

Results

Clicks
188

CPC
\$3.08

Reach
49,445

CTR
0.80%

Amount Spent
\$1,515.56

Platform Breakdown

Platform ▾	Facebook	Instagram
Reach	32,818	17,499
Clicks	527	281
Click-Through ...	0.84%	0.72%
CPC	\$1.76	\$2.08

Month-Over-Month Performance

Month ▾	August	June	May	April
Reach	49,445	27,156	29,108	33,976
Clicks	808	834	714	832
Click-Through ...	0.80%	1.28%	1.12%	1.08%
CPC	\$1.88	\$1.77	\$2.10	\$2.33

Ad Set Breakdown

Ad set name	Link clicks ▾	CPC	Amount Spent
Advantage+ Ad Set	381	\$1.55	\$589.09
High Income Women A...	142	\$2.2	\$312.27
Remarketing/Look Alik...	81	\$1.86	\$151.04
Health & Wellness Inter...	74	\$2.08	\$154.2
Menopause Symptoms ...	68	\$2.28	\$154.91
Period Pain Interests A...	62	\$2.48	\$154.05