

Campaigns American Recipe Associa... Updated just now Review and publish

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Campaigns Adsets Ads Maximum: Apr 8, 2023 - May 8, 2026

Off/On	11	Campaign 11	Amount spent	Website purchases	Website purchases	CPM (cost per 1,000...)	Reach 11	Impressions 11	Link clicks 11	CPC (all)	Unique CTR (all)	Purchase %	Cost per purchase	Purchases conversio...	3-second video play...	Video average...	Video plays at 25%	Video plays at 50%	Video plays at 75%	Video plays at 95%
		OLD TOF Phase 3 - Audience Testing F RuGD 2.0	\$87,749.28	\$32,532.92	5,490	\$38.64	989,231	2,271,066	103,840	\$0.38	17.62%	5.46%	\$19.67	\$32,532.92	44.42%	00:17	469,926	353,513	178,145	113,131
		OLD P4 F RuGD ABD	\$61,639.89	\$16,818.56	2,339	\$51.40	609,058	1,199,251	55,454	\$0.51	14.21%	2.13%	\$28.82	\$16,818.56	44.59%	00:16	229,418	171,511	86,603	55,714
		OLD TOF Phase 3 - Audience Testing F RuGD 1.0	\$39,272.76	\$22,638.61	3,845	\$23.68	686,933	1,658,439	81,509	\$0.22	15.01%	3.84%	\$10.21	\$22,638.61	29.70%	00:17	233,437	181,344	93,943	60,447
		OLD TOF Phase 2 - Creative Testing F RuGD 2.0	\$19,293.23	\$7,011.64	954	\$40.57	289,926	475,611	23,142	\$0.38	13.77%	9.54	\$20.22	\$7,011.64	52.17%	00:16	105,090	77,721	40,089	26,675
		OLD TOF Phase 2 - Creative Testing F RuGD	\$4,160.07	\$3,421.57	529	\$28.86	93,351	144,333	8,753	\$0.23	15.13%	5.29	\$7.86	\$3,421.57	47.33%	00:19	30,943	23,303	12,422	8,281
		PHASE 3 - AUDIENCE TESTING F RuGD 3.0	\$3,932.86	\$1,097.51	134	\$67.15	45,441	58,568	3,512	\$0.40	16.89%	1.34	\$28.35	\$1,097.51	43.80%	00:15	10,142	7,223	3,583	2,317
		OLD P4 F RuGD ABD	\$2,240.77	\$835.55	106	\$28.39	68,794	78,938	3,192	\$0.30	9.09%	1.06	\$21.54	\$835.55	47.65%	00:15	16,991	12,804	6,408	4,053
		OLD TOF Phase 3 - Audience Testing F RuGD	\$840.26	\$463.79	73	\$41.12	18,719	20,435	1,234	\$0.44	6.71%	7.3	\$11.51	\$463.79	56.43%	00:21	5,890	4,420	2,219	1,424
		OLD TOF Phase 3 - Audience Testing F RuGD 1.0	\$571.42	\$0.00	—	\$66.29	7,592	8,620	463	\$0.68	8.88%	—	—	\$0.00	39.43%	00:19	1,776	1,412	703	454
		OLD TOF Phase 1 - Message Testing F RuGD 2.0	\$407.90	\$19.91	3	\$5.60	54,926	72,809	5,140	\$0.04	13.33%	3	\$135.97	\$19.91	15.16%	00:21	6,328	4,661	2,358	1,517
		OLD TOF Phase 1 - Message Testing F RuGD	\$181.12	\$19.92	4	\$4.38	22,795	28,392	1,997	\$0.05	11.68%	4	\$45.28	\$19.92	50.85%	00:19	7,646	5,777	3,275	2,266
		X BUILDER X	\$0.00	\$0.00	—	—	—	—	—	—	—	—	—	\$0.00	—	—	—	—	—	—
Results from 12 campaigns			\$220,289.56	\$84,859.98	12,247	\$36.62	2,177,621	6,016,262	286,236	\$0.34	16.87%	12,247	\$17.99	\$84,859.98	40.83%	00:16	1,197,587	843,089	429,148	276,279
			Total spent	Total	Total	Per 1,000 Impressions	Meta Accounts	Total	Total	Per Click	Per Meta Account	Total	Per Action	Total	Average	Average	Total	Total	Total	Total