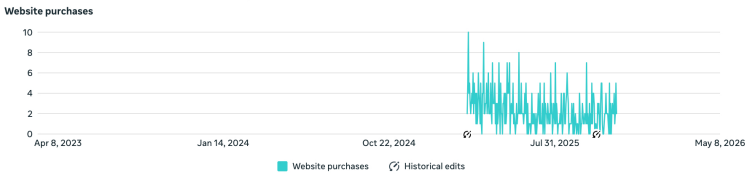


Performance

Actions

Maximum: Apr 8, 2023 - May 8, 2026

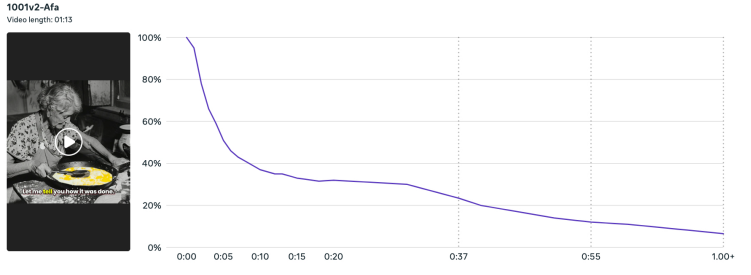
Website purchases 591 Per Purchase \$20.11 Purchase ROAS (return on ad spend) 0.36



Video performance 1 of 1 Ads

See how audiences are engaging with your video creative.  
Video plays 185,331 Video average play time 00:20 Hook rate 66% Hold rate 9.89%

**Time watched**  
Analyze your video performance by time watched to uncover creative optimization opportunities. Though a decrease in video play time is normal as the video elapses, significant drops may indicate a lack of engagement.



**Compare how different ad creatives perform**  
You can get even more detailed performance data by using ad creative breakdowns in Ads Reporting. This can help you compare ad performance by image, text and call to action to see how your creatives perform across all placements.  
[Go to Ads Reporting](#)

Demographics Platform