



NANO

Leading-Edge Digital Marketing

Report Summary

Looking at performance, it was an amazing second month for the campaigns! This month we brought in **102 purchases** and **\$13,287** in revenue with \$2,021 spent. That is a return on investment of **x6.57**! You can compare this to previous months, where we brought in 77 purchases and \$8,961 in April.

Our goal for future months is to maintain this performance from April and May as much as possible. In order to do this, we will only be making some minor keyword and budget optimizations to further improve performance. We want to keep these successful campaigns running smoothly! This includes dedicating more budget to our most profitable Ad sets this month. These were the remarketing, automated targeting, look alike Ad sets, which all brought in ROIs above x6.6. The remarketing Ad set brought in a x9.37 ROI this month! We will also be pausing some of the Ads with lower profitability since starting, to scale up with the most profitable Ads.

Results

Purchases 102	Revenue \$13,287.28	ROAS 6.57	Impressions 175,338	
Website Views 868	CPC \$2.03	CTR 0.50%	Page engagement 17,234	Amount spent (CAD) \$2,021.99

Ad Set Breakdown

Ad set name	Purchases ▾	Revenue	ROAS	Impressions	Amount spent ...
Nature + Natural Skin Care Interests Ad Set - 03-2024	30	\$3,000.41	6.37	42,251.00	\$470.68
Website Remarketing Ad Set - 03-2024	22	\$4,336.24	9.36	33,252.00	\$463.39
Advantage+ Ad Set - 03-2024	19	\$2,038.16	6.67	27,332.00	\$305.37
Engaged Shoppers + Natural Skin Care Interests Ad ...	10	\$920.3	4.29	21,087.00	\$214.34
FB/IG Page Interactors Ad Set - 03-2024	9	\$1,130.26	7.1	16,418.00	\$159.09
Lookalike Ad Set - 03-2024	8	\$1,332.58	6.81	19,040.00	\$195.7
Forests + Natural Skin Care Interests Ad Set - 03-20...	3	\$428.48	2.93	10,393.00	\$146.23
Natural Skin Care Interests Ad Set - 03-2024	1	\$100.85	1.5	5,565.00	\$67.19