

Campaign name

Enter a value

Account name

Ad set name

Campaign objective

Publisher platform

Are you new to Looker Studio?

[Find useful tips on the "Getting started" page.](#)

Amount spent

465

↑ 4,759.7%

Impressions

2M

↑ 1,350.2%

Outbound clicks

1K

↑ 706.3%

CPM

0.31

↑ 235.1%

Cost per outbound click

0.45

↑ 502.8%

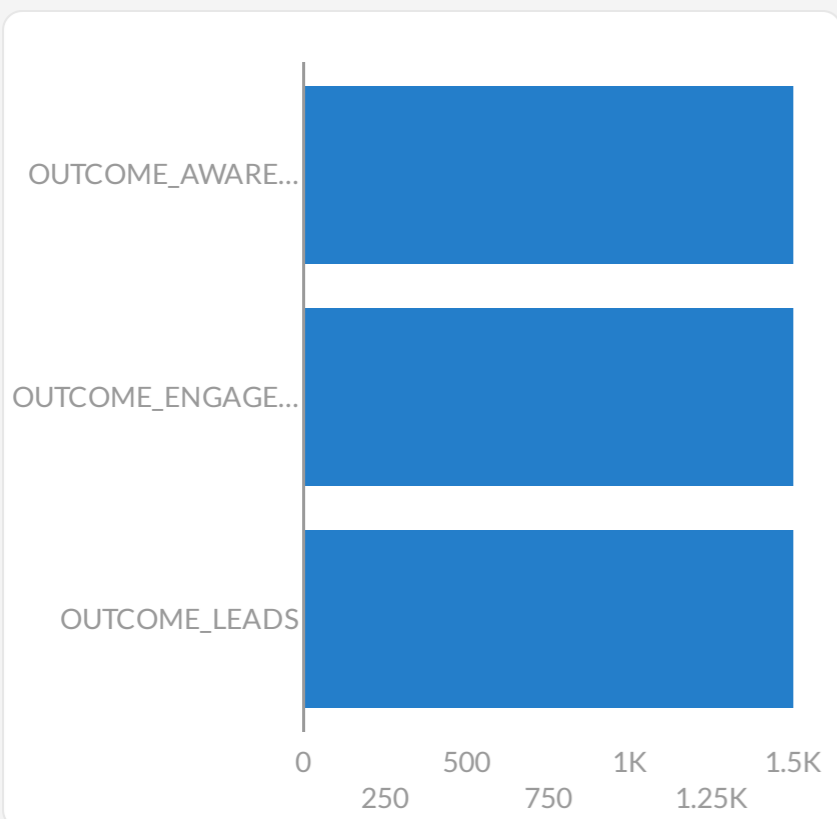
Outbound CTR

0.07%

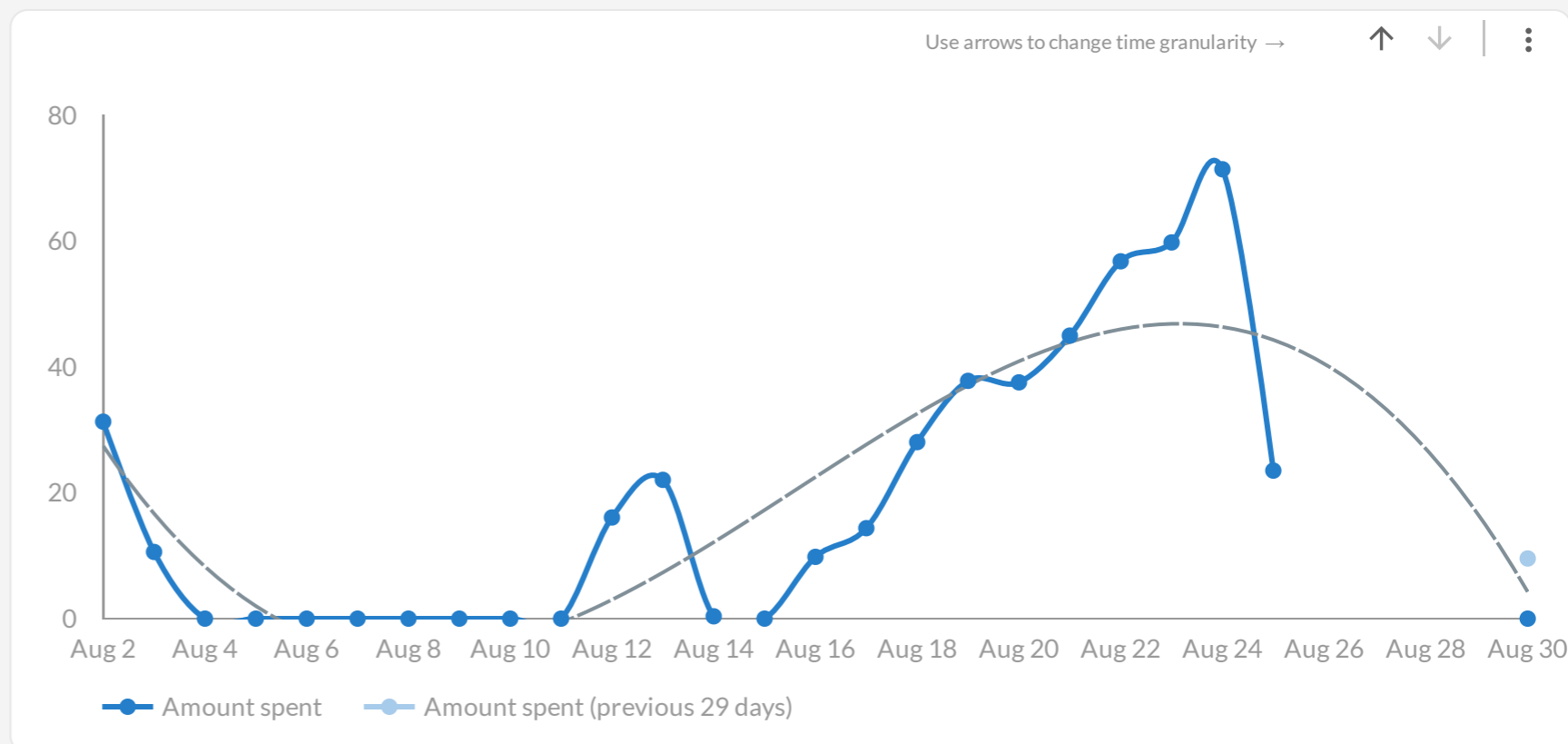
↓ -44.4%

Comparison date range: previous period

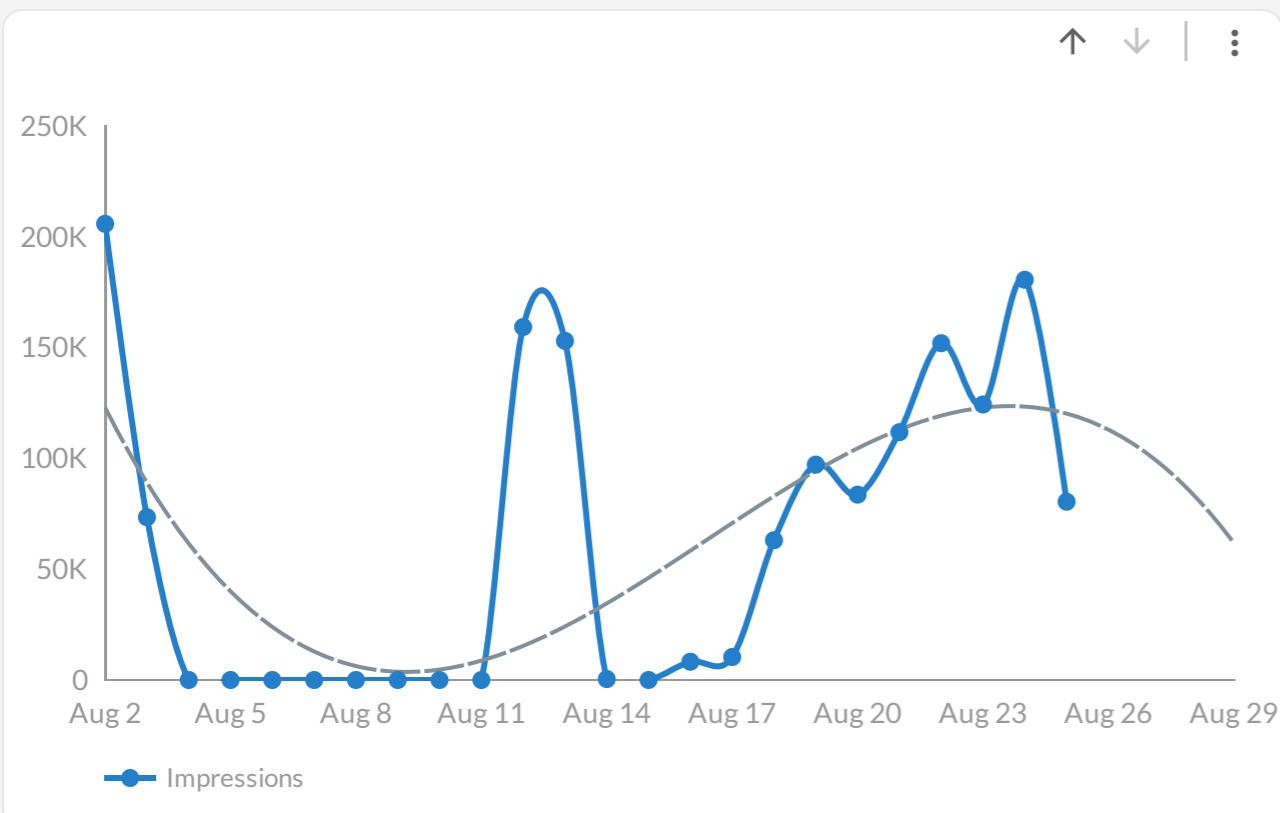
Top campaign objectives by spend



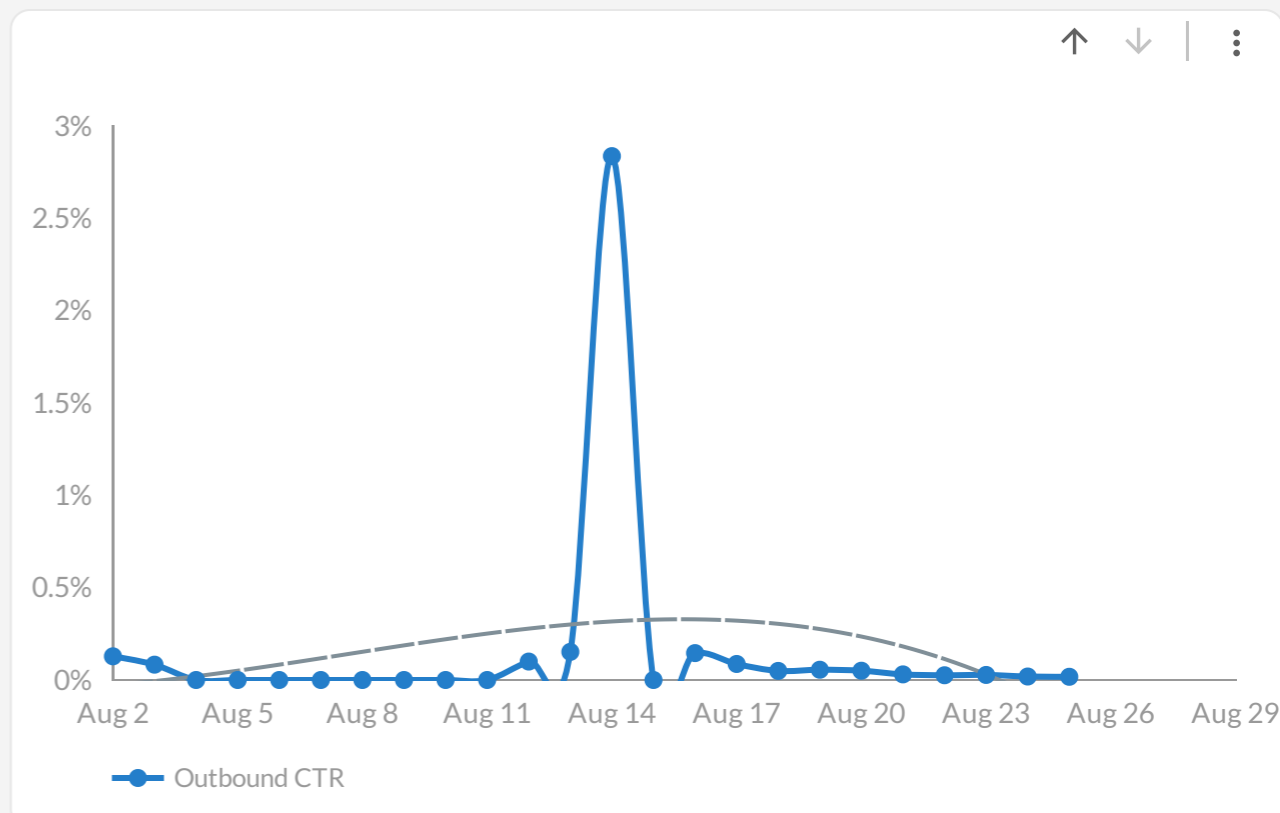
Total spend over time



Impressions over time



CTR over time



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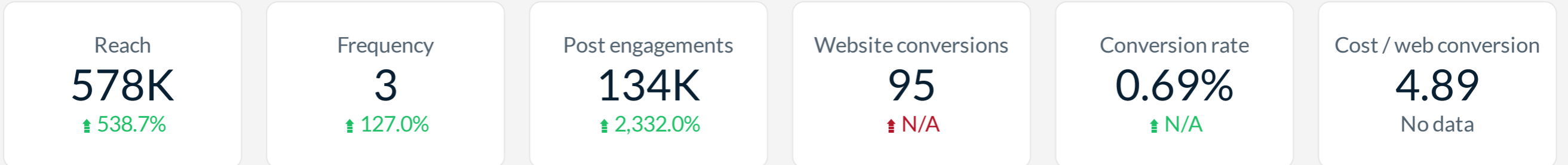
Ad set name

Campaign objective

Publisher platform

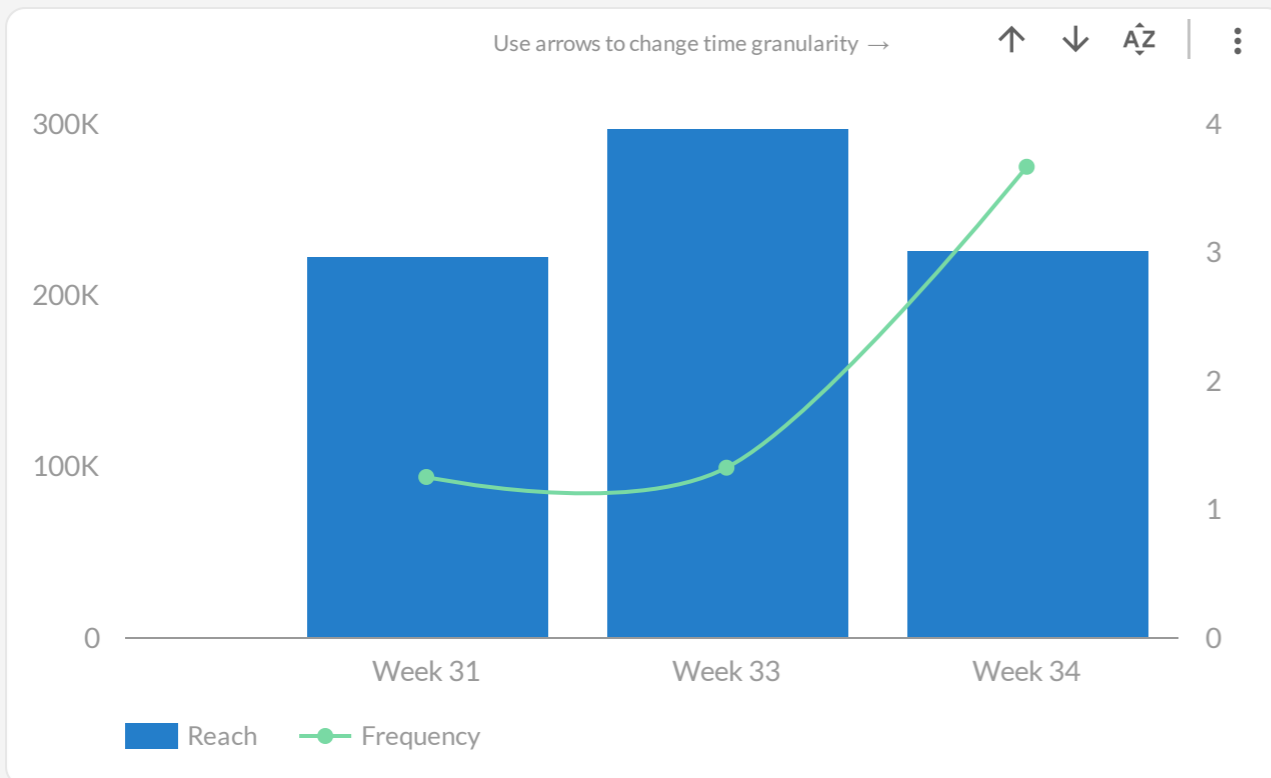
Top of funnel

Bottom of funnel

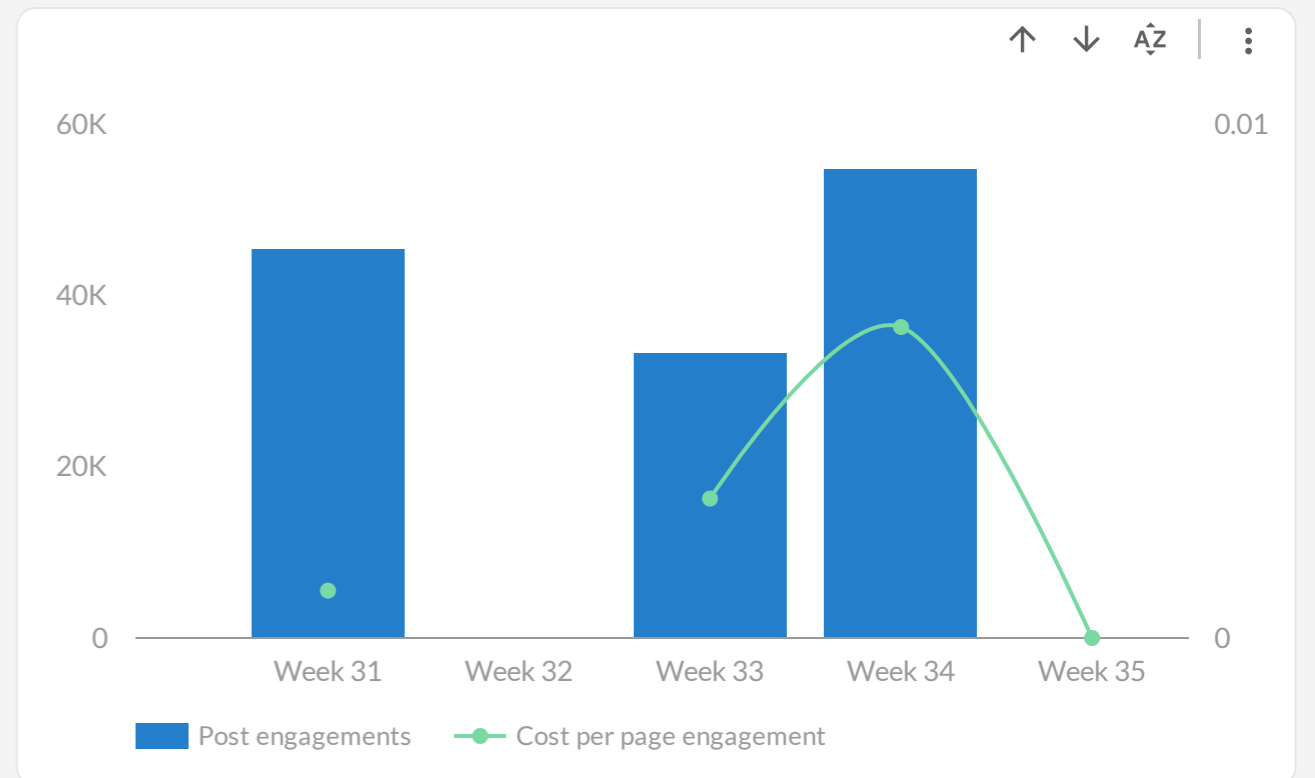


Comparison date range: previous period

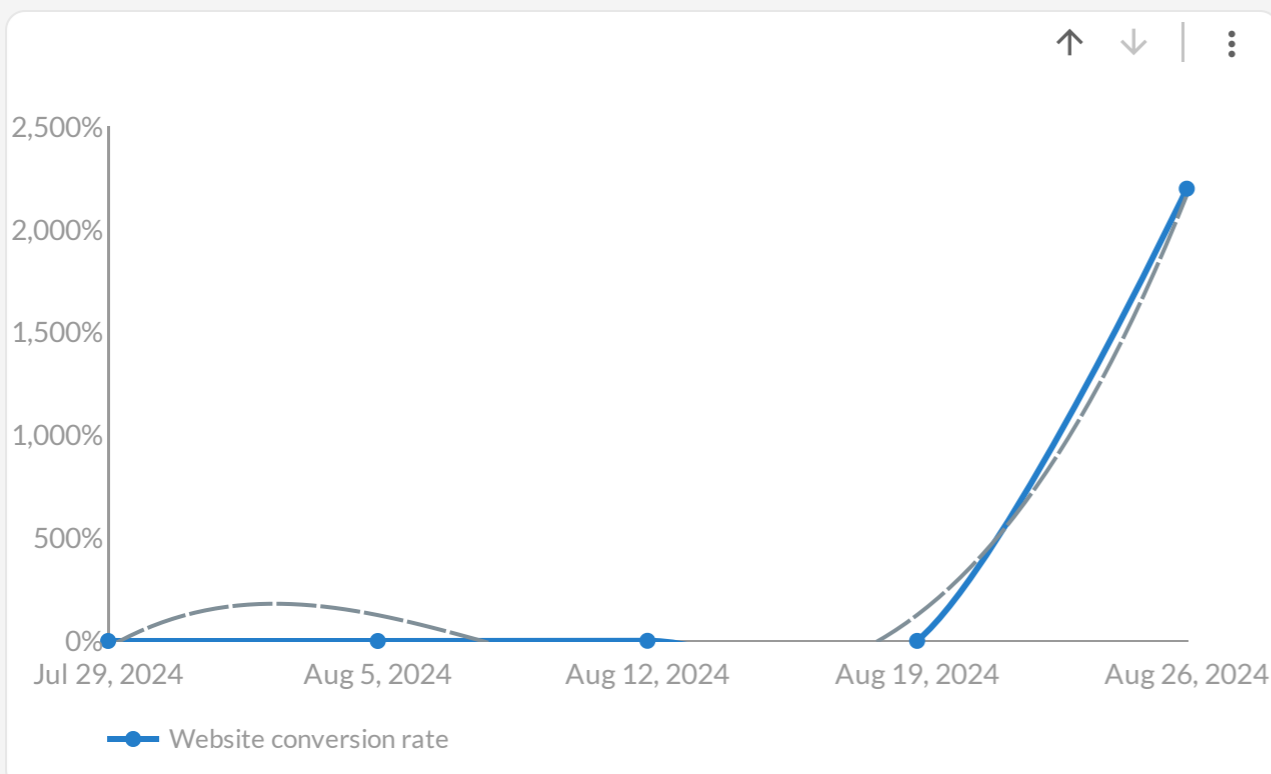
Reach / frequency



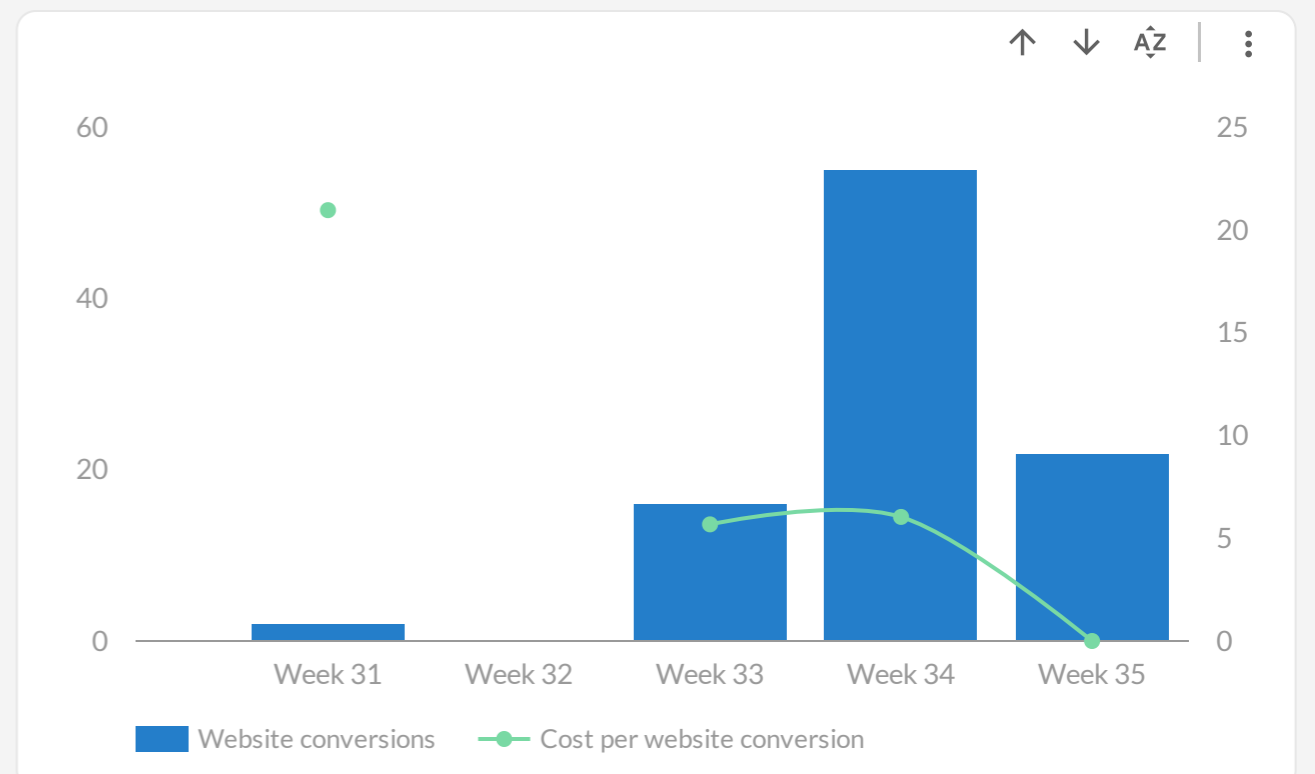
Post engagements / cost



Conversion rate



Conversions / cost per conversion



Campaign name

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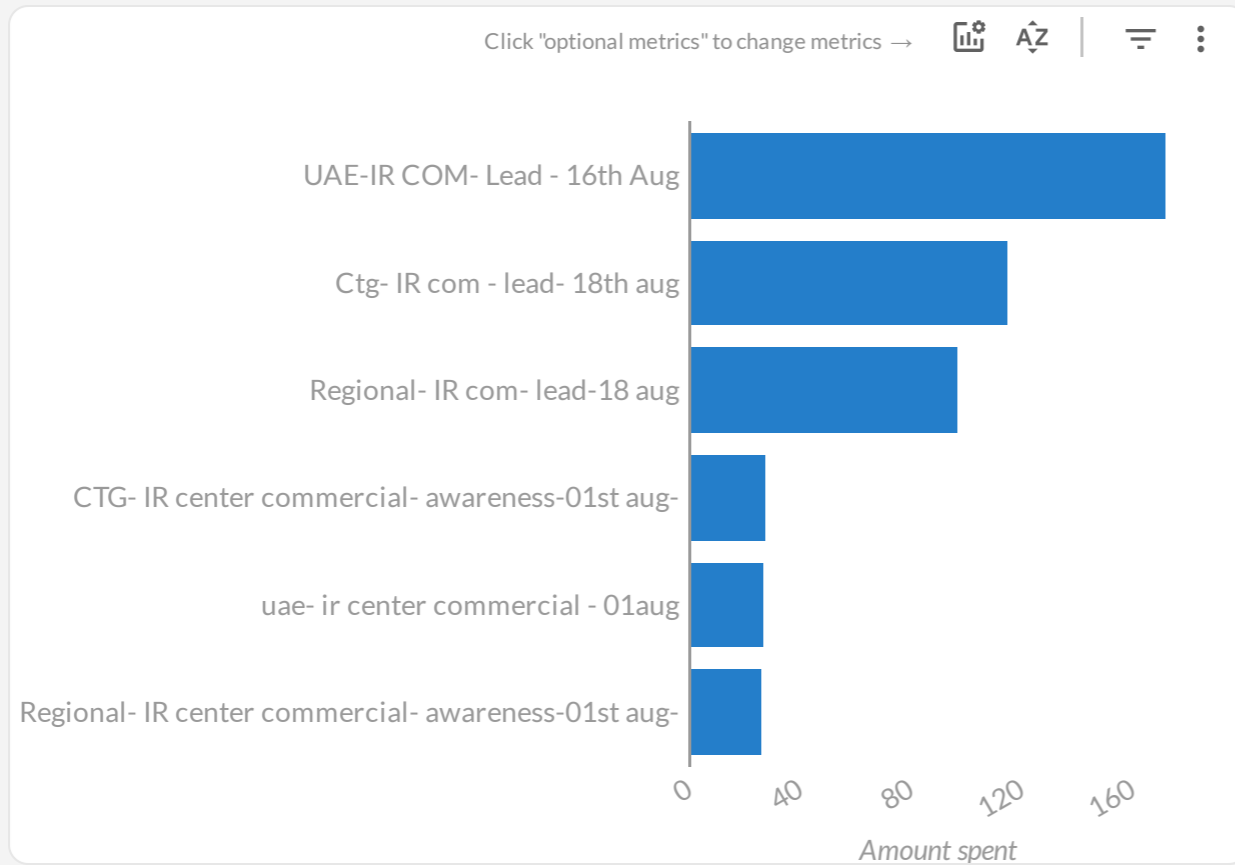
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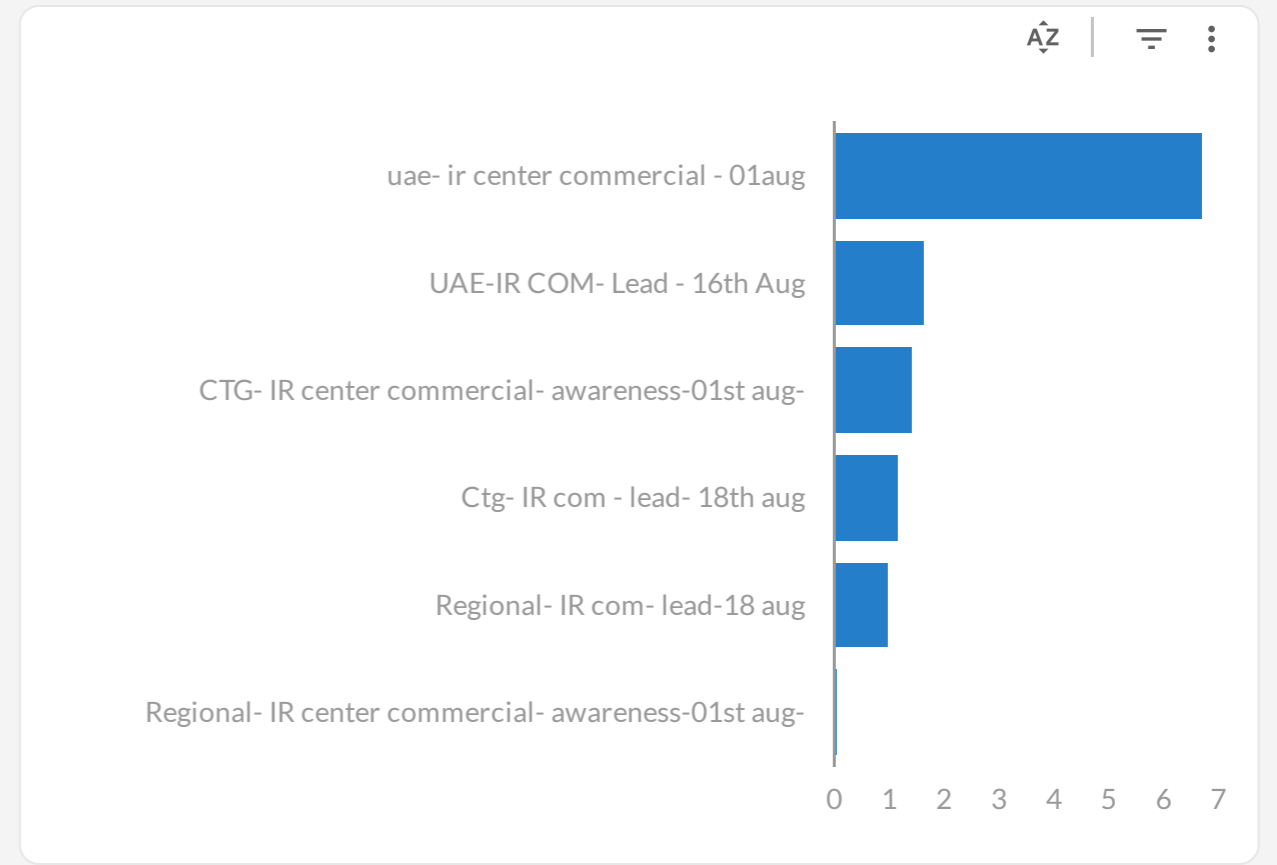
Campaign objective

Publisher platform

Top 10 campaigns

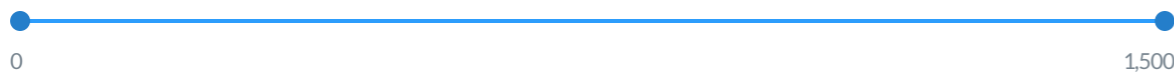


Campaigns with high CPC

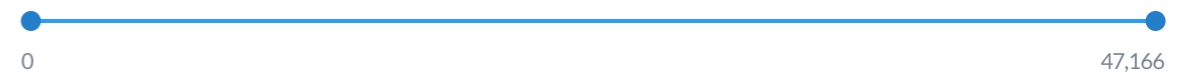


Complete campaign list

Account spend cap



Clicks (all)



	Campaign name	Amount spent	Impressions	Outbound clicks	CPM	CPC (link)	CTR (link click-through rate)	Website conversions
1.	UAE-IR COM- Lead - 16...	172.17	129,325	105	1.33	0.14	0.94%	10
2.	Ctg- IR com - lead- 18th ...	115.04	388,964	98	0.3	0.02	1.47%	41
3.	Regional- IR com- lead-...	96.96	393,431	100	0.25	0.02	1.08%	38
4.	CTG- IR center commer...	27.19	236,704	19	0.11	0.01	0.82%	5
5.	uae- ir center commerci...	26.85	15,331	4	1.75	0.67	0.26%	0
6.	Regional- IR center com...	26.38	340,010	706	0.08	0.04	0.21%	1

Grand total

464.59

1,503,765

1,032

0.31

0.03

0.92%

95



Campaign name

Enter a value

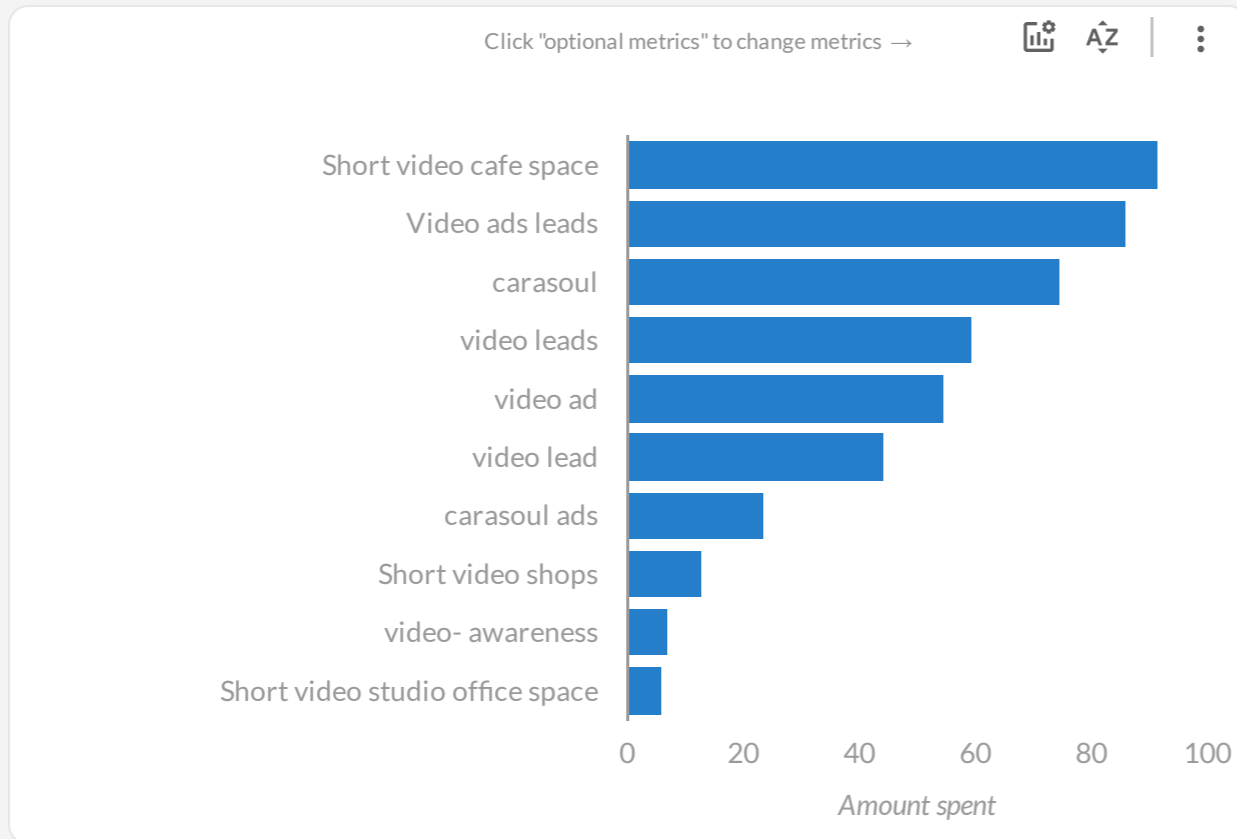
Account name

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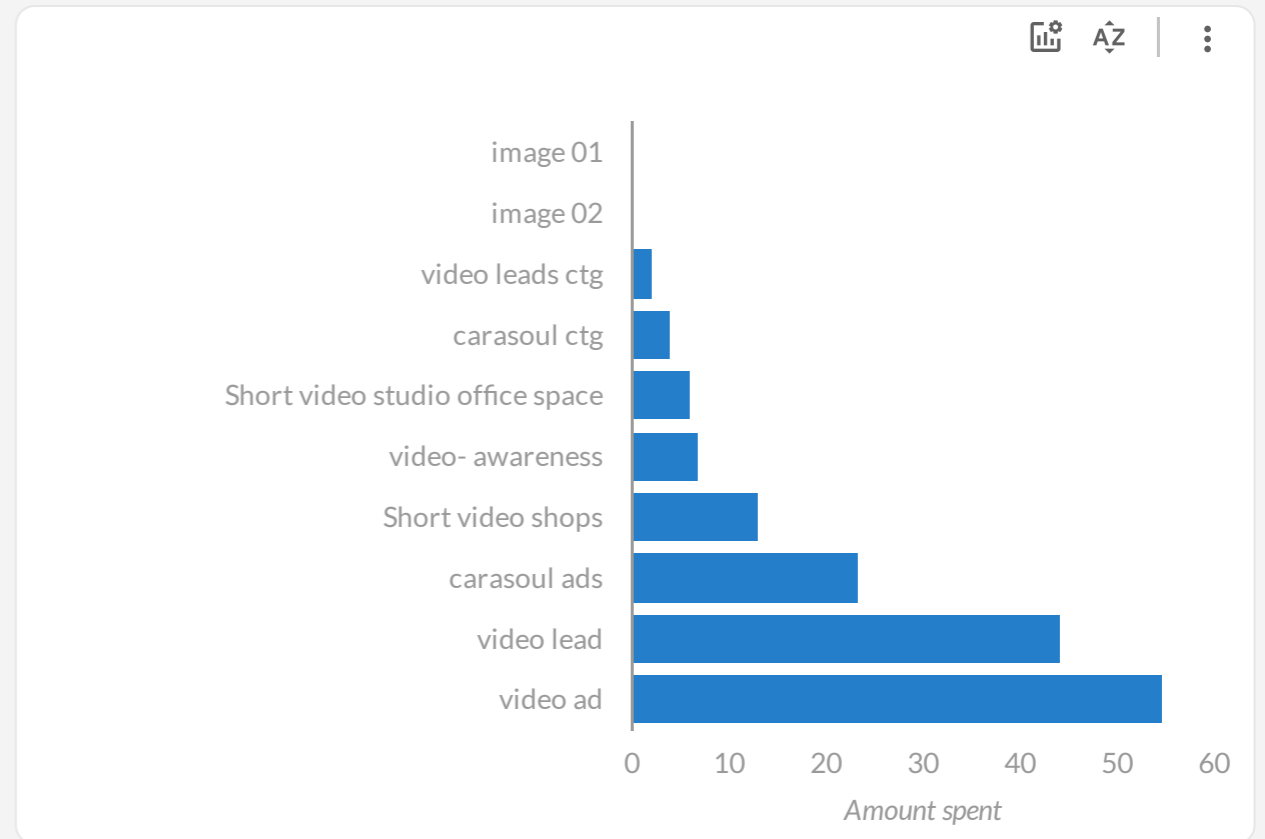
Campaign objective

Publisher platform

Top 10 ads



Bottom 10 ads



Complete creative list

Video asset thumbnail image	Ad name	Ad title	Amount spent	Impressions	CPM	Cost per outbound click	Outbound CTR	Website conversions
	Video ads leads	১৪০+ দোকান, কফি স্পেস এবং নান্দনিক স্টুডিও অফিস স্পেস।	71.34	222,417	0.32	null	0%	14
	video ad		13.69	183,910	0.07	null	0%	4
Grand total			464.59	1,503,765	0.31	0.45	0.07%	95

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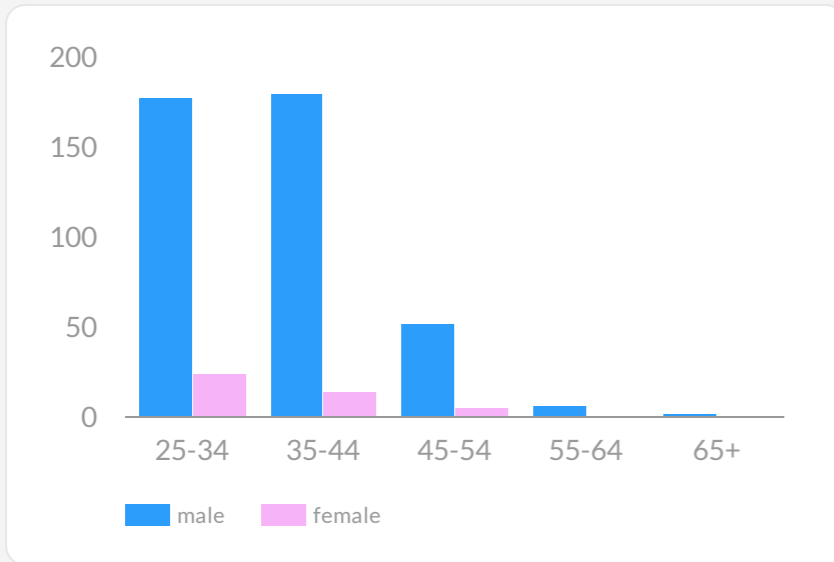
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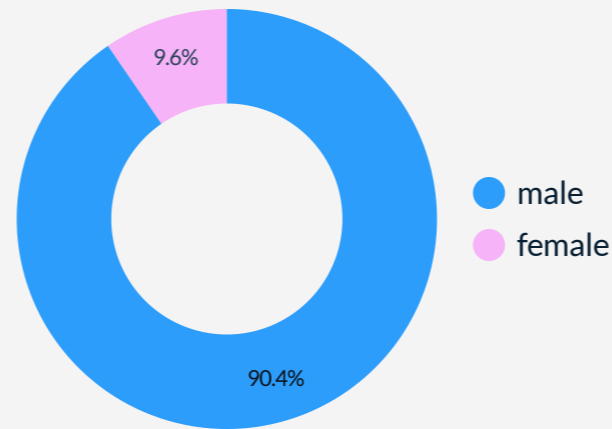
Campaign objective

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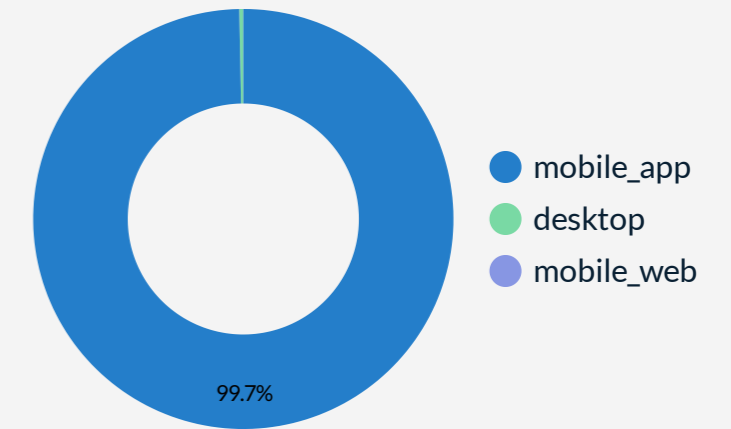
Age groups by spend



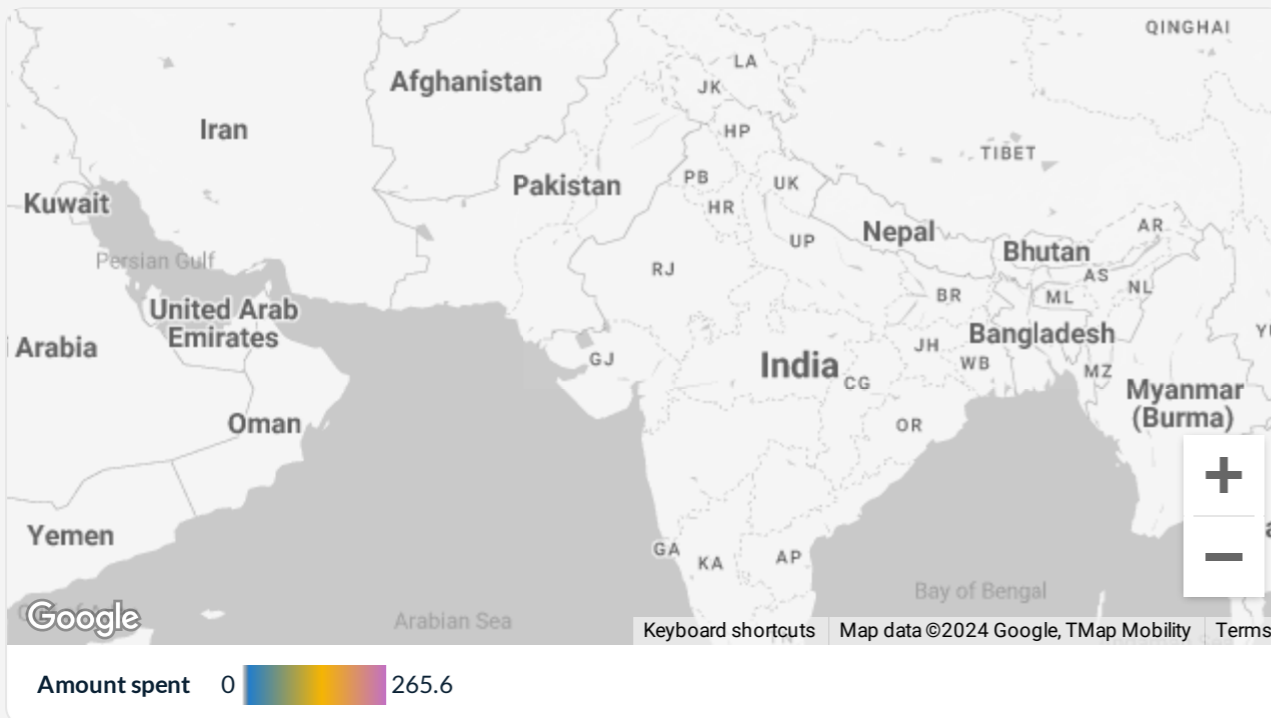
Gender breakdown by spend



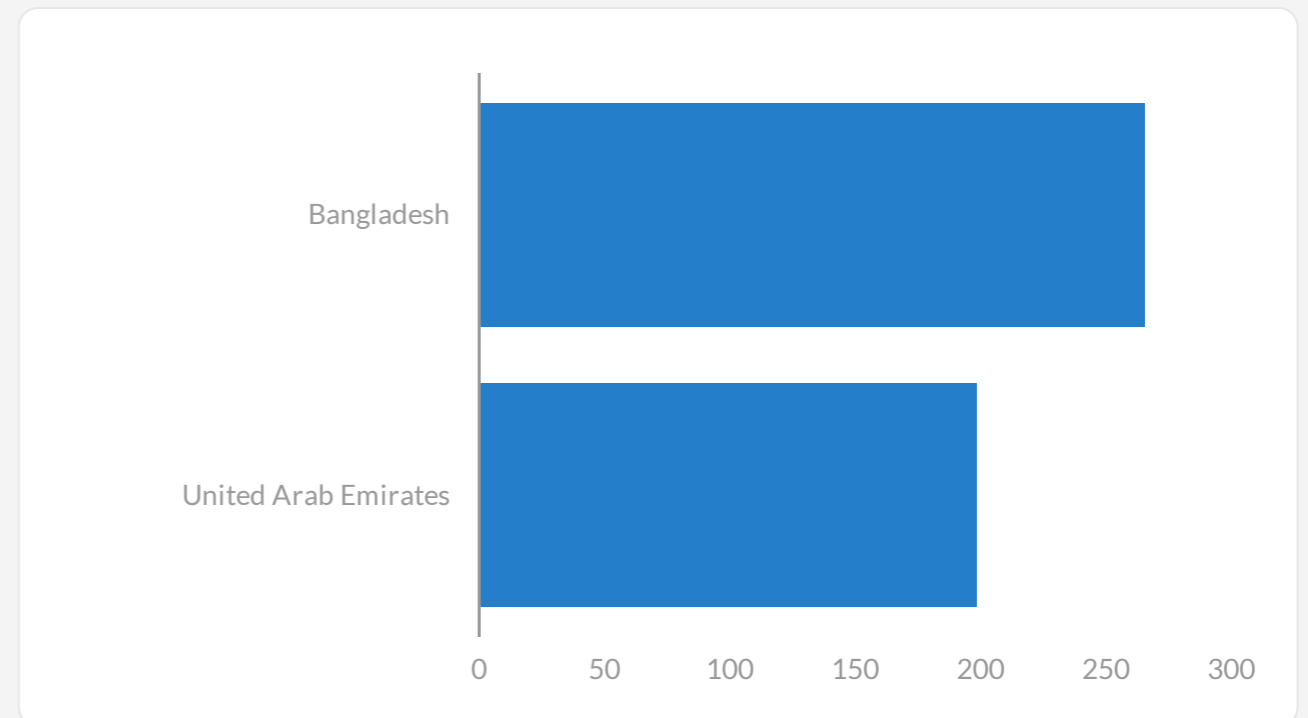
Device usage by spend



Regions by spend



Countries by spend



Performance by age group

Age	Amount spent	Impressions	Outbound clicks	CPM	Cost per outbound click	Outbound CTR	Website conversions
1. 25-34	202.43	774,004	538	0.26	0.38	0.07%	65
2. 35-44	194.7	502,179	326	0.39	0.6	0.06%	23
3. 45-54	57.69	188,921	121	0.31	0.48	0.06%	7
4. 55-64	7.53	27,015	34	0.28	0.22	0.13%	0
5. 65+	2.24	11,646	13	0.19	0.17	0.11%	0
Grand total	464.59	1,503,765	1,032	0.31	0.45	0.07%	95

Start your journey with Supermetrics

Easily manage your data source connections on the [Supermetrics Hub](#).



Looker Studio and Supermetrics essentials

Start your Looker Studio journey with ease. Access beginner support, watch tutorials on YouTube, and read our blog for valuable insights.

- [Support articles for getting started with Supermetrics in Looker Studio](#)
- [Supermetrics YouTube playlist for Looker Studio](#)
- [Supermetrics blog: Looker Studio articles](#)



Connector guides

Explore the available fields for this data source connector and get started with the connection guide.

- [Facebook Ads Metrics and Dimensions](#)
- [Facebook Ads connection guide](#)

More from Supermetrics

Browse our templates for Looker Studio, as well as the available connectors. Discover the Supermetrics Hub to manage your subscription, data source connections, and teams.

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- [Supermetrics Hub](#)

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