

DOERS MEDIA (PVT) LTD.

MEDIA BUYING PORTFOLIO

GOOGLE ADS & META ADS

Case#1

Platform: Google Ads

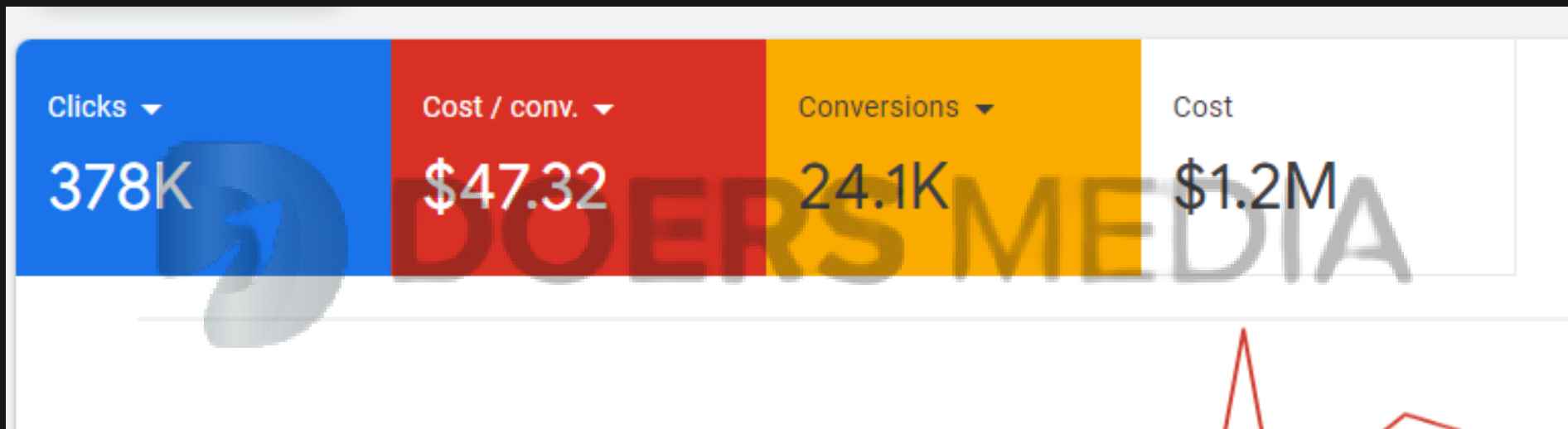
Ads Spent: \$1.2 Million Dollars

Conversions: 24 thousand

Return On Ads Spent (ROAS): 7x

Revenue Generated: \$8.4 Million Dollars

Country: United States



Case#2

Platform: Facebook Ads

Ads Spent: Rs. 725K

Conversions: 2K+

Return On Ads Spent (ROAS): 15x

Revenue Generated: Rs. 10.8 Million

Country: Pakistan

Bid Strategy	Budget	Attribution Setting	Results	Reach	Impressions	Cost per Result	Amount Spent
Lowest cost	Rs1,000.00 Daily	7-day click or ...	7 Website Purchases	13,239	15,471	Rs382.57 Per Purchase	Rs2,677.98
Lowest cost	Rs500.00 Daily	7-day click or ...	1,174 Website Purchases	265,457	860,500	Rs229.25 Per Purchase	Rs269,133.92
Lowest cost	Rs500.00 Daily	7-day click or ...	2 Website Purchases	12,285	19,231	Rs2,084.03 Per Purchase	Rs4,168.05
Lowest cost	Rs500.00 Daily	7-day click	1 Website Purchase	3,865	4,679	Rs1,891.72 Per Purchase	Rs1,891.72
Lowest cost	Rs500.00 Daily	7-day click	10 Website Purchases	11,688	19,295	Rs642.60 Per Purchase	Rs6,426.04
Lowest cost	Rs2,000.00 Daily	7-day click or ...	27 Website Purchases	29,184	39,770	Rs391.95 Per Purchase	Rs10,582.54
Lowest cost	Rs500.00 Daily	7-day click or ...	147 Website Purchases	170,845	320,778	Rs398.25 Per Purchase	Rs58,542.42
Lowest cost	Rs500.00 Daily	7-day click	2 Website Purchases	1,431	1,632	Rs362.81 Per Purchase	Rs725.61
Lowest cost	Rs1,000.00 Daily	7-day click or ...	78 Website Purchases	151,299	256,939	Rs484.75 Per Purchase	Rs37,810.85
Lowest cost	Rs2,000.00 Daily	7-day click or ...	39 Website Purchases	13,076	19,584	Rs179.30 Per Purchase	Rs6,992.68
Lowest cost	Rs500.00 Daily	7-day click or ...	294 Website Purchases	173,619	346,647	Rs374.32 Per Purchase	Rs110,049.71
Lowest cost	Rs1,000.00 Daily	7-day click or ...	149 Website Purchases	40,684	81,951	Rs251.00 Per Purchase	Rs37,399.47
		Multiple Attribution	Multiple Conversions	745,458 People	2,651,795 Total	Multiple Conversions	Rs725,649.74 Total Spent

Case#3

Platform: Google Ads

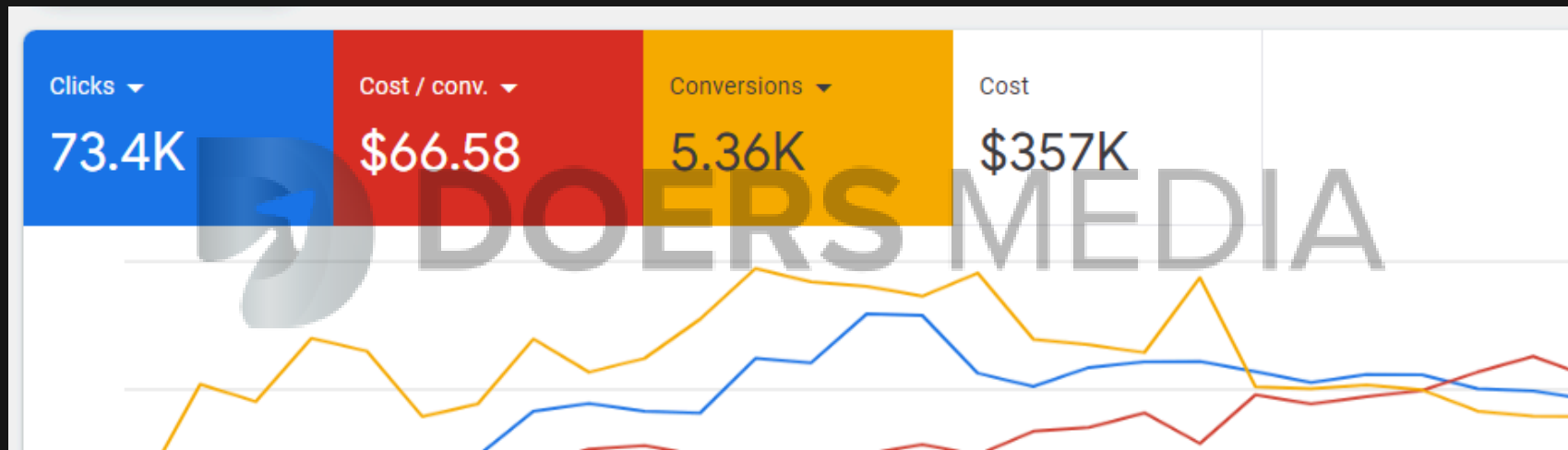
Ads Spent: \$357K

Conversions: 5.36K

Return On Ads Spent (ROAS): 4.5x

Revenue Generated: \$1.6 Million Dollars

Country: United States



Case#4

Platform: Facebook Ads

Ads Spent: Rs. 1.5 Million

Conversions: 44K

Return On Ads Spent (ROAS): 6.5x

Revenue Generated: Rs. 9.7 Million

Country: Pakistan

● Active	Highest volume		Rs300.00	7-day click or ...	145,853	145,853	448,069	Rs101.09	Rs14,743.79
			Daily		Reach			Per 1,000 People Re...	
● Active	Highest volume		Rs300.00	7-day click or ...	619,021	619,021	1,837,346	Rs23.69	Rs14,661.62
			Daily		Reach			Per 1,000 People Re...	
● Active	Using ad set bid...	Using ad set bu...		7-day click or ...	707	81,800	153,384	Rs43.43	Rs30,705.51
					Website Leads			Per Lead	
● Active	Highest volume		Rs500.00	7-day click or ...	2,227	387,862	939,683	Rs40.58	Rs90,378.43
			Daily		Website Leads			Per Lead	
● Active	Highest volume		Rs300.00	7-day click or ...	1,131	79,460	324,390	Rs48.12	Rs54,422.87
			Daily		Messaging conver...			Per Messaging Co...	
● Active	Highest volume		Rs300.00	7-day click or ...	1,048	79,003	376,831	Rs54.74	Rs57,370.43
			Daily		Messaging conver...			Per Messaging Co...	
● Active	Highest volume		Rs1,000.00	7-day click or ...	1,393	231,506	1,111,899	Rs139.97	Rs194,972.39
			Daily		AAA - Gulf			Per AAA - Gulf	
● Active	Highest volume		Rs300.00	7-day click or ...	749	18,116	183,875	Rs92.27	Rs69,113.17
			Daily		Messaging conver...			Per Messaging Co...	
● Active	Highest volume		Rs300.00	7-day click or ...	2,383	105,497	538,706	Rs29.01	Rs69,121.22
			Daily		Messaging conver...			Per Messaging Co...	
● Active	Highest volume		Rs500.00	7-day click or ...	2,657	206,572	1,581,794	Rs67.33	Rs178,903.85
1 recommendation			Daily		Website Leads			Per Lead	
● Active	Highest volume		Rs1,000.00	7-day click or ...	31,840	2,298,839	7,588,763	Rs18.10	Rs576,379.48
High performing			Daily		Website Leads			Per Lead	
Off	Highest volume		Rs300.00	7-day click or ...	179	3,871	5,337	Rs4.12	Rs738.08
			Daily		Page Likes			Per Page Like	
Off	Using ad set bid...	Using ad set bu...		7-day click or ...	—	3,828	4,521	—	Rs791.96
					Estimated Call Confir...			Per Estimated Call C...	
				Multiple attrib...	—	3,925,921	16,528,148	—	Rs1,526,859.72
					Multiple conversions	Accounts Center acco...	Total	Multiple conversions	Total Spent

Case#5

Platform: Google Ads

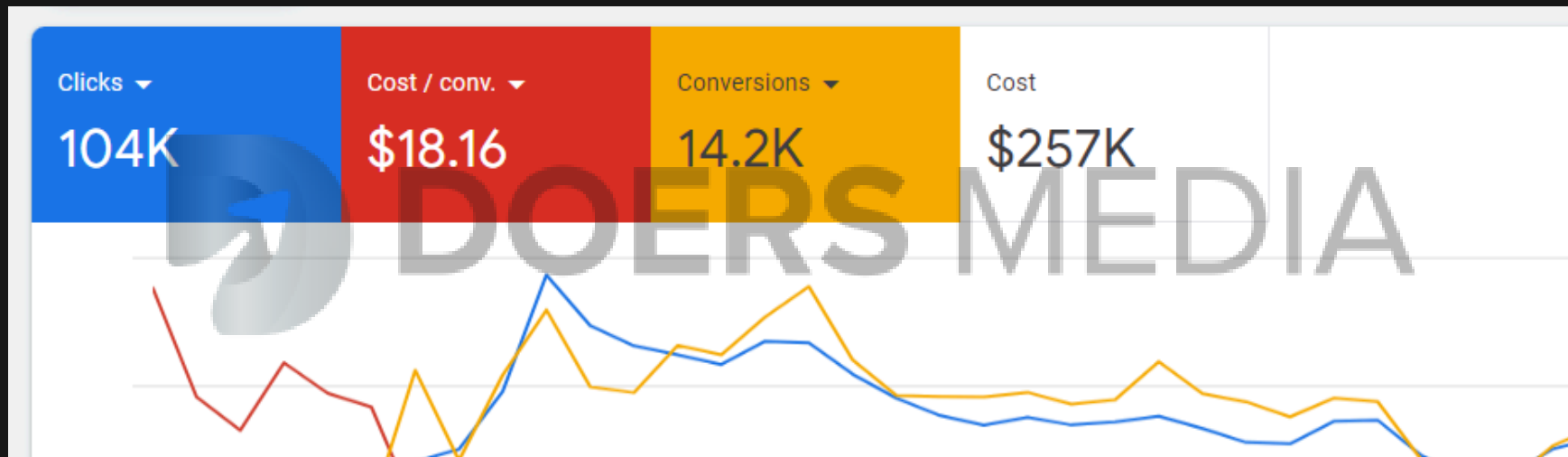
Ads Spent: \$257K

Conversions: 14.2K

Return On Ads Spent (ROAS): 5.3x

Revenue Generated: \$1.3 Million Dollars

Country: United States



Case#6

Platform: Facebook Ads

Ads Spent: Rs. 309K

Conversions: 12.3K

Return On Ads Spent (ROAS): 9.8x

Revenue Generated: Rs. 3 Million

Country: Pakistan

Delivery ↑	Bid Strategy	Budget	Attribution Setting	Results	Reach	Impressions
● Active	Lowest cost	Rs1,000.00 Daily	7-day click	16,121 Website Purchases	66,271	101,557
● Active	Lowest cost	Rs165.00 Daily	7-day click	4,719 Page Likes	53,174	125,656
● Active	Lowest cost	Rs2,000.00 Daily	7-day click	12,379 Messaging Conversa...	726,485	1,852,901

Case#7

Platform: Google Ads

Ads Spent: \$166K

Conversions: 1.97K

Return On Ads Spent (ROAS): 3.7x

Revenue Generated: \$614K

Country: United States



Case#8

Platform: Facebook Ads

Ads Spent: Rs. 535K

Conversions: 2300

Return On Ads Spent (ROAS): 10.7x

Revenue Generated: Rs. 5.7 Million

Country: Pakistan

Name	Delivery ↑	Results	Cost per Result	Reach	Impressions	Amount Spent	Ends	Budget
Campaign	● Active	81 ^[2] Website Purchases	Rs321.18 ^[2] Per Purchase	85,403	140,359	Rs26,015.26	Ongoing	
Top's Campaign	● Active	52 ^[2] Website Purchases	Rs459.31 ^[2] Per Purchase	90,913	149,779	Rs23,884.26	Ongoing	
Campaign	● Active	889 ^[2] Website Purchases	Rs194.55 ^[2] Per Purchase	198,453	592,878	Rs172,957.68	Ongoing	
Campaign	● Active	260 ^[2] Website Purchases	Rs337.64 ^[2] Per Purchase	137,309	279,923	Rs87,786.74	Ongoing	
Campaign - Collection	Off	2 ^[2] Website Purchases	Rs362.81 ^[2] Per Purchase	1,431	1,632	Rs725.61	Ongoing	
Campaign - Lahore Only	Off	39 ^[2] Website Purchases	Rs179.30 ^[2] Per Purchase	13,076	19,584	Rs6,992.68	Ongoing	
an Campaign	Off	149 ^[2] Website Purchases	Rs251.00 ^[2] Per Purchase	40,684	81,951	Rs37,399.47	Ongoing	
gn - Instagram followers	Off	473 ^[2] Landing Page Vie...	Rs33.39 ^[2] Per Landing Page ...	41,170	75,078	Rs15,791.98	Ongoing	
gn 04	Off	310 ^[2] Website Purchases	Rs315.31 ^[2] Per Purchase	115,626	286,694	Rs97,747.00	Ongoing	
gn 03	Off	34 ^[2] Website Purchases	Rs550.65 ^[2] Per Purchase	28,875	48,504	Rs18,722.03	Ongoing	
gn 2 - Page Likes	Off	8,570 Page Likes	Rs3.14 Per Page Like	72,335	217,298	Rs26,867.63	Ongoing	
gn 1 - Tiny Champ	Off	11 ^[2] Website Purchases	Rs1,829.10 ^[2] Per Purchase	22,583	37,744	Rs20,120.11	Ongoing	
from 12 campaigns ⓘ		—	—	551,360	1,931,424	Rs535,010.45		

Case#9

Platform: Google Ads

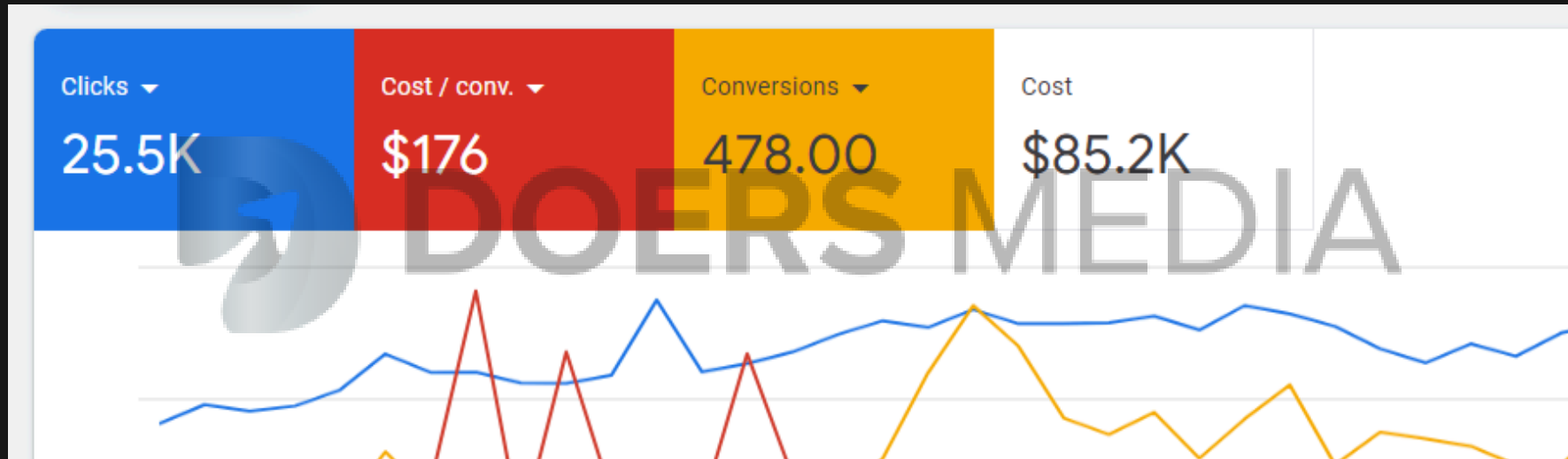
Ads Spent: \$85.2K

Conversions: 478

Return On Ads Spent (ROAS): 3.3x

Revenue Generated: \$281K

Country: United States



Case#10

Platform: Facebook Ads

Ads Spent: Rs. 95K

Conversions: 5977

Return On Ads Spent (ROAS): 6.4x

Revenue Generated: Rs. 608K

Country: Pakistan

Delivery ↑	Bid Strategy	Budget	Attribution Setting	Results	Reach	Impressions	Cost per Result	Amount Spent
● Active	Lowest cost	Rs300.00 Daily	7-day click	— Messaging Conversa...	—	—	— Per Messaging Conv...	Rs0.00
● Active	Lowest cost	Rs250.00 Daily	7-day click	2,799 Page Likes	34,988	72,444	Rs3.94 Per Page Like	Rs11,035.15
● Active	Lowest cost	Rs3,800.00 Daily	7-day click	5,625 Messaging Conversa...	402,862	799,676	Rs14.03 Per Messaging Conv...	Rs78,914.88
Off	Lowest cost	Rs165.00 Daily	7-day click	31 Messaging Conversa...	3,616	4,452	Rs21.08 Per Messaging Conv...	Rs653.62
Off	Lowest cost	Rs165.00 Daily	7-day click	90 Messaging Conversa...	9,754	12,178	Rs16.03 Per Messaging Conv...	Rs1,443.02
Off	Lowest cost	Rs500.00 Daily	7-day click	2 Messaging Conversa...	414	418	Rs28.28 Per Messaging Conv...	Rs56.56
Off	Lowest cost	Rs200.00 Daily	7-day click	23 Messaging Conversa...	3,487	3,781	Rs20.95 Per Messaging Conv...	Rs481.86
Off	Lowest cost	Rs200.00 Daily	7-day click	206 Messaging Conversa...	15,166	25,924	Rs14.73 Per Messaging Conv...	Rs3,033.94
			7-day click	—	431,785 People	918,873 Total	—	Rs95,619.03 Total Spent

Case#11

Platform: Google Ads

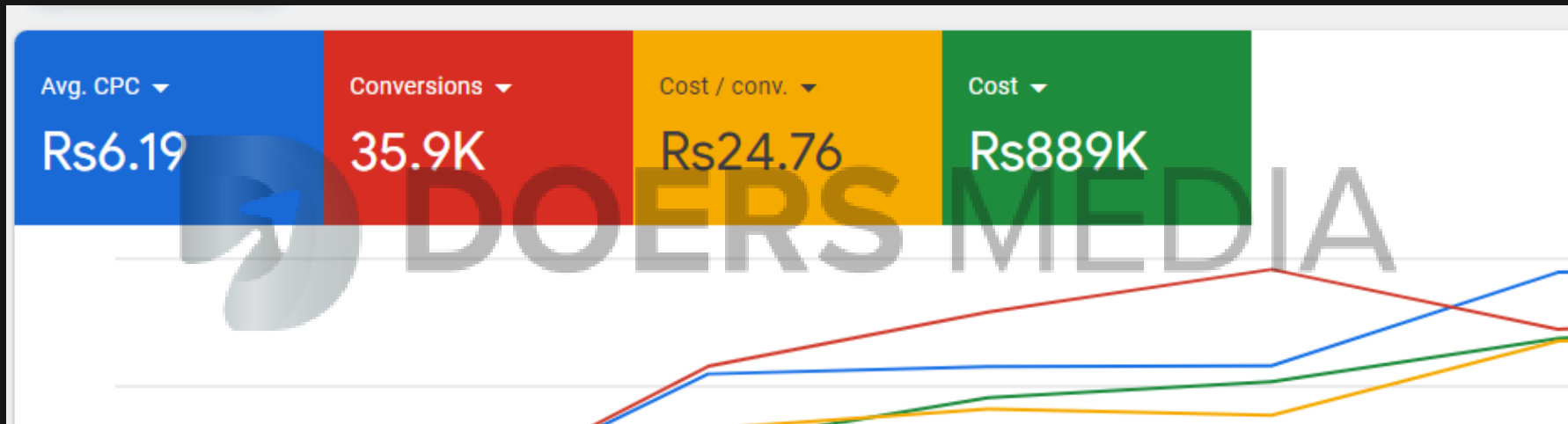
Ads Spent: Rs. 889K

Conversions: 35.9K

Return On Ads Spent (ROAS): 12x

Revenue Generated: Rs. 10.6 Million

Country: Pakistan



Case#12

Platform: Google Ads

Clicks: 376k

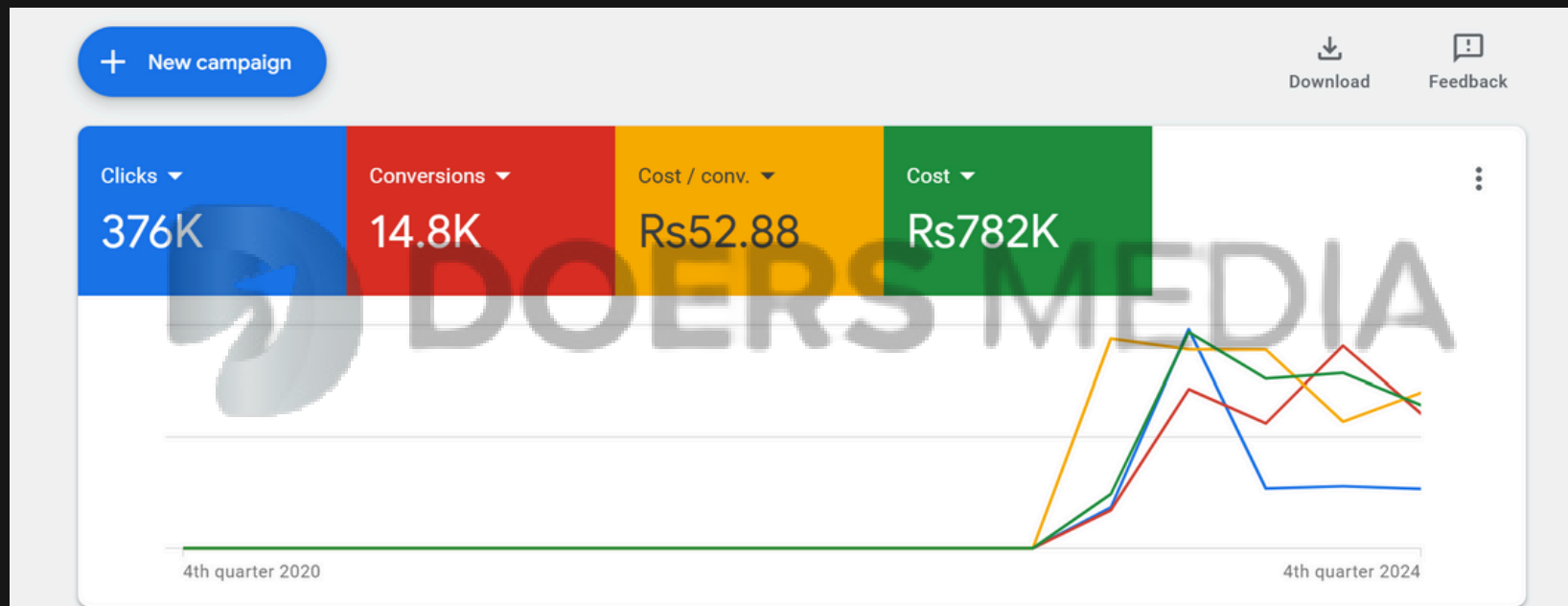
Conversions: 14.8k

Cost/Conv: Rs 52.88

Cost: 782k

Return On Ads Spent (ROAS): 9x

Revenue: Rs 7 Million



Case#13

Platform: Meta Ads

Reach: 8.5 Million

Impressions: 41.3 Million

Amount Spent: Rs 1.1 Million

Return On Ads Spent (ROAS): 7x

Revenue: Rs 7.7 Million

Ad sets

Ads

A/B test

Rules

View setup

Reports

Export

	Budget	Att set	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Only Females	Rs500.00 Daily	7...	3,612 [2] Website Leads	1,300,154	4,348,873	Rs52.83 [2] Per Lead	Rs190,812.10	Ongoing
	Rs400.00 Daily	7...	3,447 [2] Website Leads	1,778,561	4,136,697	Rs50.85 [2] Per Lead	Rs175,268.78	Ongoing
	Rs1,000.00 Daily	7...	3,219 [2] Website Leads	727,056	3,039,459	Rs54.43 [2] Per Lead	Rs175,202.90	Ongoing
	Rs500.00 Daily	7...	3,645 [2] Website Leads	1,375,875	4,421,545	Rs46.29 [2] Per Lead	Rs168,740.52	Ongoing
Females	Rs300.00 Daily	7...	2,415 [2] Website Leads	1,020,719	2,794,055	Rs53.98 [2] Per Lead	Rs130,373.50	Ongoing
	Rs300.00 Daily	7...	4,864,254 Reach	4,864,254	18,534,700	Rs19.80 Per 1,000 People Re...	Rs96,331.23	Ongoing
	Using ad set bud...	7...	1,461 [2] Messaging conve...	110,087	561,381	Rs20.42 [2] Per Messaging Co...	Rs29,837.95	Ongoing
	Rs650.00 Daily	7...	393 [2] Website Leads	209,643	331,672	Rs57.47 [2] Per Lead	Rs22,586.26	Ongoing
	Rs500.00 Daily	7...	353 [2] Website Leads	227,200	357,818	Rs56.39 [2] Per Lead	Rs19,905.50	Ongoing
		7...	— Multiple conversions	8,535,124 Accounts Center acc...	41,318,511 Total	— Multiple conversions	Rs1,115,082.02 Total spent	

Case#14

Platform: Google Ads

Clicks: 4.52k

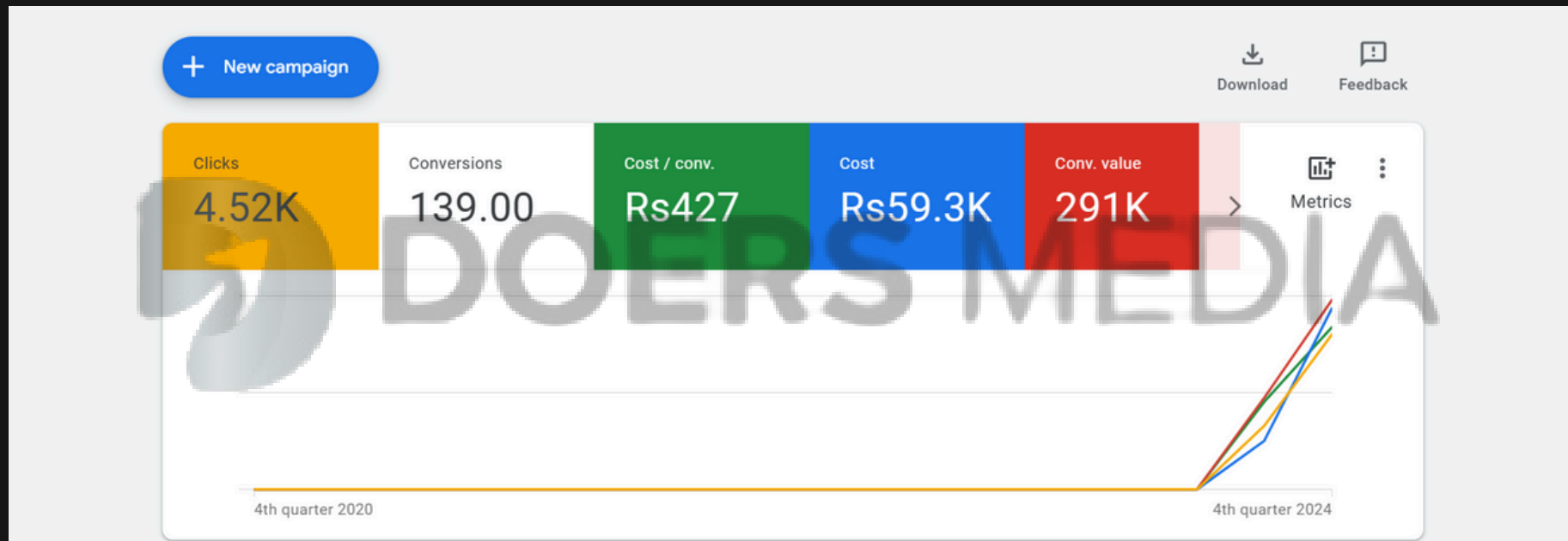
Conversions: 139

Cost/Conv: Rs 427

Cost: 59.3k

Return On Ads Spent (ROAS): 6x

Revenue: Rs 355.8K



Case#15

Platform: Meta Ads

Reach: Reach: 10.1 Million

Impressions: 38.8 Million

Amount Spent: Rs 624.8K

Return On Ads Spent (ROAS): 5.5x

Revenue: Rs 3.4 Million

<div> <div>A/B test</div> <div>Rules</div> <div>View setup</div> <div>Columns: Performance</div> <div>Breakdown</div> <div>Charts</div> </div>									
		Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
ds C#1	I...	Rs900.00	7-day click or ...	4,708 [2] Website Leads	1,880,711	5,533,430	Rs33.14 [2] Per Lead	Rs156,035.27	
uplicate	...								
ds Female lg Only C...	I...	Rs800.00	7-day click or ...	3,918 [2] Website Leads	684,980	2,398,654	Rs37.06 [2] Per Lead	Rs145,186.71	
Leads C#4	I...	Rs350.00	7-day click or ...	762 [2] Website Leads	39,822	780,167	Rs72.94 [2] Per Lead	Rs55,577.38	
+ Audience C#6	me	Rs280.00	7-day click or ...	6,161,346 Reach	6,161,346	14,985,199	Rs8.86 Per 1,000 People Reac...	Rs54,593.12	
	me	Rs700.00	7-day click or ...	445 [2] Website Leads	257,856	402,221	Rs53.94 [2] Per Lead	Rs24,002.70	
Video	me	Rs750.00	7-day click or ...	455 [2] Website Leads	287,444	431,424	Rs52.48 [2] Per Lead	Rs23,879.53	
C#5	me	Rs280.00	7-day click or ...	299,240 Reach	299,240	3,958,308	Rs78.18 Per 1,000 People Reac...	Rs23,395.61	
C#5	me	Rs300.00	7-day click or ...	3,116,954 Reach	3,116,954	7,708,417	Rs7.22 Per 1,000 People Reac...	Rs22,516.90	
n C#9	me	Rs700.00	7-day click or ...	791 Facebook leads	265,536	398,892	Rs25.51 Per On-Facebook Leads	Rs20,175.00	
s i			Multiple attrib...	— Multiple conversions	10,127,708 Accounts Center accou...	38,896,762 Total	— Multiple conversions	Rs624,780.00 Total spent	

Case#16

Platform: Meta Ads

Reach: 2.3 Million

Impressions: 29.3 Million

Amount Spent: Rs 1.8 Million

Return On Ads Spent (ROAS): 12.5x

Revenue: Rs 22.5 Million

Ad sets									
Ads									
Edit	A/B test	More	Columns: Custom	Breakdown	Reports	Export	Charts		
Results	Reach	Impressions	Cost per result	Amount spent	Ends	Purchases conversion...	Website purchases...	Purchase ROAS (return on ad...	
#9	1,012 [2] Website purchases	73,331	2,038,920	Rs281.66 [2] Per Purchase	Rs285,040.50	Ongoing	Rs2,742,922.00 [2]	Rs2,742,922.00 [2]	9.62 [2]
Based on events C#8	1,429 [2] Website purchases	75,517	1,810,612	Rs224.67 [2] Per Purchase	Rs321,057.18	Ongoing	Rs2,475,367.60 [2]	Rs2,475,367.60 [2]	7.71 [2]
Conversion - 28/08/...	1,291 [2] Website purchases	311,895	3,330,962	Rs147.31 [2] Per Purchase	Rs190,181.51	Ongoing	Rs1,867,593.00 [2]	Rs1,867,593.00 [2]	9.82 [2]
Home Girl - Conver...	850 [2] Website purchases	311,107	2,111,212	Rs145.59 [2] Per Purchase	Rs123,754.99	Ongoing	Rs1,283,146.00 [2]	Rs1,283,146.00 [2]	10.37 [2]
	426 [2] Website purchases	328,317	1,713,350	Rs315.51 [2] Per Purchase	Rs134,408.54	Ongoing	Rs1,040,661.40 [2]	Rs1,040,661.40 [2]	7.74 [2]
	647 [2] Website purchases	243,926	1,083,412	Rs128.77 [2] Per Purchase	Rs83,317.28	Ongoing	Rs597,488.78 [2]	Rs597,488.78 [2]	7.17 [2]
1/11/2021	260 [2] Website purchases	73,224	380,222	Rs158.96 [2] Per Purchase	Rs41,328.68	Ongoing	Rs518,039.00 [2]	Rs518,039.00 [2]	12.53 [2]
	195 [2] Website purchases	213,225	964,519	Rs262.53 [2] Per Purchase	Rs51,193.87	Ongoing	Rs477,899.37 [2]	Rs477,899.37 [2]	9.34 [2]
antage+ shopping ...	183 [2] Website purchases	121,478	298,354	Rs216.33 [2] Per Purchase	Rs39,588.92	Ongoing	Rs401,339.00 [2]	Rs401,339.00 [2]	10.14 [2]
04/12/2022	298 [2] Website purchases	234,370	543,762	Rs50.34 [2] Per Purchase	Rs15,000.20	Ongoing	Rs368,000.00 [2]	Rs368,000.00 [2]	24.53 [2]
s 1	— Multiple conversions	2,358,003 Accounts Center accou...	29,300,677 Total	— Multiple conversions	Rs1,804,766.13 Total spent		Rs0.00 Total	Rs0.00 Total	— Average

Case#17

Platform: Google Ads

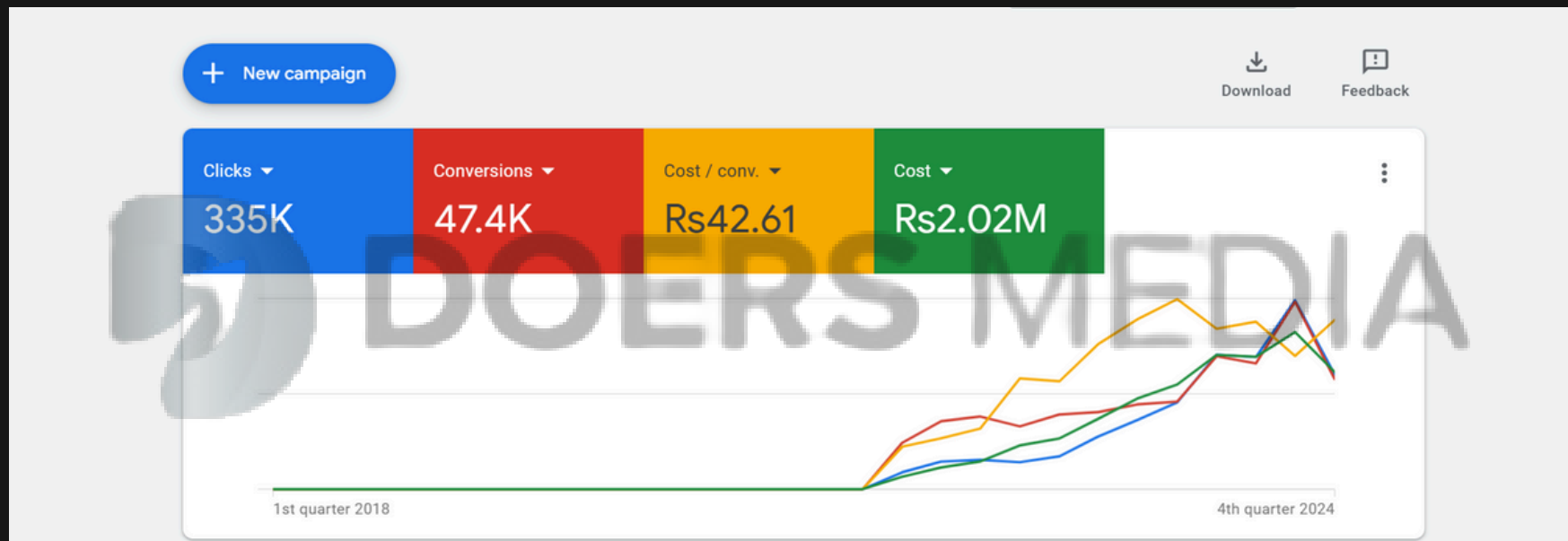
Conversions: 47.4k

Cost/Conv: Rs 42.61

Cost: Rs 2.02 Million

Return On Ads Spent (ROAS): 4.5x

Revenue: Rs 9.09 Million



Case#18

Platform: Meta Ads

CPM: Rs 54.11

Clicks: 1 Million

CPC: Rs 3.37

CTR: 1.60%

Amount Spent: Rs 3.4 Million

Return On Ads Spent (ROAS): 5x

Revenue: Rs 17 Million

Assets				Ads			
	A/B test						
Rules		View setup		Columns: Aamir View		Breakdown	
Charts							
	CPM (cost per 1,000...)	Clicks (all)	CPC (all)	CTR (all)	Amount spent	Results	Cost per result
- PK	Rs74.91	296,957	Rs2.07	3.61%	Rs615,842.75	33,824 Website Leads	Rs18.21 Per Lead
ds	Rs102.72	133,831	Rs2.74	3.75%	Rs366,409.28	5,462 Website Leads	Rs67.09 Per Lead
V.2 - Leads	Rs120.27	62,299	Rs5.40	2.23%	Rs336,402.48	8,315 Website Leads	Rs40.46 Per Lead
- Kashan	Rs111.54	82,344	Rs2.85	3.92%	Rs234,340.03	4,488 Website Leads	Rs52.21 Per Lead
- Gulf	Rs175.67	20,478	Rs10.53	1.67%	Rs215,713.70	1,488 AAA - Gulf	Rs144.97 Per AAA - Gulf
idents Reviews	Rs162.66	26,643	Rs7.54	2.16%	Rs200,897.17	2,409 Website Leads	Rs83.39 Per Lead
iews - WA	Rs163.65	34,782	Rs3.58	4.57%	Rs124,528.45	3,377 Messaging conversa...	Rs36.88 Per Messaging Con...
Memes PK - 1	Rs151.92	41,414	Rs2.99	5.08%	Rs123,891.74	2,134 Messaging conversa...	Rs58.06 Per Messaging Con...
M + CA - Reviews & Succ...	Rs9.90	29,924	Rs3.69	0.27%	Rs110,543.86	2,101,379 Reach	Rs52.61 Per 1,000 People Reac...
paigins	Rs54.11	1,015,326	Rs3.37	1.60%	Rs3,425,295.09	Multiple conversions	Multiple conversions
	Per 1,000 Impressions	Total	Per Click	Per Impressions	Total spent		

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Case#19

Platform: Meta Ads

Reach: 886.9K

Impressions: 3.6 Million

Amount Spent: Rs 321.9K

Return On Ads Spent (ROAS): 3.5x

Revenue: Rs 1.1 Million

Ad sets

Ads

Filter

A/B test

More

Columns: Custom

Breakdown

Reports

Export

Charts

	Ad strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Purchase conversions
es C#5	Highest volume	Rs300.00	7-day click or ...	1,559	107,992	205,878	R\$30.20	R\$47,076.35	Ongoing	
ate	Daily		Messaging conversa...				Per Messaging Con...			
se IG Msg C#4	Highest volume	Rs300.00	7-day click or ...	1,803	115,733	205,889	R\$21.22	R\$38,253.60	Ongoing	
	Daily		Messaging conversa...				Per Messaging Con...			
	Highest volume	R\$880.00	7-day click or ...	1,475	217,852	371,360	R\$19.64	R\$28,968.80	Ongoing	
	Daily		Lead- Baking 101				Per Lead- Baking 101			
	Highest volume	R\$280.00	7-day click or ...	70,084	70,084	1,377,449	R\$348.17	R\$24,400.94	Ongoing	
	Daily		Reach				Per 1,000 People Reac...			
/2021	ing ad set bid ...	Using ad set bud...	7-day click or ...	810	164,437	308,417	R\$27.44	R\$22,224.52	Ongoing	
			Website Leads				Per Lead			
om Aud C#7	Highest volume	R\$500.00	7-day click or ...	840	31,012	134,998	R\$25.72	R\$21,604.81	Ongoing	
	Daily		On-Facebook Leads				Per On-Facebook Leads			
	Highest volume	R\$300.00	7-day click or ...	1,001	150,122	232,381	R\$18.30	R\$18,314.02	Ongoing	
	Daily		Lead- Baking 101				Per Lead- Baking 101			
Aud C#8	Highest volume	R\$400.00	7-day click or ...	203	23,140	48,378	R\$47.87	R\$9,718.45	Ongoing	
	Daily		On-Facebook Leads				Per On-Facebook Leads			
	Highest volume	R\$300.00	7-day click or ...	296	25,978	37,591	R\$26.83	R\$7,940.74	Ongoing	
	Daily		On-Facebook Leads				Per On-Facebook Leads			
e C#1	Highest volume	R\$300.00	7-day click or ...	176	48,441	75,211	R\$43.98	R\$7,740.90	Ongoing	
	Daily		Cheesecake				Per Cheesecake			
	Highest volume	R\$300.00	7-day click or ...	227	45,452	60,266	R\$22.00	R\$7,606.26	Ongoing	
			Multiple attrib...	—	886,967	3,659,342	—	R\$321,951.66		
			Multiple conversions	Accounts Center accou...	Total	Multiple conversions	Total spent			

Case#20

Platform: Meta Ads

Reach: 12.1 Million

Impressions: 90.6 Million

Amount Spent: Rs 4 Million

Return On Ads Spent (ROAS): 6x

Revenue: Rs 24.1 Million

	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Purchases conversion...	Website purchases...	Pur (re
uplicate ...	Website purchases	297,304	727,570	Rs369.15 [2] Per Purchase	Rs93,764.77	Ongoing	Rs3,221,282.66 [2]	Rs3,221,282.66 [2]	
ing c#5	Website purchases	657,514	1,722,760	Rs289.68 [2] Per Purchase	Rs214,071.61	Ongoing	Rs930,831.01 [2]	Rs930,831.01 [2]	
	Website purchases	1,155,702	3,380,135	Rs725.63 [2] Per Purchase	Rs240,183.36	Ongoing	Rs862,352.00 [2]	Rs862,352.00 [2]	
	Website purchases	5,049,103	24,931,637	Rs241.84 [2] Per Purchase	Rs559,372.71	Ongoing	Rs588,864.00 [2]	Rs588,864.00 [2]	
	Website purchases	1,678,078	4,149,988	Rs586.36 [2] Per Purchase	Rs426,286.15	Ongoing	Rs419,001.00 [2]	Rs419,001.00 [2]	
	Website purchases	465,920	1,080,534	Rs187.18 [2] Per Purchase	Rs36,499.96	Aug 11, 2022	Rs297,411.00 [2]	Rs297,411.00 [2]	
ckout Remarketing ...	Website purchases	62,971	197,014	Rs374.47 [2] Per Purchase	Rs46,433.93	Ongoing	Rs293,273.00 [2]	Rs293,273.00 [2]	
ing C#6	Website purchases	64,397	168,559	Rs327.16 [2] Per Purchase	Rs27,154.08	Ongoing	Rs234,080.00 [2]	Rs234,080.00 [2]	
Unpublished edits	Website purchases	84,189	195,042	Rs457.34 [2] Per Purchase	Rs41,617.89	Ongoing	Rs222,440.00 [2]	Rs222,440.00 [2]	
ckout Remarketing ...	Website purchases	82,738	282,591	Rs407.87 [2] Per Purchase	Rs36,708.40	Ongoing	Rs219,414.00 [2]	Rs219,414.00 [2]	
C#1	Website purchases	60,734	179,671	Rs439.02 [2] Per Purchase	Rs30,063.81	Ongoing	Rs216,560.00 [2]	Rs216,560.00 [2]	
multiple attrib...	Multiple conversions	16,166,798	90,635,635	—	Rs4,032,870.38		Rs0.00	Rs0.00	
	Accounts Center accou...		Total	Multiple conversions	Total spent		Total	Total	

Case#21

Platform: Meta Ads

Reach: 630.8K

Impressions: 1.2 Million

Amount Spent: Rs 203.4K

Return On Ads Spent (ROAS): 13x

Revenue: Rs 2.6 Million

Ad sets				Ads					
A/B test			Rules	View setup	Columns: Custom	Breakdown	Reports	Export	Charts
	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
...	Using ad set bid ...	Using ad set bud...	7-day click or ...	237,208 Reach	237,208	241,559	Rs11.16 Per 1,000 People Reac...	Rs2,647.17	Ongoing
corn	Highest volume	Rs300.00 Daily	7-day click or ...	1,611 Follows or likes	104,809	207,050	Rs9.07 Per Follow or like	Rs14,605.70	Ongoing
corn	Highest volume	Rs300.00 Daily	7-day click or ...	1,544 Follows or likes	100,044	253,950	Rs9.69 Per Follow or like	Rs14,967.68	Ongoing
	Using ad set bid ...	Using ad set bud...	7-day click or ...	394 [2] Messaging conversa...	47,731	92,457	Rs89.86 [2] Per Messaging Con...	Rs35,406.48	Ongoing
	Highest volume	Rs300.00 Daily	7-day click or ...	392 [2] Messaging conversa...	17,792	47,870	Rs39.21 [2] Per Messaging Con...	Rs15,370.41	Ongoing
	Highest volume	Rs280.00 Daily	7-day click or ...	313 Instagram Profile Visits	47,407	64,348	Rs7.74 Cost per Instagram Pr...	Rs2,422.25	Ongoing
	Highest volume	Rs300.00 Daily	7-day click or ...	266 [2] Messaging conversa...	17,617	40,397	Rs56.52 [2] Per Messaging Con...	Rs15,034.24	Ongoing
	Highest volume	Rs300.00 Daily	7-day click or ...	196 On-Facebook Leads	14,763	34,004	Rs98.93 Per On-Facebook Leads	Rs19,390.10	Ongoing
il Question C#6	Highest volume	Rs300.00 Daily	7-day click or ...	151 On-Facebook Leads	14,429	29,733	Rs120.98 Per On-Facebook Leads	Rs18,268.46	Ongoing
	Highest volume	Rs1,000.00 Daily	7-day click or ...	144 [2] Messaging conversa...	23,959	39,734	Rs90.42 [2] Per Messaging Con...	Rs13,021.18	Ongoing
			7-day click or ...	— Multiple conversions	630,573 Accounts Center accou...	1,223,043 Total	— Multiple conversions	Rs203,392.05 Total spent	