



# Meta Ads Report Executive Summary Report

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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



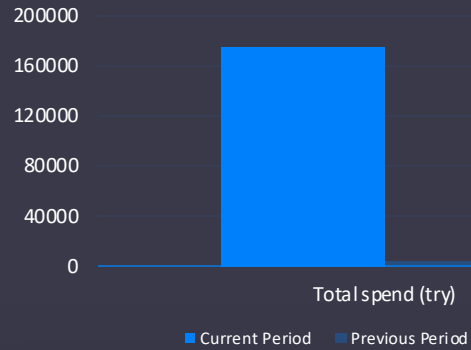
# 05 Account Performance

Overall results from your ad account

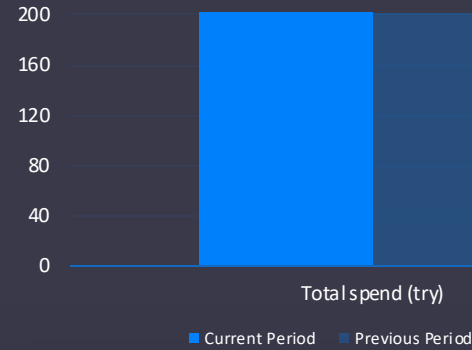
Acom Hills | Overview  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



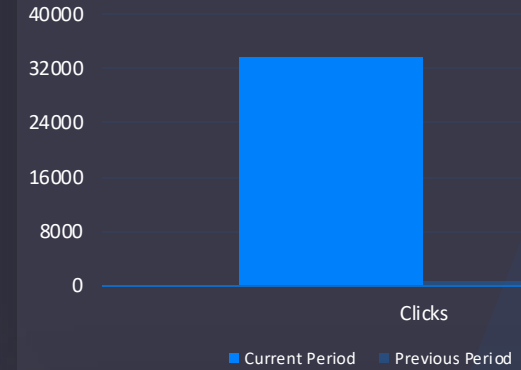
## TOTAL SPEND (TRY)



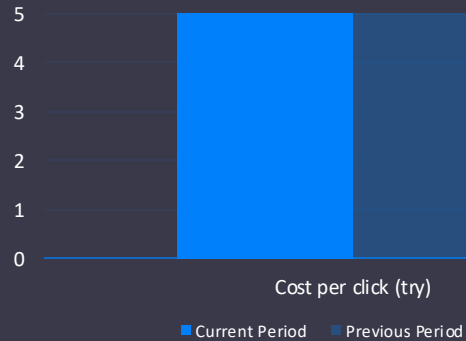
## TOTAL CONVERSIONS



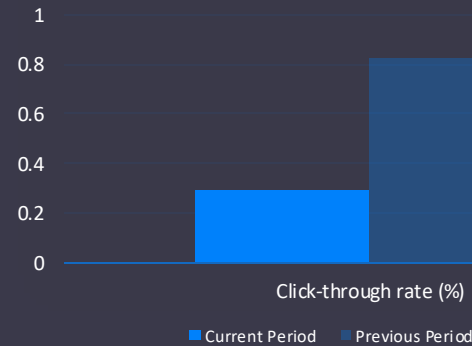
## CLICKS



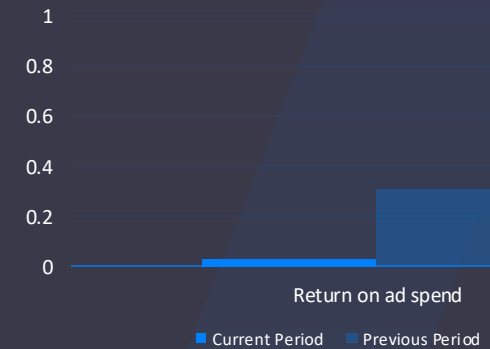
## CPC (TRY)



## CTR (%)



## ROAS



# 06 Impressions & Reach

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

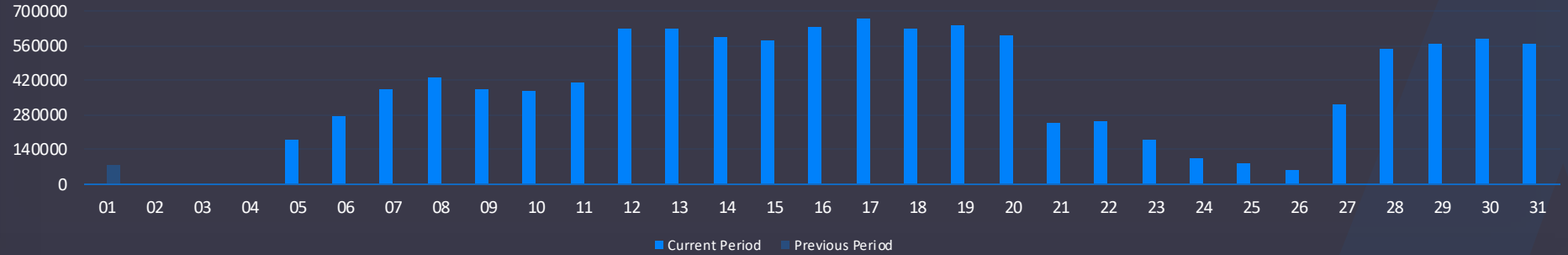
Acorn Hills | Overview  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



## IMPRESSIONS

11M  
+39%

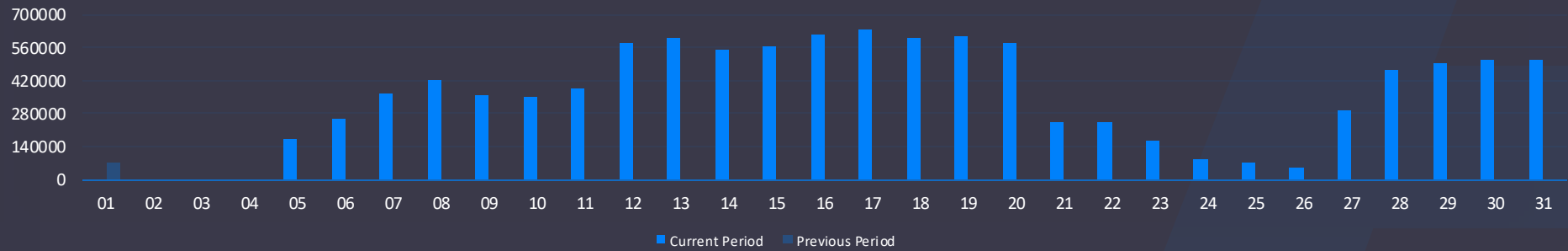
## IMPRESSIONS DAILY CHART



## REACH

4M  
+57%

## REACH DAILY CHART



# 07 Total Spend & Revenue

How much you spent and what you earned in return

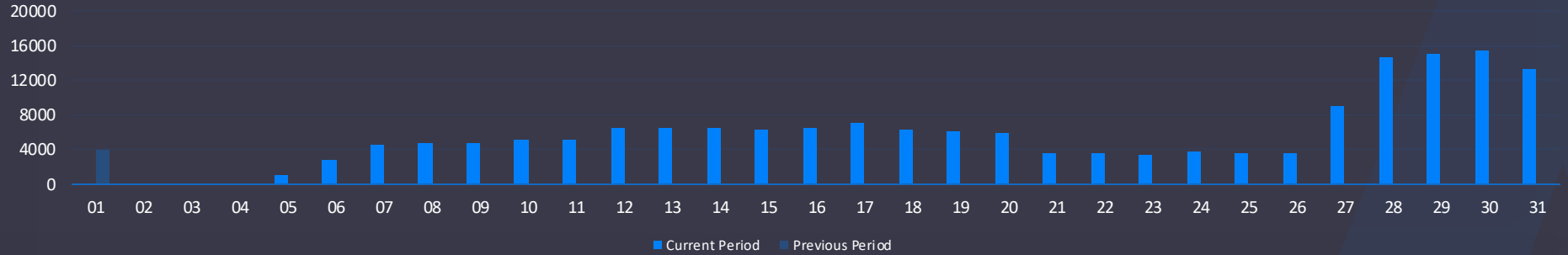
Acom Hills | Overview  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



## TOTAL SPEND (TRY)

174K ₺  
+68%

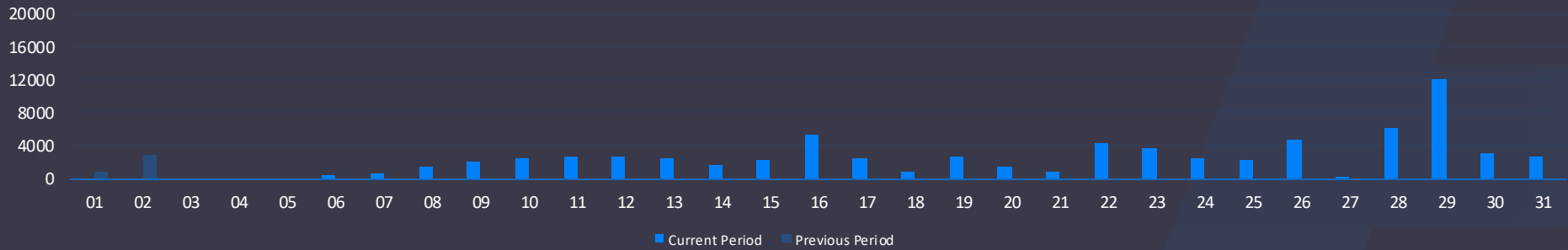
## TOTAL SPEND DAILY CHART (TRY)



## 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





# 09 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

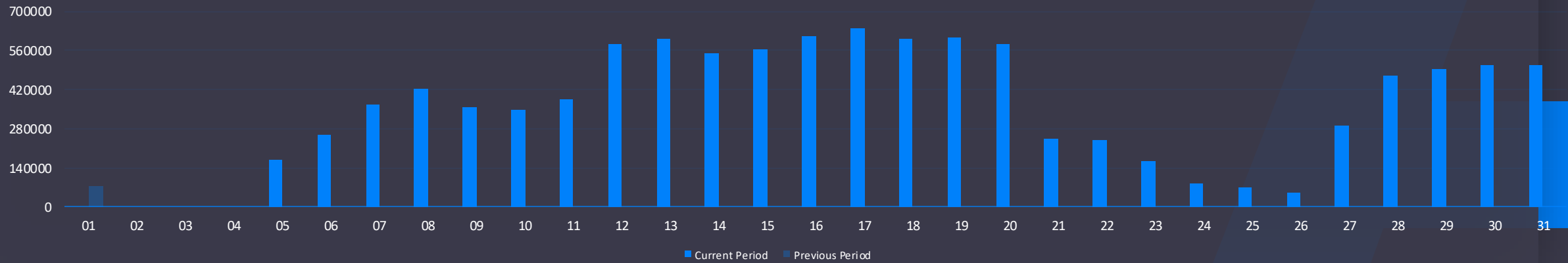
TOP AUDIENCE

F 18-24

TOP AGE GROUP

18-24

AD REACH





## Platform Breakdown - Facebook

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# Acorn Hills

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May 01 2025 - May 31 2025



# 11 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



# 12 Facebook Link Clicks & CTR

How often Facebook users clicked your ad links

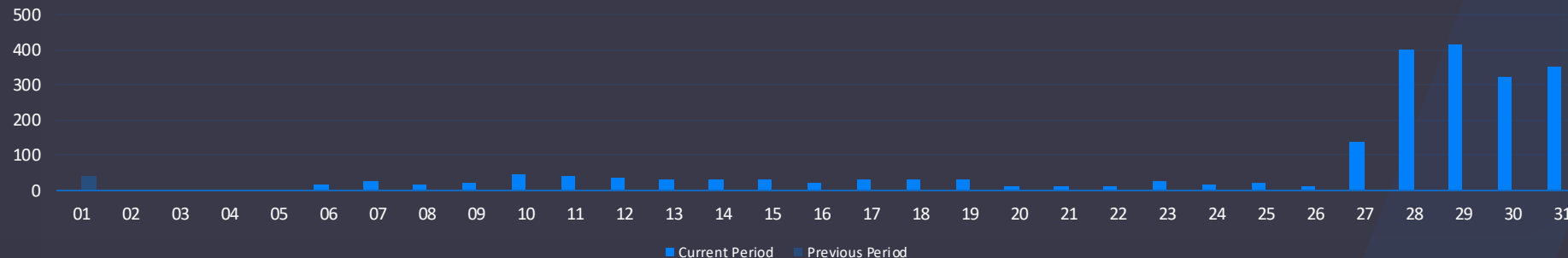
Acorn Hills | Platform Breakdown - Facebook  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



## LINK CLICKS

2K  
+19%

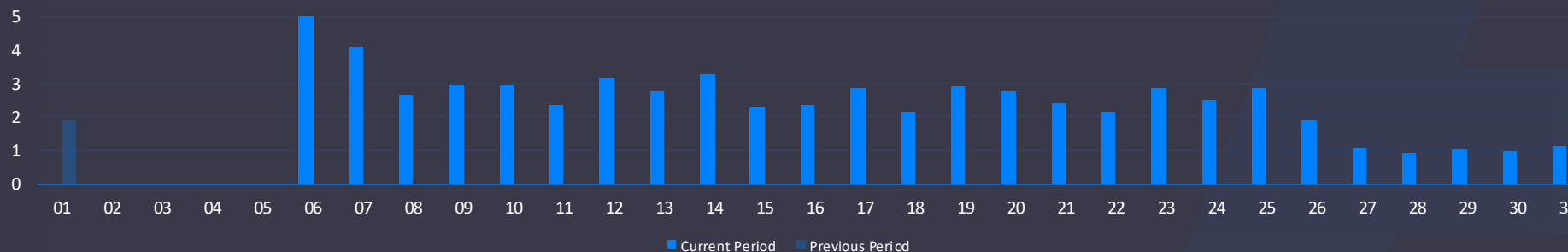
## LINK CLICKS DAILY CHART



## CTR (%)

2  
+1%

## CTR DAILY CHART (%)





## Platform Breakdown - Instagram

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# Acorn Hills

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May 01 2025 - May 31 2025



# 14 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



# 15 Instagram Link Clicks & CTR

How often Instagram users clicked your ad links

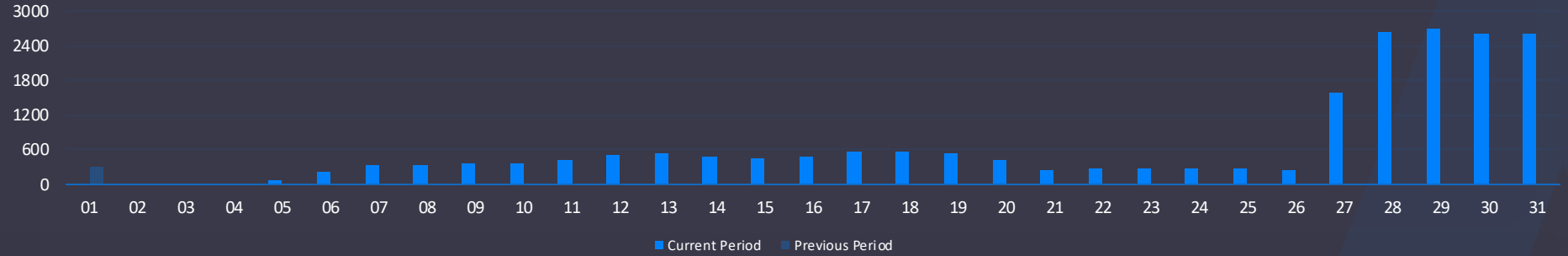
Acorn Hills | Platform Breakdown - Instagram  
May 01 2025 - May 31 2025 vs Mar 31 2025 - Apr 30 2025



## LINK CLICKS

20K  
+15%

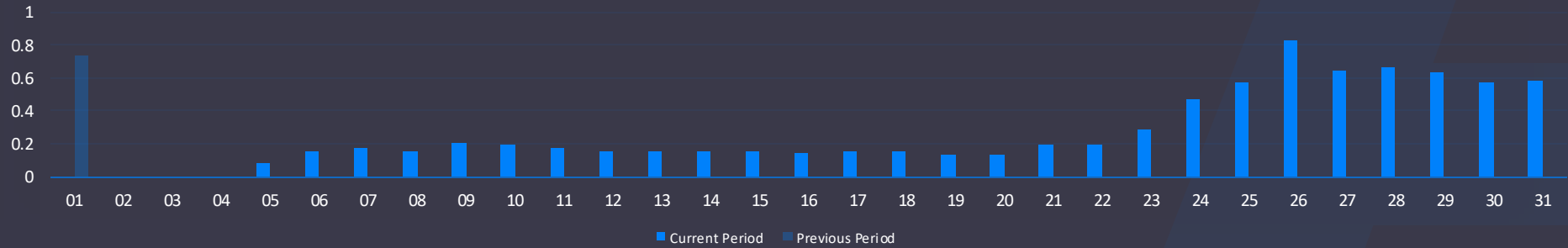
## LINK CLICKS DAILY CHART



## CTR (%)

1 %  
+1%

## CTR DAILY CHART (%)





## Campaigns

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# Acorn Hills

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May 01 2025 - May 31 2025





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Campaign Overview

Performance summary of your active ad campaigns

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



# 18 Engagement & CTR

Total interactions and click-through rate

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

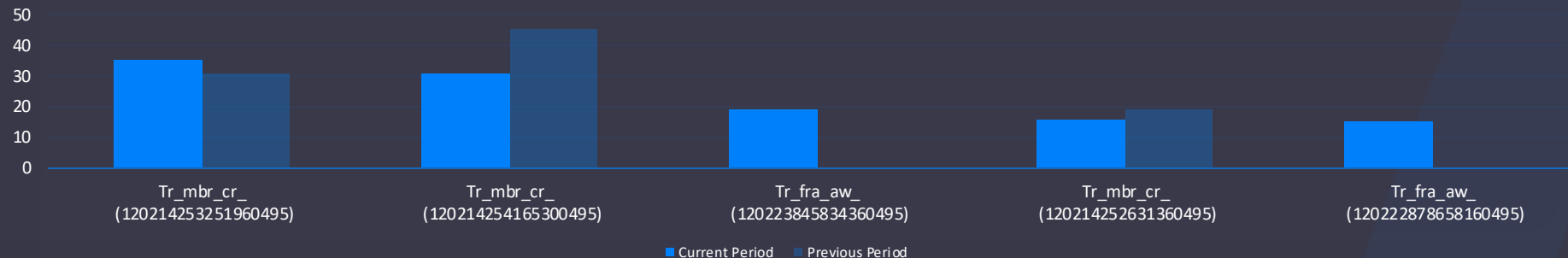


TOTAL ENGAGEMENT  
RATE (%)

15 %

-50%

ENGAGEMENT RATE BY CAMPAIGN (%)

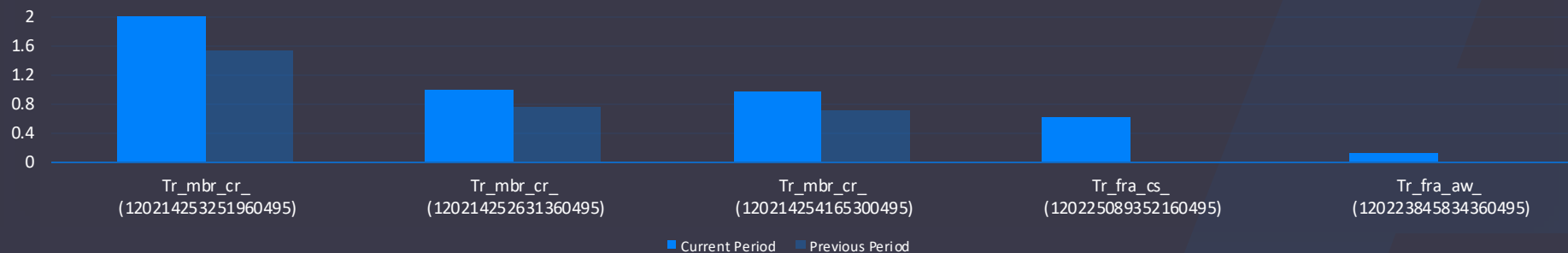


TOTAL CTR (%)

2 %

+1%

CLICK THROUGH RATE BY CAMPAIGN (%)





Sales Performance

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# Acorn Hills

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May 01 2025 - May 31 2025



# 20 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%

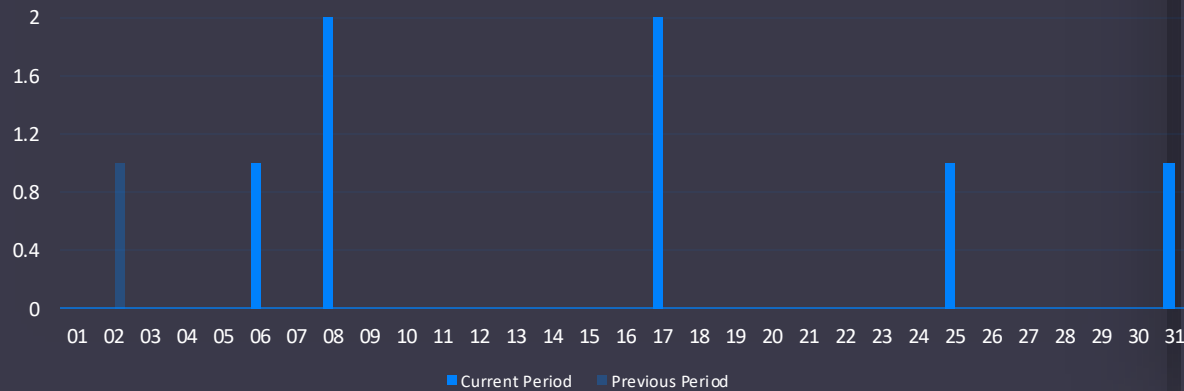
ROAS

2  
N/A

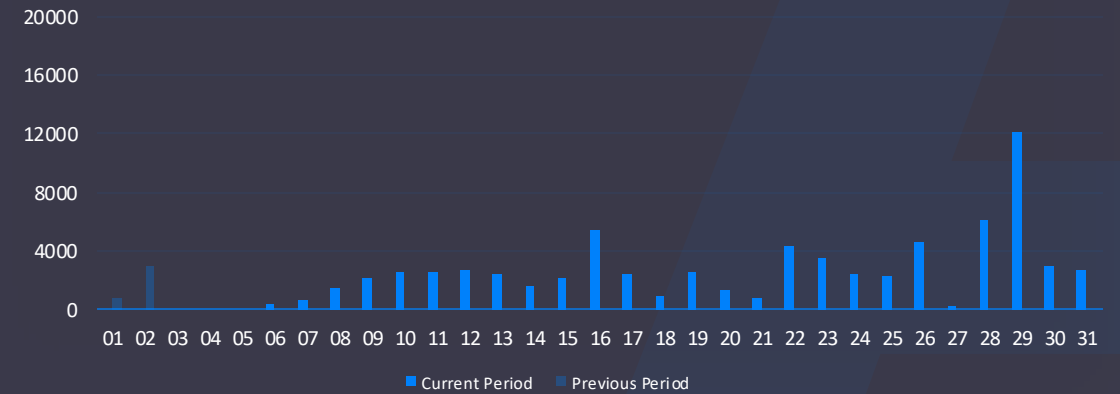
ADD TO CART

233  
+18%

PURCHASES OVER TIME



REVENUE OVER TIME (TRY)





Ad Performance

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# Acorn Hills

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May 01 2025 - May 31 2025



# 22 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 +78%	2M +28%	3K +3%	1 +0%	17 +17%	21K +21%	1 +1%
CS_SOC_DEM_NA_CPC_Video	2M +45%	1M +10%	14K +15%	1 +1%	10 +10%	50K +50%	2 +2%
AW_SOC_DEM_NA_CPM_TEMSİLCİ KİTLESİ_DARK	1M +14%	1M +13%	2K +2%	0 +0%	17 +18%	16K +16%	1 +1.2%
AW_SOC_DEM_NA_CPM_TEMSİLCİ KİTLESİ_ORGAN...	1M +18%	1M +19%	1K +1%	0 +0%	20 +20%	13K +13%	1 +1%
TR_MBR_CR_AO_BRAND_RTG_1_25_TRY_FB-IG_LE...	310K +71%	174K +40%	3K +1%	1 +37%	30 -32%	19K +92%	1 +68%
CR_SOC_INT_1P_LEADS_GENZ_MASS ((Eğlence ...	285K +56%	152K +54%	2K +1%	0 +35%	19 -25%	16K +16%	1 +78%
TR_MBR_CR_AO_BRAND_RTG_1_25_TRY_FB - REM...	129K +43%	63K +58%	2K +3%	2 +11%	35 +19%	14K +30%	2 +97%
CR_SOC_INT_1P_LEADS_GENZ_MASS (Eğitim Se...	68K +64%	44K +42%	831 +48%	1 -21%	2 -9%	5K +51%	1 +42%
TR_MBR_CR_AO_BRAND_RTG_1_25_TRY_FB - LOOK...	312 +312%	300 +300%	7 +7%	2 +2%	43 +43%	36 +37%	1 +1%



# 23 Top Ad by Impressions

Ads with the highest number of views



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



# 24 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.





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 Executive Summary Report

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## Acorn Hills

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May 01 2025 - May 31 2025

