

Beauty Studio

Search and filter

Last month: May 1, 2022 – May 31, 2022
Note: Does not include today's data

Campaigns Ad sets Ads

+ Create Edit A/B Test Rules View Setup Columns: Custom Breakdown Reports

| Off / On | Campaign | Delivery ↑ | Bid strategy | Budget | Attribution setting | Results | Reach | Impressions | Cost per result | Ad |
|--------------------------|---|------------|----------------|--------------|---------------------|------------------------------|--------|-------------|---------------------------------|----|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> High-volume periodic report | Active | Highest volume | \$5.00 Daily | 7-day click or ... | 135 Messaging Conversa... | 27,328 | 88,446 | \$0.98 Per Messaging Con... | |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> Expand Intelligence | Active | Highest volume | \$3.00 Daily | 7-day click or ... | 168 Messaging Conversa... | 31,900 | 85,481 | \$0.53 Per Messaging Con... | |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> Placement report | Active | Highest volume | \$5.00 Daily | 7-day click or ... | 101 Messaging Conversa... | 21,452 | 56,318 | \$0.71 Per Messaging Con... | |
| <input type="checkbox"/> | <input type="checkbox"/> Expanded to Facebook | Off | Highest volume | \$5.00 Daily | 7-day click or ... | — Messaging Conversa... | — | — | — Per Messaging Con... | |
| <input type="checkbox"/> | <input type="checkbox"/> Expanded to ... | Off | Highest volume | \$5.00 Daily | 7-day click or ... | — Messaging Conversa... | — | — | — Per Messaging Con... | |
| <input type="checkbox"/> | <input type="checkbox"/> Placement report | Off | Highest volume | \$5.00 Daily | 7-day click or ... | 73 Messaging Conversa... | 18,332 | 38,573 | \$1.09 Per Messaging Con... | |
| <input type="checkbox"/> | <input type="checkbox"/> New Off-page Reporting (2017/Expanded) | Off | Highest volume | \$5.00 Daily | 7-day click or ... | 37 On Facebook Leads | 23,720 | 53,783 | \$2.28 Per On Facebook Le... | |
| <input type="checkbox"/> | <input type="checkbox"/> New Off-page Reporting (2017/Expanded) | Off | Highest volume | \$5.00 Daily | 7-day click or ... | 45 On Facebook Leads | 18,720 | 45,979 | \$1.56 Per On Facebook Le... | |

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|--------------------------|---|------------|----------------|--------------|---------------------|------------------------------|--------|-------------|---------------------------------|----|
| <input type="checkbox"/> | <input type="checkbox"/> Message ID | Off | Highest volume | \$3.00 Daily | 7-day click or ... | 302 Messaging Conversa... | 40,376 | 146,821 | \$0.30 Per Messaging Con... | |
| <input type="checkbox"/> | <input type="checkbox"/> Automatic campaign Budget Report | Off | Highest volume | \$5.00 Daily | 7-day click or ... | 21 On Facebook Leads | 7,596 | 11,993 | \$0.66 Per On Facebook Le... | |
| <input type="checkbox"/> | <input type="checkbox"/> Off-page ID 1 | Off | Highest volume | \$5.00 Daily | 7-day click or ... | — On Facebook Lead | — | — | — Per On Facebook Le... | |

Client: beauty studio with a wide range of services:

- manicure, pedicure
- eyebrow correction
- eyelash extension
- makeup
- hair coloring
- permanent

Goal №1 - find clients for beauty procedures

Goal №2- find masters

Goal №3- sell learning for manicure and lash making

Results:

№1 Cost per lead for all services from 0,3\$

spend 510\$ per month

revenue 3323 per month

№2

My client filled the vacancies

№3

Got 59 Leads for learning 10 of them paid for it