad.



LEARNING PHASE

The period during which Facebook's algorithm is learning the best ways to achieve your campaign objective.



CTR (CLICK-THROUGH RATE)

The percentage of people who saw your ad and performed a click on it.



CPM (COST PER MILLE)

The cost you paid for a thousand impressions of your ad.



CONVERSIONS

The number of users who have completed a desired action.