



# Meta Ads Report Acorn Hills

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## Acorn Hills

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May 01 2025 - May 31 2025



# 02 Quick Health Check

Let's see your vitals before we get started

Acorn Hills | Meta Ads Report  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



## Exceptional Acorn Hills

### Quick Healthcheck

- ↑ Impressions increasing
- ↑ Reach increasing
- ↑ Total Spend increasing
- ↑ Revenue increasing
- ↑ Clicks increasing
- ▬ CPC remains the same
- ↓ CPM Decreasing

Increasing: +5%  
Decreasing: -5%  
Remains the same: -5% - +5%

**Overall Performance:**  
Exceptional: 80-100 points  
Highly Effective: 60 – 79 points  
Somewhat Effective: 40 – 59 points  
Not Effective: 20 – 39 points  
Negatively Affected: 0-19 points





Overview

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# Acorn Hills

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May 01 2025 - May 31 2025



# 04 Key Indicators

How you performed on key indicators

Acom Hills | Overview  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



IMPRESSIONS

11M  
+19%

REACH

4M  
+54%

CLICKS

33K  
+84%

TOTAL SPEND (TRY)

174K ₺  
+43%

ENGAGEMENT RATE (%)

15 %  
-51%

ROAS (RETURN ON AD  
SPEND)

2  
N/A

CPC (COST PER CLICK)  
(TRY)

5 ₺  
0%

CPM (COST PER 1M  
IMPRESSION) (TRY)

15 ₺  
-69%

TOTAL POST REACTIONS

2K  
+23%

CONVERSION RATE (%)

1 %  
N/A



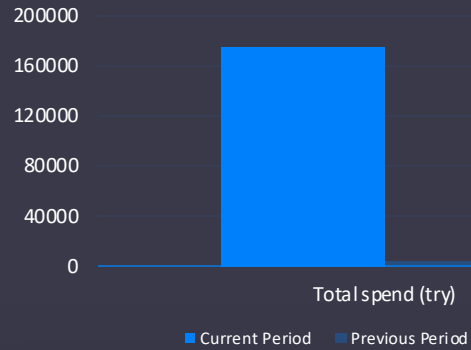
# 05 Account Performance

Overall results from your ad account

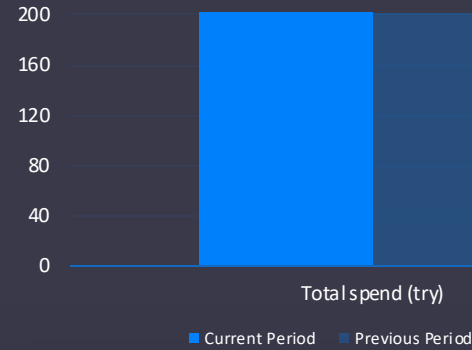
Acom Hills | Overview  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



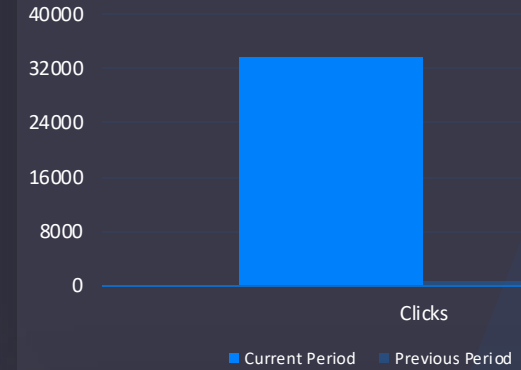
## TOTAL SPEND (TRY)



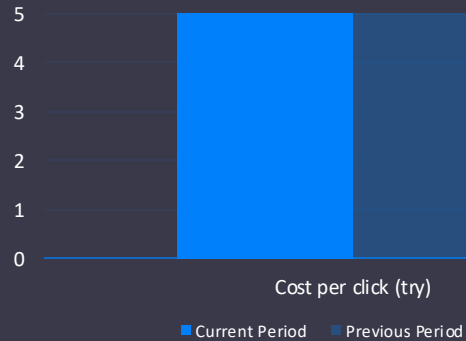
## TOTAL CONVERSIONS



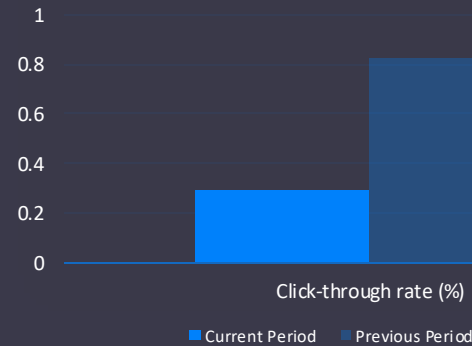
## CLICKS



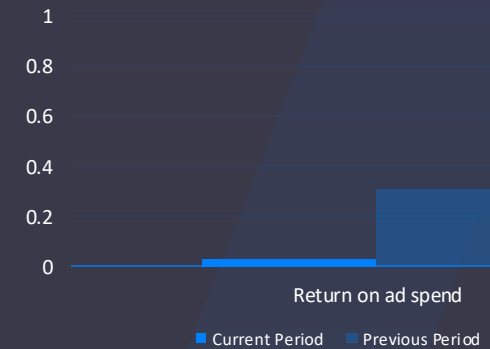
## CPC (TRY)



## CTR (%)



## ROAS



# 06 Impressions & Reach

How many times your content was seen and by how many people

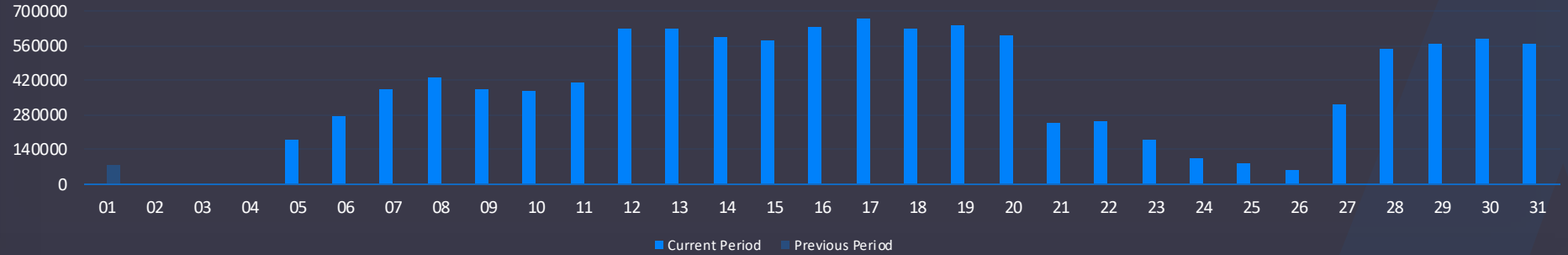
Acorn Hills | Overview  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



## IMPRESSIONS

11M  
+39%

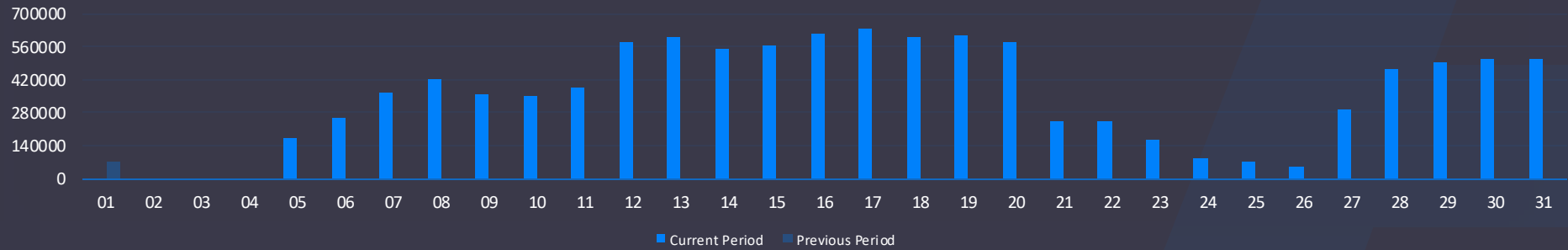
## IMPRESSIONS DAILY CHART



## REACH

4M  
+57%

## REACH DAILY CHART



# 07 Clicks & CTR

Total link clicks and click-through rate performance

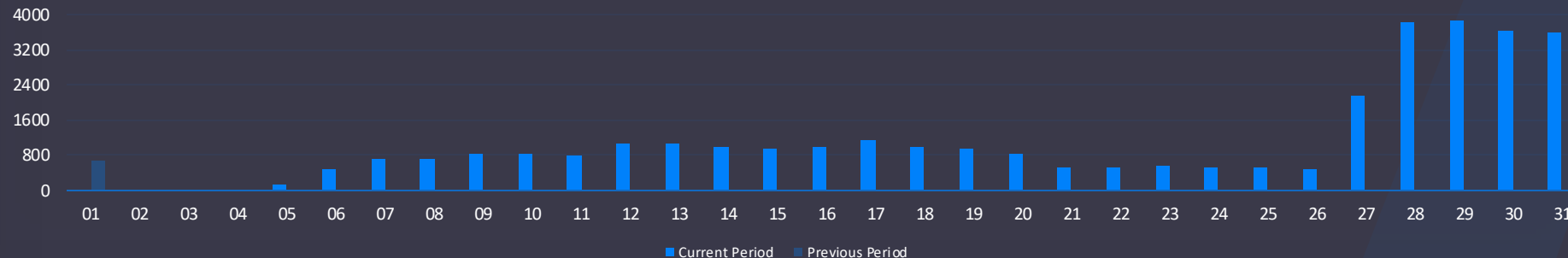
Acom Hills | Overview  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



## CLICKS

33K  
+14%

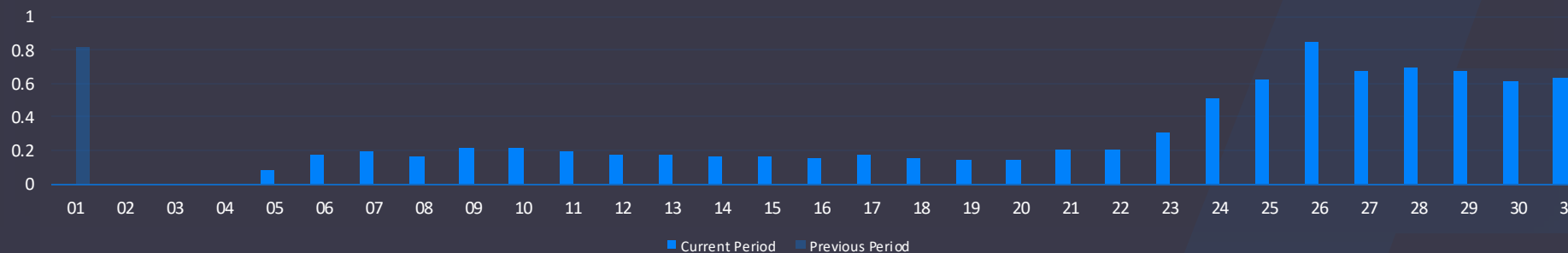
## CLICKS DAILY CHART



## CTR (%)

1 %  
+1%

## CLICK THROUGH RATE DAILY CHART (%)



# 08 Total Spend & Revenue

How much you spent and what you earned in return

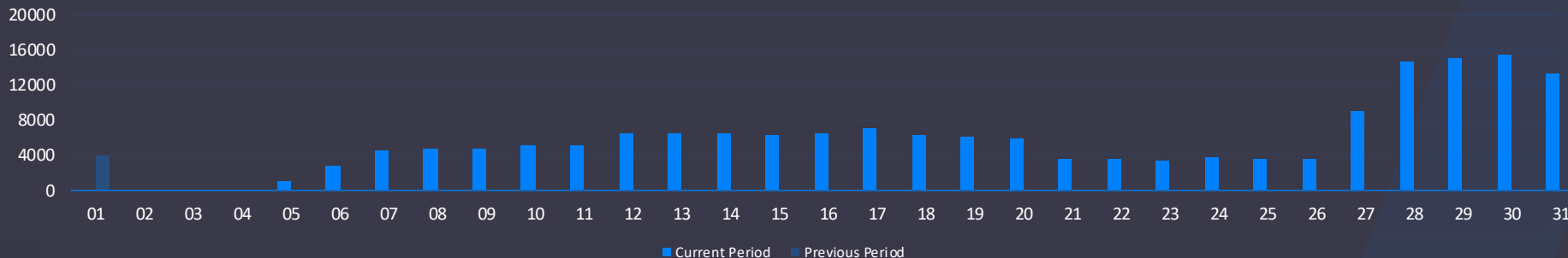
Acom Hills | Overview  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



## TOTAL SPEND (TRY)

174K ₺  
+68%

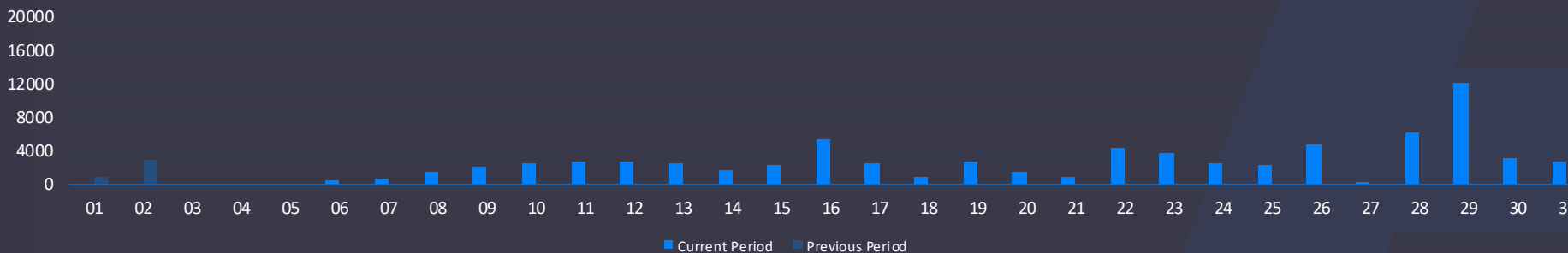
## TOTAL SPEND DAILY CHART (TRY)



## REVENUE (TRY)

73K ₺  
+18%

## REVENUE DAILY CHART (TRY)







Audience

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# Acorn Hills

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May 01 2025 - May 31 2025



# 10 Ads Audience

Who your ads reached, and where they were seen

Acorn Hills | Audience  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



TOP COUNTRY

TR

TOP CITY

Istanbul  
Province

TOP DEVICE

Mobile\_app

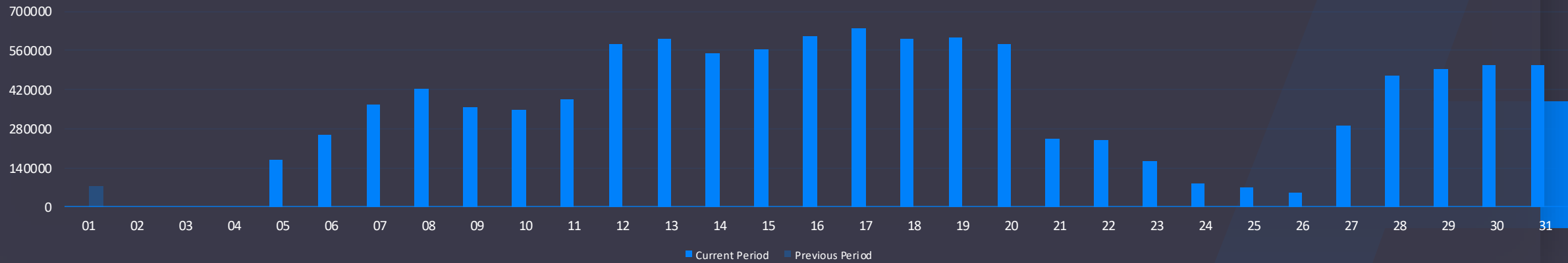
TOP AUDIENCE

F 18-24

TOP AGE GROUP

18-24

AD REACH

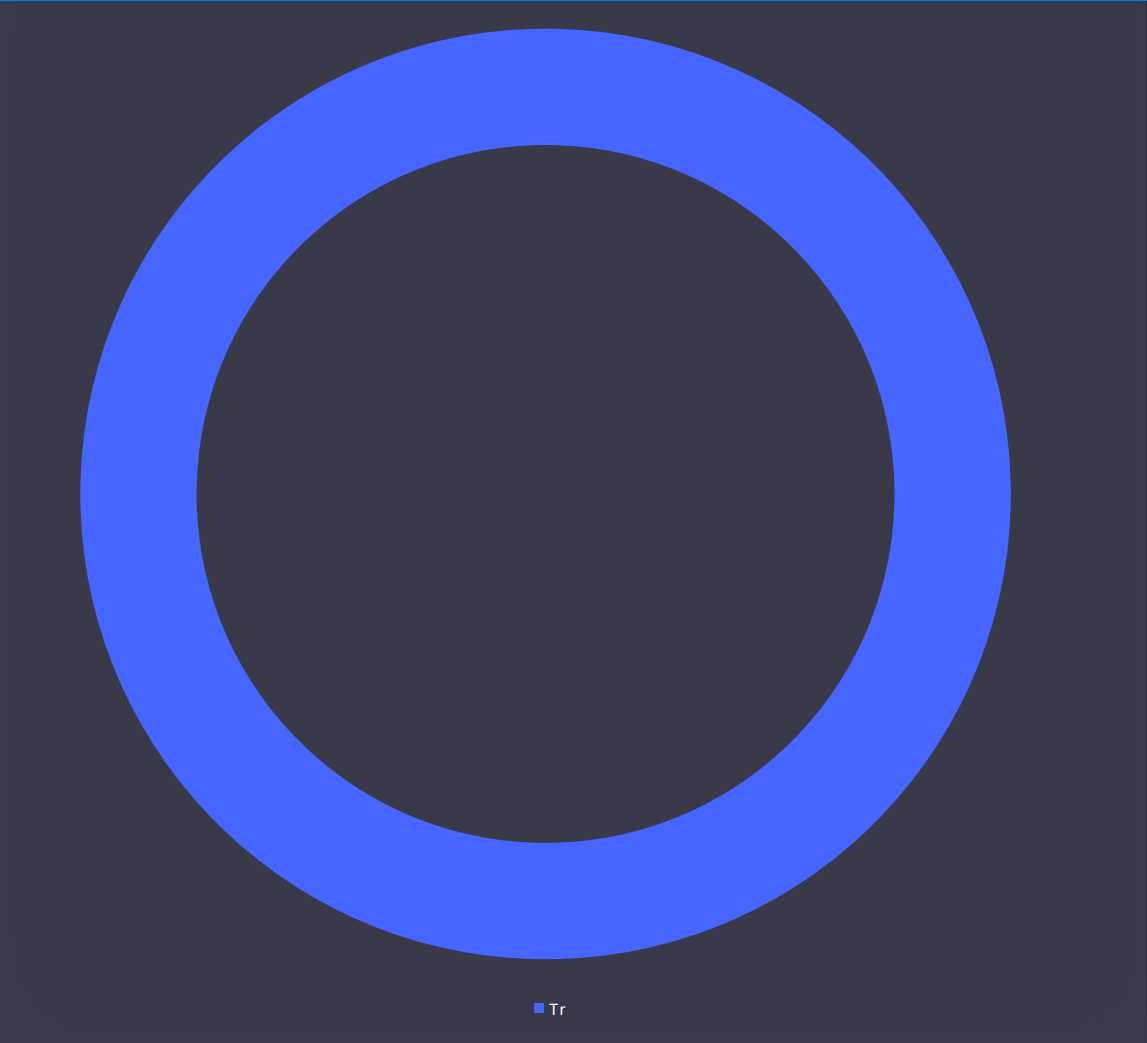


# 11 Impressions by Country

Top countries where your ads appeared



## IMPRESSIONS BY COUNTRY



| Country | Impressions |
|---------|-------------|
| TR      | 11M<br>+29% |

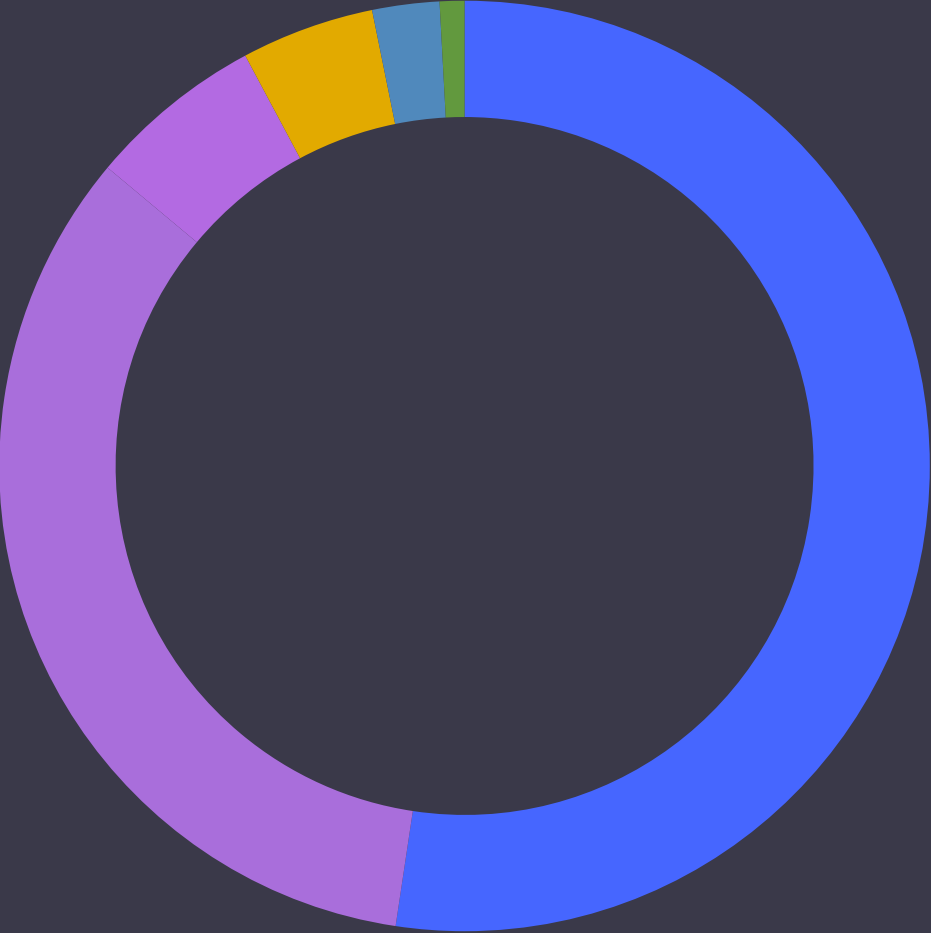


# 12 Impressions by Age

Which age groups saw your ads the most



## IMPRESSIONS BY AGE



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

Age

Impressions

18-24

6M  
+14%

25-34

3M  
+13%

35-44

708K  
+47%

45-54

536K  
+52%

55-64

270K  
+11%

65+

99K  
+68%





## Platform Breakdown - Facebook

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# Acorn Hills

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May 01 2025 - May 31 2025



# 14 Facebook Key Indicators

Core performance metrics from your Facebook ads

Acorn Hills | Platform Breakdown - Facebook  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



IMPRESSIONS

323K

+56%

ENGAGEMENT RATE (%)

27 %

-24%

CLICKS

4K

+37%

TOTAL SPEND (TRY)

10K ₺

+29%

PAGE LIKES

23

+22%

ROAS (RETURN ON AD SPEND)

1

N/A

CPC (COST PER CLICK) (TRY)

2 ₺

-33%

CPM (COST PER 1M IMPRESSION) (TRY)

33 ₺

-48%

POST REACTIONS

642

+10%

CONVERSION RATE (%)

1 %

N/A



# 15 Facebook Link Clicks & CTR

How often Facebook users clicked your ad links

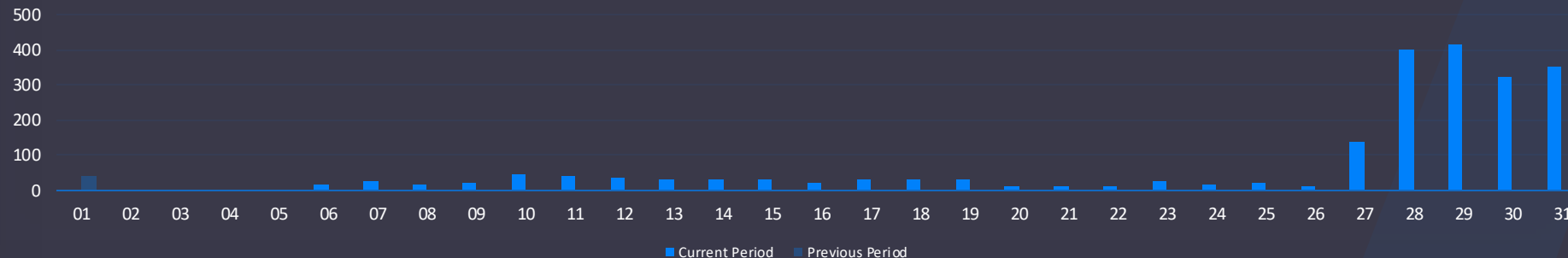
Acorn Hills | Platform Breakdown - Facebook  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



## LINK CLICKS

2K  
+19%

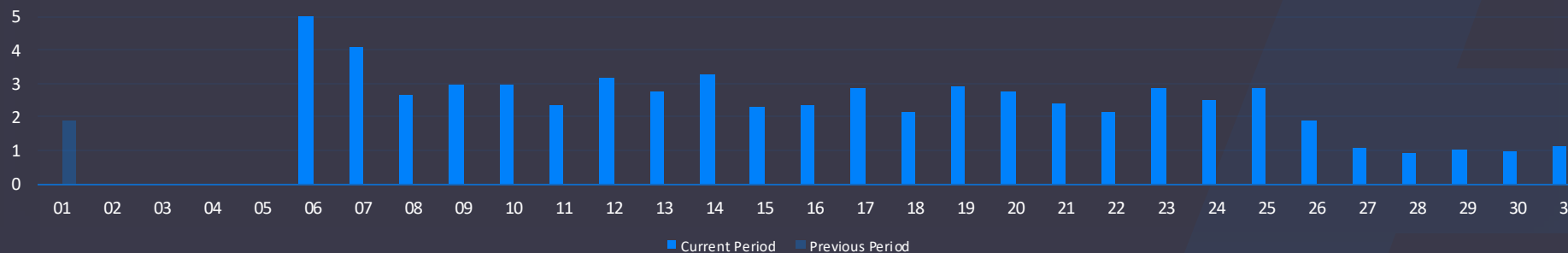
## LINK CLICKS DAILY CHART



## CTR (%)

2  
+1%

## CTR DAILY CHART (%)



# 16 Facebook Frequency & Reactions

How many times your ads appeared and how users reacted

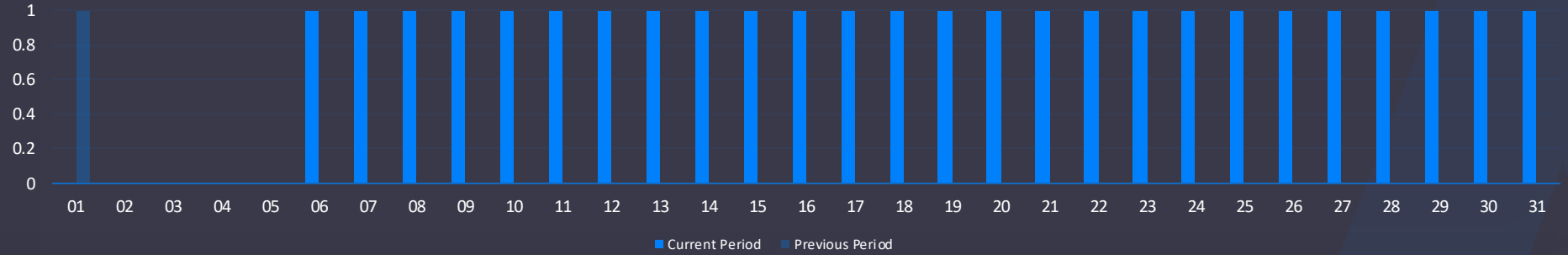
Acorn Hills | Platform Breakdown - Facebook  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



## FREQUENCY

33  
+10%

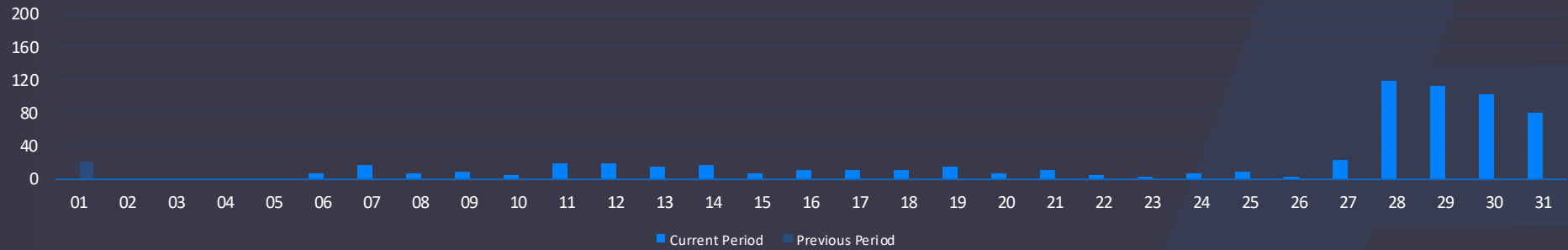
## FREQUENCY DAILY CHART



## POST REACTIONS

642  
+47%

## POST REACTIONS DAILY CHART







## Platform Breakdown - Instagram

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# Acorn Hills

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May 01 2025 - May 31 2025



# 18 Instagram Key Indicators

Core performance metrics from your Instagram ads

Acorn Hills | Platform Breakdown - Instagram  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



IMPRESSIONS

11M

+14%

ENGAGEMENT RATE (%)

15 %

-52%

CLICKS

29K

+32%

TOTAL SPEND (TRY)

164K ₺

+74%

LINK CLICKS

20K

+28%

ROAS (RETURN ON AD SPEND)

1

N/A

CPC (COST PER CLICK) (TRY)

5 ₺

-17%

CPM (COST PER 1M IMPRESSION) (TRY)

14 ₺

-71%

REACTIONS

2K

+12%

CONVERSION RATE (%)

1 %

N/A



# 19 Instagram Link Clicks & CTR

How often Instagram users clicked your ad links

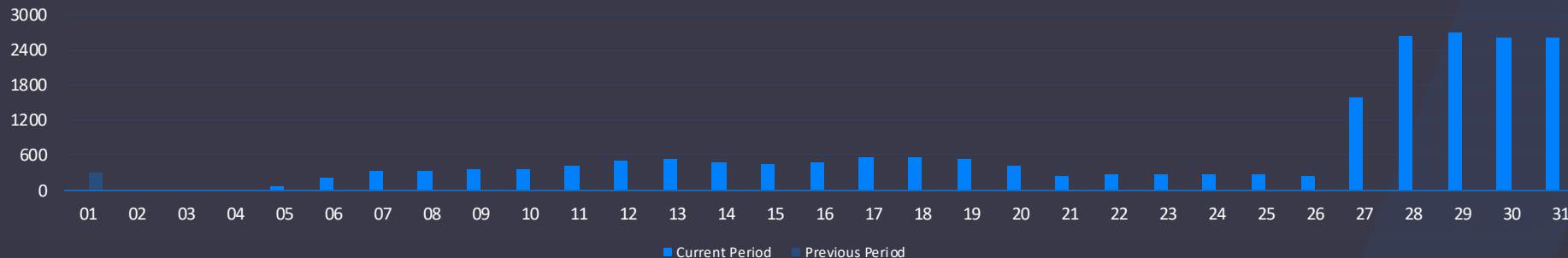
Acorn Hills | Platform Breakdown - Instagram  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



## LINK CLICKS

20K  
+15%

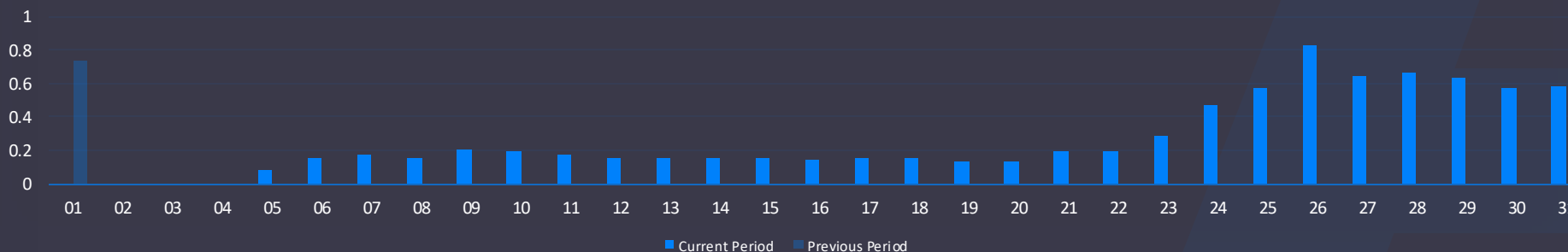
## LINK CLICKS DAILY CHART



## CTR (%)

1 %  
+1%

## CTR DAILY CHART (%)



# 20 Instagram Saves & Shares

How many users saved or shared your Instagram ads

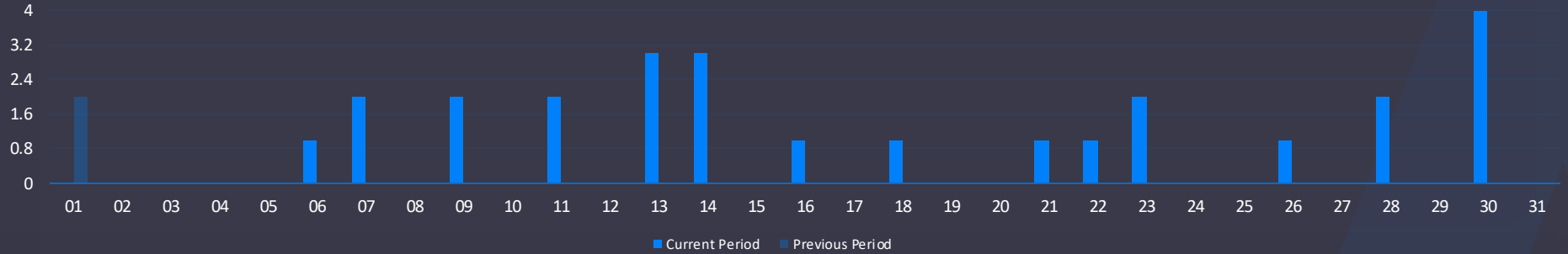
Acorn Hills | Platform Breakdown - Instagram  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



## SAVES

26  
+12%

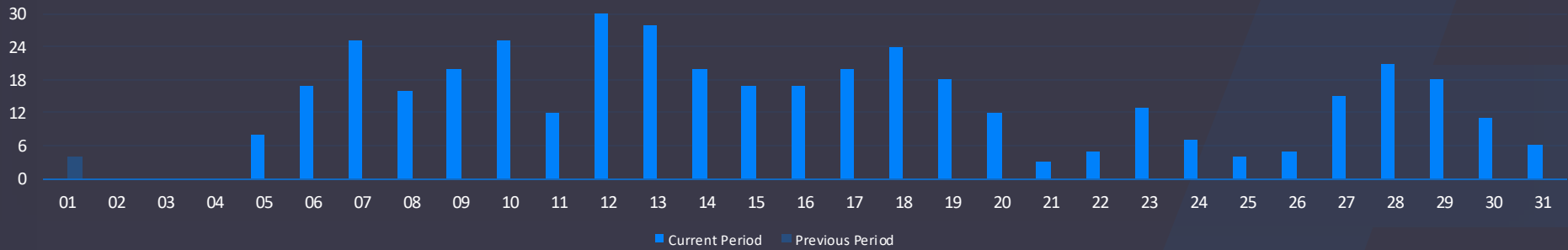
## SAVES DAILY CHART



## SHARES

417  
+15%

## SHARES DAILY CHART





Campaigns

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# Acorn Hills

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May 01 2025 - May 31 2025



# 22 Campaign Overview

Performance summary of your active ad campaigns

Acorn Hills | Campaigns  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



| Campaign ID        | Campaign Name                     | Impressions  | Reach        | Clicks      | CTR (%)  | Engagement Rate (%) | Total Spend (TRY) | Frequency |
|--------------------|-----------------------------------|--------------|--------------|-------------|----------|---------------------|-------------------|-----------|
| 120222878658160495 | TR_FRA_AW_TP_FRAGRANCE_5_25_TR... | 5M<br>+58%   | 2M<br>+56%   | 5K<br>+53%  | 1<br>+0% | 15<br>+15%          | 39K<br>+40%       | 2<br>+2%  |
| 120223845834360495 | TR_FRA_AW_TP_FRAGRANCE_5_25_TR... | 2M<br>+74%   | 1M<br>+17%   | 3K<br>+39%  | 1<br>+0% | 18<br>+18%          | 29K<br>+30%       | 1<br>+2%  |
| 120225089352160495 | TR_FRA_CS_TP_FRAGRANCE_5_25_TR... | 2M<br>+67%   | 1M<br>+18%   | 14K<br>+14% | 0<br>+1% | 10<br>+10%          | 50K<br>+50%       | 2<br>+2%  |
| 120214252631360495 | TR_MBR_CR_AO_BRAND_RTG_1_25_TR... | 354K<br>+35% | 177K<br>+17% | 3K<br>+34%  | 1<br>+1% | 15<br>+15%          | 21K<br>+22%       | 1<br>+2%  |
| 120214254165300495 | TR_MBR_CR_AO_BRAND_RTG_1_25_TR... | 310K<br>+31% | 174K<br>+19% | 3K<br>+32%  | 1<br>+1% | 30<br>+30%          | 19K<br>+20%       | 1<br>+1%  |
| 120214253251960495 | TR_MBR_CR_AO_BRAND_RTG_1_25_TR... | 129K<br>+12% | 63K<br>+63%  | 2K<br>+24%  | 2<br>+2% | 35<br>+35%          | 14K<br>+15%       | 2<br>+2%  |



# 23 Engagement & CTR

Total interactions and click-through rate

Acorn Hills | Campaigns  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025

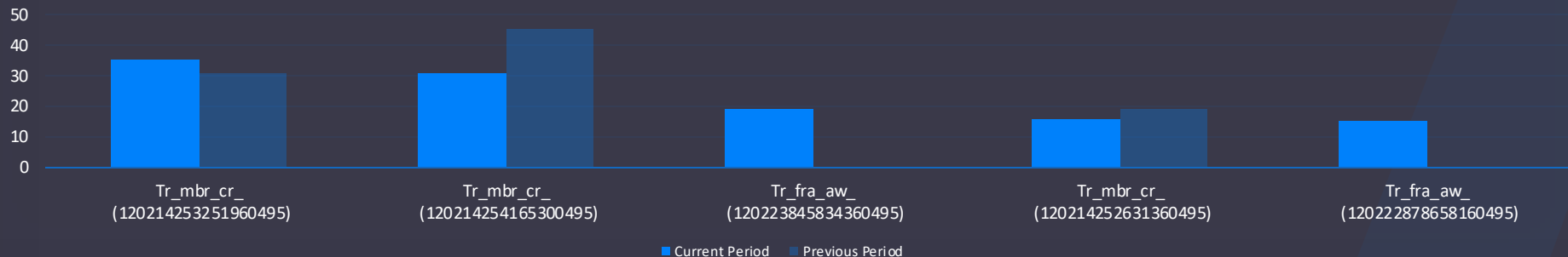


TOTAL ENGAGEMENT  
RATE (%)

15 %

-50%

ENGAGEMENT RATE BY CAMPAIGN (%)

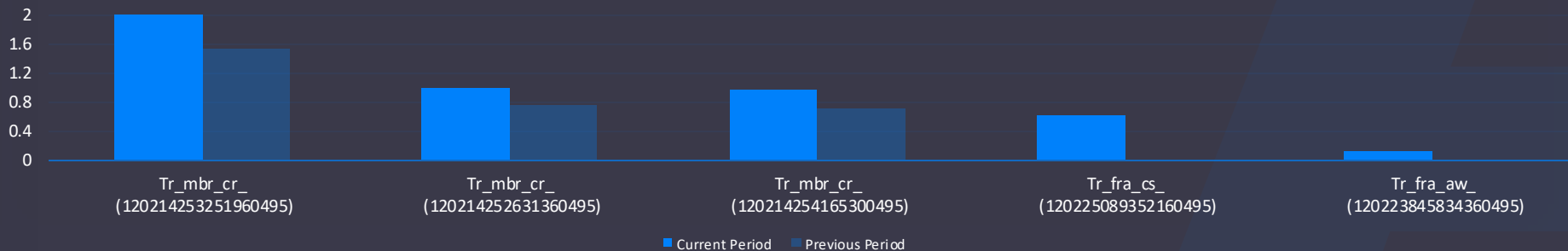


TOTAL CTR (%)

2 %

+1%

CLICK THROUGH RATE BY CAMPAIGN (%)



# 24 Frequency & Reach

How often ads ran and how many people saw them across campaigns

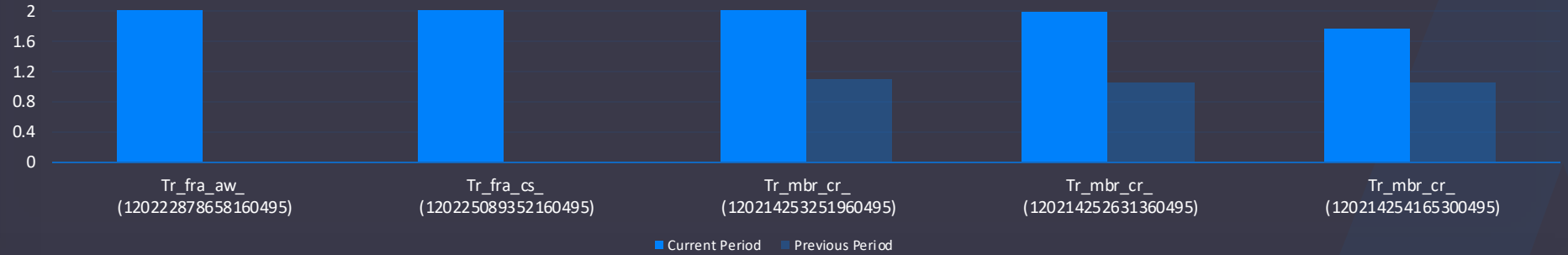
Acorn Hills | Campaigns  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



## TOTAL CAMPAIGN FREQUENCY

2  
+10%

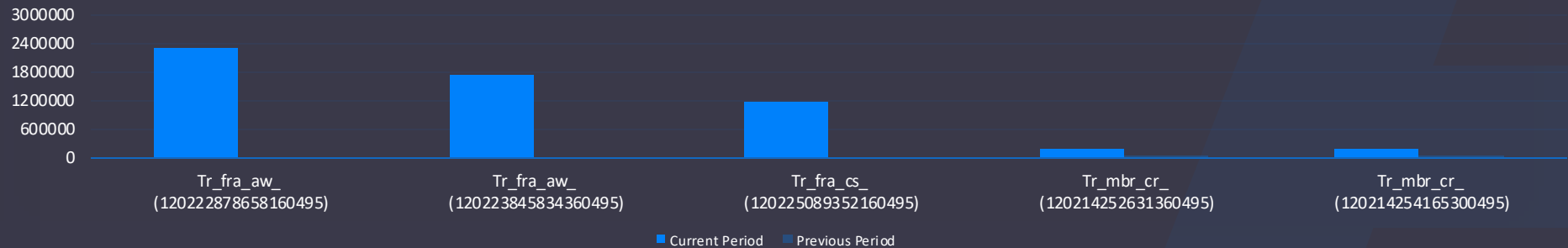
## FREQUENCY BY CAMPAIGN



## TOTAL CAMPAIGN REACH

5M  
+19%

## REACH BY CAMPAIGN





# 25 Impressions & CPE

Total views and cost per engagement

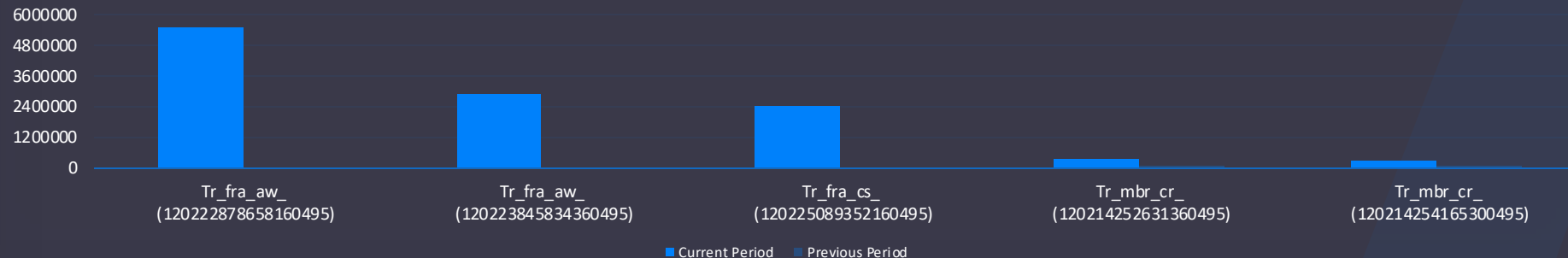
Acorn Hills | Campaigns  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



## TOTAL IMPRESSIONS

11M  
+14%

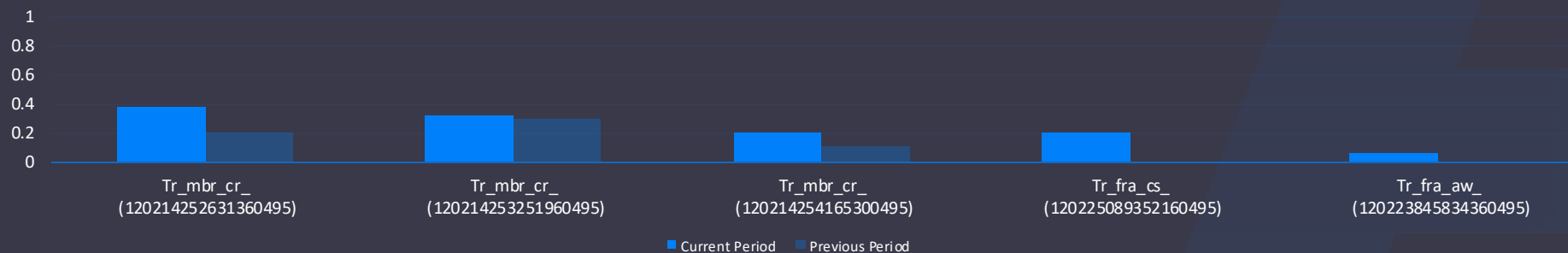
## IMPRESSIONS BY CAMPAIGN



## TOTAL COST PER ENGAGEMENT (TRY)

2 ₺  
+1%

## COST PER ENGAGEMENT BY CAMPAIGN (TRY)





Sales Performance

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# Acorn Hills

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May 01 2025 - May 31 2025



# 27 Sales Performance Overview

Revenue and conversion metrics from your ads

Acorn Hills | Sales Performance  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



TOTAL PURCHASES

7  
+60%

CPP (Cost Per Purchase)  
(TRY)

39 ₺  
-25%

TOTAL REVENUE (TRY)

73K ₺  
+89%

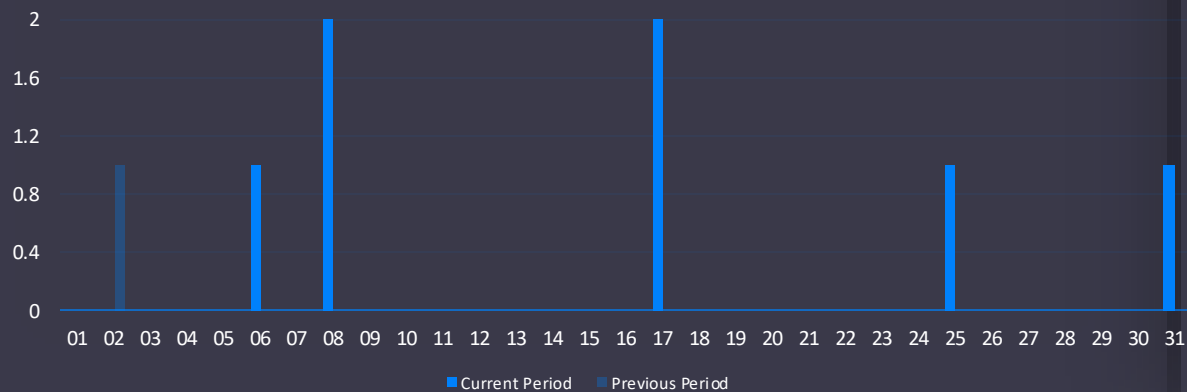
ROAS

2  
N/A

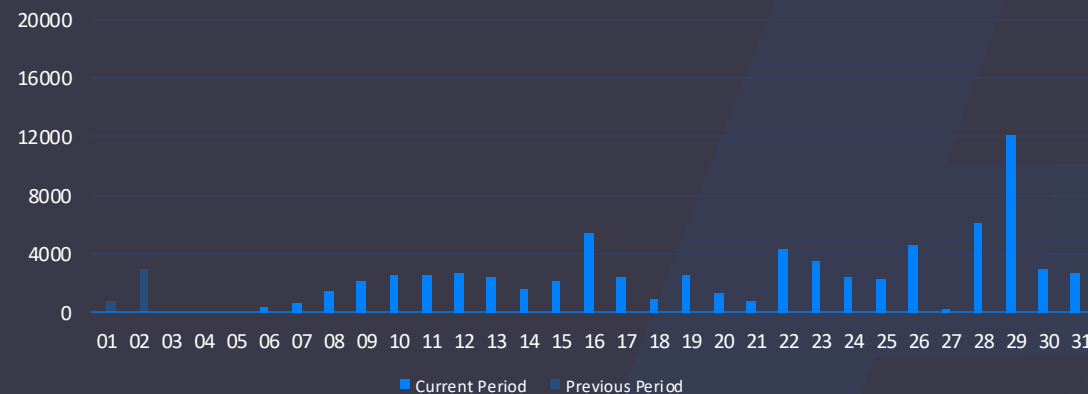
ADD TO CART

233  
+18%

PURCHASES OVER TIME



REVENUE OVER TIME (TRY)



# 28 Add to Cart Performance

How often users added products to their cart

Acorn Hills | Sales Performance  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025

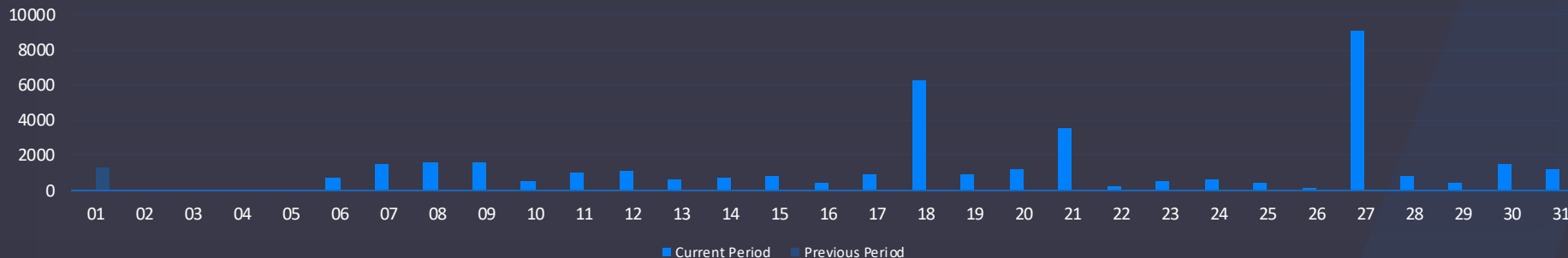


COST PER ADD TO  
CART(TRY)

751 ₺

+18%

COST PER ADD TO CART DAILY CHART (TRY)

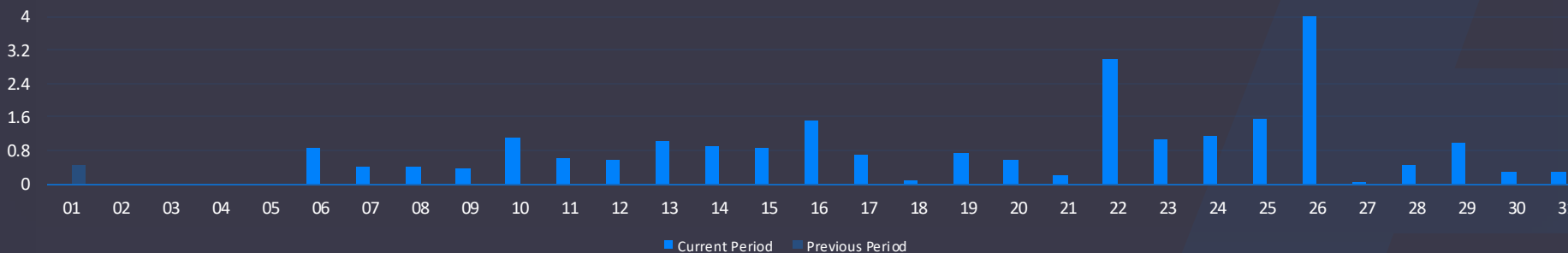


ADD TO CART RATE (%)

1 %

-31%

TOTAL ADD TO CART RATE DAILY CHART (%)





Ad Performance

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# Acorn Hills

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May 01 2025 - May 31 2025



# 30 Ad Sets Overview

Detailed performance of each ad set

Acorn Hills | Ad Performance  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



| Ad Set Name                                  | Impressions  | Reach        | Clicks      | CTR (%)   | Engagement Rate (%) | Total Spend (TRY) | Frequency  |
|--|--------------|--------------|-------------|-----------|---------------------|-------------------|------------|
| AW_SOC_DEM_NA_CPM_MASS_ORGANIC               | 3M<br>+78%   | 2M<br>+28%   | 3K<br>+3%   | 1<br>+0%  | 17<br>+17%          | 21K<br>+21%       | 1<br>+1%   |
| CS_SOC_DEM_NA_CPC_Video                      | 2M<br>+45%   | 1M<br>+10%   | 14K<br>+15% | 1<br>+1%  | 10<br>+10%          | 50K<br>+50%       | 2<br>+2%   |
| AW_SOC_DEM_NA_CPM_TEMSİLCİ KİTLESİ_DARK      | 1M<br>+14%   | 1M<br>+13%   | 2K<br>+2%   | 0<br>+0%  | 17<br>+18%          | 16K<br>+16%       | 1<br>+1.2% |
| AW_SOC_DEM_NA_CPM_TEMSİLCİ KİTLESİ_ORGANIC   | 1M<br>+18%   | 1M<br>+19%   | 1K<br>+1%   | 0<br>+0%  | 20<br>+20%          | 13K<br>+13%       | 1<br>+1%   |
| TR_MBR_CR_AO_BRAND_RTG_1_25_TRY_FB-IG_LE...  | 310K<br>+71% | 174K<br>+40% | 3K<br>+1%   | 1<br>+37% | 30<br>-32%          | 19K<br>+92%       | 1<br>+68%  |
| CR_SOC_INT_1P_LEADS_GENZ_MASS ((Eğlence ...  | 285K<br>+56% | 152K<br>+54% | 2K<br>+1%   | 0<br>+35% | 19<br>-25%          | 16K<br>+16%       | 1<br>+78%  |
| TR_MBR_CR_AO_BRAND_RTG_1_25_TRY_FB - REM...  | 129K<br>+43% | 63K<br>+58%  | 2K<br>+3%   | 2<br>+11% | 35<br>+19%          | 14K<br>+30%       | 2<br>+97%  |
| CR_SOC_INT_1P_LEADS_GENZ_MASS (Eğitim Se...  | 68K<br>+64%  | 44K<br>+42%  | 831<br>+48% | 1<br>-21% | 2<br>-9%            | 5K<br>+51%        | 1<br>+42%  |
| TR_MBR_CR_AO_BRAND_RTG_1_25_TRY_FB - LOOK... | 312<br>+312% | 300<br>+300% | 7<br>+7%    | 2<br>+2%  | 43<br>+43%          | 36<br>+37%        | 1<br>+1%   |



# 31 Top Ad by Impressions

Ads with the highest number of views

Acorn Hills | Ad Performance  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



1



FRAGRANCE\_AW\_T  
P\_SOC\_DEM\_NA\_C  
PM\_VID\_CGI\_VIDE  
O\_ORGANIC

2



FRAGRANCE\_AW\_T  
P\_SOC\_DEM\_NA\_C  
PM\_VID\_CGI\_VIDE  
O

3



AW\_SOC\_DEM\_NA\_  
CPM\_TEMSILCI\_  
KITLESİ\_DARK

4



FRAGRANCE\_CS\_T  
P\_SOC\_DEM\_NA\_C  
PC\_STORY\_VIDEO  
2

5



AW\_SOC\_DEM\_NA\_  
CPM\_TEMSILCI\_  
KITLESİ\_ORGANIC

|                     |            |
|---------------------|------------|
| Platform            | instagram  |
| Date                | 2025-05-05 |
| Impressions         | 3M         |
| Total Spend (TRY)   | 21K        |
| Reach               | 2M         |
| Clicks              | 3K         |
| CTR (%)             | 1          |
| CPC (TRY)           | 7          |
| Conversion Rate (%) | 1          |

|                     |            |
|---------------------|------------|
| Platform            | instagram  |
| Date                | 2025-04-30 |
| Impressions         | 2M         |
| Total Spend (TRY)   | 17K        |
| Reach               | 1M         |
| Clicks              | 2K         |
| CTR (%)             | 1          |
| CPC (TRY)           | 6          |
| Conversion Rate (%) | 1          |

|                     |            |
|---------------------|------------|
| Platform            | instagram  |
| Date                | 2025-05-12 |
| Impressions         | 1M         |
| Total Spend (TRY)   | 16K        |
| Reach               | 1M         |
| Clicks              | 2K         |
| CTR (%)             | 1          |
| CPC (TRY)           | 7          |
| Conversion Rate (%) | 0          |

|                     |            |
|---------------------|------------|
| Platform            | instagram  |
| Date                | 2025-05-27 |
| Impressions         | 1M         |
| Total Spend (TRY)   | 26K        |
| Reach               | 793K       |
| Clicks              | 7K         |
| CTR (%)             | 1          |
| CPC (TRY)           | 3          |
| Conversion Rate (%) | 1          |

|                     |            |
|---------------------|------------|
| Platform            | instagram  |
| Date                | 2025-05-12 |
| Impressions         | 1M         |
| Total Spend (TRY)   | 13K        |
| Reach               | 1M         |
| Clicks              | 1K         |
| CTR (%)             | 1          |
| CPC (TRY)           | 9          |
| Conversion Rate (%) | 1          |



# 32 Top Ad by Clicks

Ads with the most clicks



1



FRAGRANCE\_CS\_T  
P\_SOC\_DEM\_NA\_C  
PC\_STORY\_VIDEO  
2

2



FRAGRANCE\_AW\_T  
P\_SOC\_DEM\_NA\_C  
PM\_VID\_CGI\_VIDE  
O\_ORGANIC

3



FRAGRANCE\_AW\_T  
P\_SOC\_DEM\_NA\_C  
PM\_VID\_CGI\_VIDE  
O

4



FRAGRANCE\_CS\_T  
P\_SOC\_DEM\_NA\_C  
PC\_STORY\_VIDEO  
3

5



AW\_SOC\_DEM\_NA\_  
CPM\_TEMSILCT  
KITLESİ\_DARK

|                     |            |
|---------------------|------------|
| Platform            | instagram  |
| Date                | 2025-05-27 |
| Impressions         | 1M         |
| Total Spend (TRY)   | 26K        |
| Reach               | 793K       |
| Clicks              | 7K         |
| CTR (%)             | 1          |
| CPC (TRY)           | 3          |
| Conversion Rate (%) | 1          |

|                     |            |
|---------------------|------------|
| Platform            | instagram  |
| Date                | 2025-05-05 |
| Impressions         | 3M         |
| Total Spend (TRY)   | 21K        |
| Reach               | 2M         |
| Clicks              | 3K         |
| CTR (%)             | 1          |
| CPC (TRY)           | 7          |
| Conversion Rate (%) | 1          |

|                     |            |
|---------------------|------------|
| Platform            | instagram  |
| Date                | 2025-04-30 |
| Impressions         | 2M         |
| Total Spend (TRY)   | 17K        |
| Reach               | 1M         |
| Clicks              | 2K         |
| CTR (%)             | 1          |
| CPC (TRY)           | 6          |
| Conversion Rate (%) | 1          |

|                     |            |
|---------------------|------------|
| Platform            | instagram  |
| Date                | 2025-05-27 |
| Impressions         | 318K       |
| Total Spend (TRY)   | 9K         |
| Reach               | 210K       |
| Clicks              | 2K         |
| CTR (%)             | 1          |
| CPC (TRY)           | 3          |
| Conversion Rate (%) | 1          |

|                     |            |
|---------------------|------------|
| Platform            | instagram  |
| Date                | 2025-05-12 |
| Impressions         | 1M         |
| Total Spend (TRY)   | 16K        |
| Reach               | 1M         |
| Clicks              | 2K         |
| CTR (%)             | 1          |
| CPC (TRY)           | 7          |
| Conversion Rate (%) | 0          |







Insights

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# Acorn Hills

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May 01 2025 - May 31 2025





| Issue No | Platform | Issue  | Recommendation   | Priority                       | Category                      | Status | Dated Issued        |
|----------|----------|--|--|--------------------------------|-------------------------------|--------|---------------------|
| 267      | Meta Ads | CTR is low, ROAS is high. You're only converting warm audiences. | This means your retargeting is doing the heavy lifting, but your top-of-funnel is weak. You're not pulling in fresh traffic. Fix it by ... | P3 - Low / V3 - Low            | Boost conversions             | Open   | 2025-06-27T13:57:56 |
| 264      | Meta Ads | CTR is low, ROAS is high. You're only converting warm audiences. | This means your retargeting is doing the heavy lifting, but your top-of-funnel is weak. You're not pulling in fresh traffic. Fix it by ... | P1 - Important / V1 - Major    | Optimize campaign performance | Open   | 2025-06-27T13:56:42 |
| 265      | Meta Ads | CTR is low, ROAS is high. You're only converting warm audiences. | This means your retargeting is doing the heavy lifting, but your top-of-funnel is weak. You're not pulling in fresh traffic. Fix it by ... | P2 - Normal / V2 - Moderate    | Increase ad reach             | Open   | 2025-06-27T13:57:13 |
| 266      | Meta Ads | CTR is low, ROAS is high. You're only converting warm audiences. | This means your retargeting is doing the heavy lifting, but your top-of-funnel is weak. You're not pulling in fresh traffic. Fix it by ... | P1 - Important / V1 - Major    | Improve targeting strategy    | Open   | 2025-06-27T13:57:28 |
| 268      | Meta Ads | CTR is low, ROAS is high. You're only converting warm audiences. | This means your retargeting is doing the heavy lifting, but your top-of-funnel is weak. You're not pulling in fresh traffic. Fix it by ... | P1 - Important / V2 - Moderate | Enhance ad creatives          | Open   | 2025-06-27T13:58:07 |





Glossary

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# Acorn Hills

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May 01 2025 - May 31 2025





| Name                             | Description   |
|----------------------------------|---|
| Adds to Cart                     | The number of times people added items to their shopping cart after clicking your ad. |
| Amount Spent                     | Another term for total Spend.   |
| App Installs                     | The number of times your app was installed after someone clicked your ad.             |
| Checkouts Initiated              | The number of times people started the checkout process after clicking your ad.       |
| Clicks                           | The total number of clicks on your ad, including all types of clicks.                 |
| Comments                         | The number of comments on your ad.  |
| Cost Per 1,000 Impressions (CPM) | The average cost for 1,000 impressions.   |
| Cost Per App Install             | The average cost per app installation.  |
| Cost Per Click (CPC)             | The average cost for each click on your ad.   |
| Cost Per Landing Page View       | The average cost when someone loads the destination page after clicking your ad.      |



# 37 Meta Ads Glossary

Acorn Hills | Glossary  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



| Name                     | Description   |
|--------------------------|---|
| Cost Per Lead            | The average cost per lead form submission.  |
| Cost Per Outbound Click  | The average cost for each outbound click.   |
| Cost Per Purchase        | The average cost per purchase.  |
| Cost Per ThruPlay        | The average cost per ThruPlay.  |
| Cost Per Unique Click    | The average cost per unique click on your ad.   |
| Frequency                | The average number of times each person saw your ad.  |
| Impressions              | The number of times your ads were on screen.  |
| Landing Page Views       | The number of times a person clicked your ad and successfully loaded the destination webpage. |
| Leads (Form Submissions) | The number of people who submitted their information through your ad forms.                   |
| Link Clicks              | The number of clicks on links within the ad that led to advertiser-specified destinations.    |





| Name                            | Description  |
|---------------------------------|--|
| Messaging Conversations Started | The number of new conversations initiated through your ad.   |
| Messaging Replies               | The number of replies received in messaging conversations started from your ad.                          |
| Outbound Clicks                 | The number of clicks that took people off Facebook properties.   |
| Page Likes                      | The number of people who liked your Facebook Page as a result of your ad.                                |
| Post Engagements                | The total number of actions (like reactions, comments, shares, and clicks) people took on your ad posts. |
| Post Saves                      | The number of times your ad was saved by people.   |
| Purchase Conversion Value       | The total value (in monetary terms) of purchases attributed to your ads.                                 |
| Purchases                       | The number of purchases resulting from your ads.   |
| ROAS (Return on Ad Spend)       | Revenue generated for every dollar spent on advertising.   |
| Reach                           | The number of unique people who saw your ads at least once.  |





| Name                     | Description   |
|--------------------------|---|
| Reactions                | Total number of reactions (Like, Love, Haha, Wow, Sad, Angry) on your ad.               |
| Shares                   | The number of times people shared your ad.  |
| Spend                    | The total amount spent on your ads during the selected period.                          |
| ThruPlays                | The number of times your video was played to completion or for at least 15 seconds.     |
| Unique Clicks            | The number of people who clicked your ad at least once.                                 |
| Unique Outbound Clicks   | Unique users who clicked a link that led them outside Facebook properties.              |
| Video Average Watch Time | The average amount of time people spent watching your video.                            |
| Video Views              | The number of times your video ad was watched for at least 3 seconds.                   |
| Website Content Views    | The number of times people viewed important pages on your website (like product pages). |





# Meta Ads Report Acorn Hills

## Acorn Hills

May 01 2025 - May 31 2025

