



Driving Change Ad Report

05 Jun 2026 - 05 Jul 2026

 Meta



Campaign Overview

The number of times users have clicked on the advertisement on facebook



Clicks
11,626
8,609 (▲ 35.04%)

Clicks on links within the ad that led to advertiser-specified destinations, on or off Meta technologies



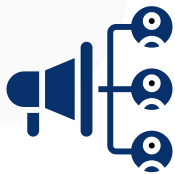
Link Clicks
8,125
5,629 (▲ 44.34%)

The number of times your ad has been viewed in facebook



Impressions
321K
301K (▲ 6.43%)

Total unique people to whom the ad has been displayed on facebook



Reach
67,221
70,281 (▼ -4.35%)

Total amount spent on running advertisements on Facebook, Instagram, & Messenger Platforms



Spend
\$ 3,499.75
\$ 3,498.97 (▲ 0.02%)

The average cost per click from your ads



CPC (All)
\$ 0.30
\$ 0.41 (▼ -26.83%)

The average number of times each person saw your ad



Frequency
4.77
4.29 (▲ 11.19%)

The percentage of impressions where a click (all) occurred out of the total number of impressions



CTR (%)
3.62%
2.86% (▲ 26.57%)

Custom Notes:

Post engagements are the total number of actions that people take involving your ads on Facebook.



Post Engagement
90,873
99,258 (▼ -8.45%)

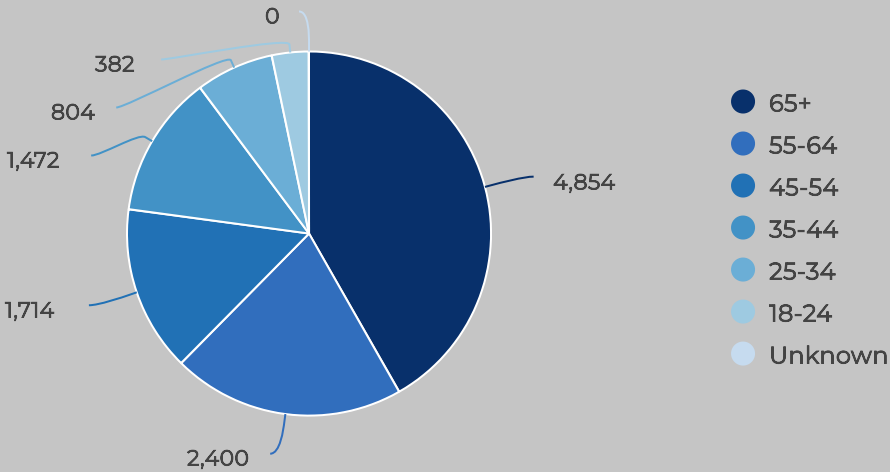
The number of times your video was played to completion, or for at least 15 seconds.



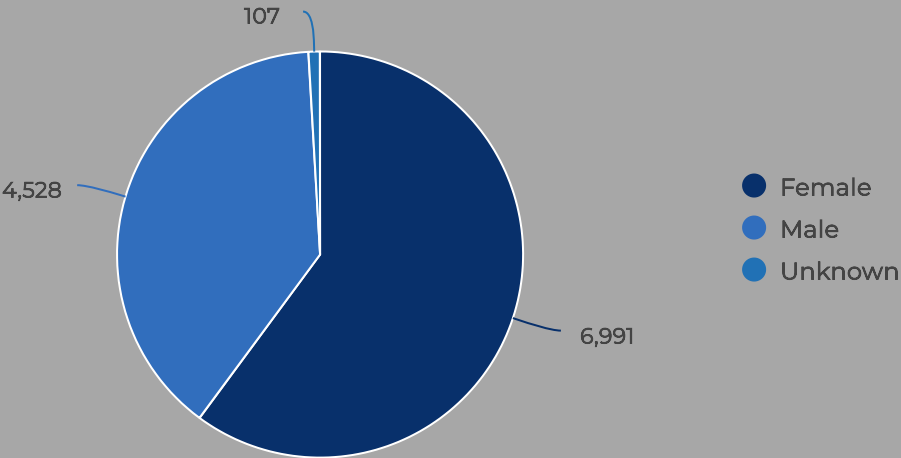
Thruplay
38,817
43,128 (▼ -10.00%)

Ad Demographics / Geographic Targeting

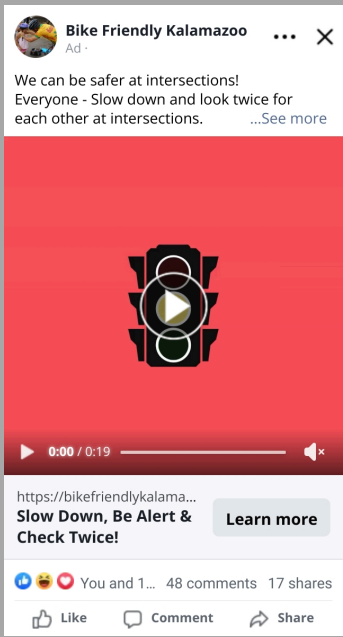
AGE PERFORMANCE



GENDER PERFORMANCE



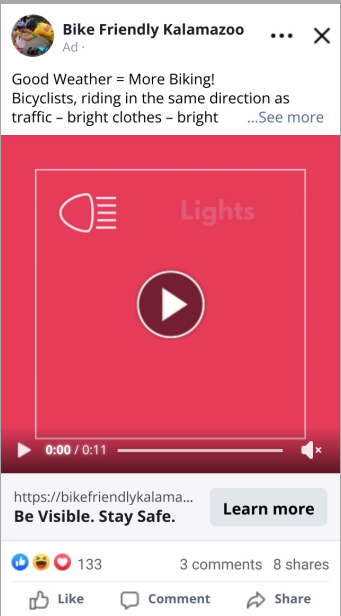
Campaign Objective: Website Clicks



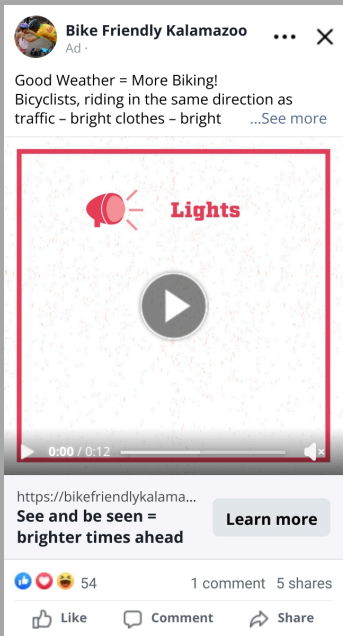
Impressions	101K
Reach	33,779
Clicks	4,386
Link Clicks	2,440
Post Engagement	21,953
Thruplay	7,866
Frequency	3.00
CTR (%)	4.32%
CPC (All)	\$ 0.25
Spend	\$ 1,078.97



Impressions	86,723
Reach	35,350
Clicks	2,742
Link Clicks	2,207
Post Engagement	25,574
Thruplay	10,973
Frequency	2.45
CTR (%)	3.16%
CPC (All)	\$ 0.33
Spend	\$ 916.82



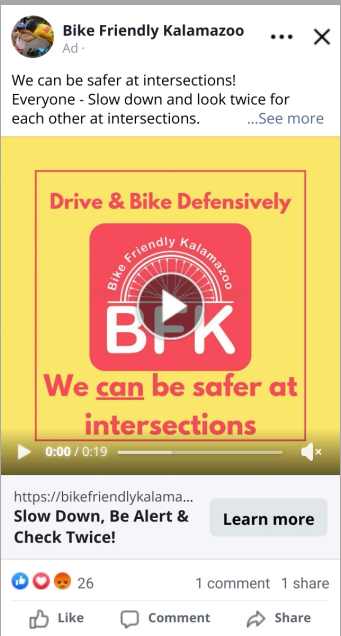
Impressions	67,043
Reach	28,382
Clicks	2,223
Link Clicks	1,813
Post Engagement	22,280
Thruplay	10,305
Frequency	2.36
CTR (%)	3.32%
CPC (All)	\$ 0.36
Spend	\$ 791.57



Impressions	30,339
Reach	18,607
Clicks	1,115
Link Clicks	900
Post Engagement	10,839
Thruplay	5,067
Frequency	1.63
CTR (%)	3.68%
CPC (All)	\$ 0.34
Spend	\$ 374.96



Impressions	25,912
Reach	14,743
Clicks	796
Link Clicks	558
Post Engagement	7,860
Thruplay	3,618
Frequency	1.76
CTR (%)	3.07%
CPC (All)	\$ 0.31
Spend	\$ 249.74



Impressions	9,309
Reach	6,569
Clicks	364
Link Clicks	207
Post Engagement	2,367
Thruplay	988
Frequency	1.42
CTR (%)	3.91%
CPC (All)	\$ 0.24
Spend	\$ 87.69



Clicks: The number of times someone clicks on your Facebook ad. It could be a link to your website or an action you want the user to take (such as downloading an app).

Link clicks: The number of clicks on links within the ad that led to advertiser-specified destinations, on or off Meta technologies.

Impressions: This is the number of times your ad was displayed on a user's screen. Even if the user didn't interact with the ad, it still counts as an impression.

Spend: This refers to the amount of money you've spent on your Facebook ads during a given period of time, such as a day, week or month.

CPM: Cost Per Mille, also known as Cost Per Thousand, is the cost you pay for every thousand impressions your ad receives.

CPC: Cost Per Click, this is the cost you pay for each click on your ad. It's calculated by dividing the total cost of your ad campaign by the total number of clicks received.

CPR: Cost Per Result, The average cost per result from your ads

Reach: This is the number of unique users who have seen your ad at least once.

ThruPlays: The number of times your video was played to completion or for at least 15 seconds.

Campaigns: This refers to a group of ads that share the same objective and budget. For example, you may have a campaign to promote a new product launch, with various ads targeted to different audiences.

Ad sets: These are groups of ads within a campaign that share the same audience targeting and budget. You may have multiple ad sets within a campaign, each targeting a different audience segment.

Ads: These are the individual ads that are displayed to users within your ad sets. Each ad will have its own creative, such as an image or video, and a call-to-action (CTA) that prompts the user to take action.

Region: This refers to the geographic location you are targeting with your ad campaign. You can target specific countries, regions, cities, or even zip codes, depending on your advertising goals.

CTR: Stands for Click-Through Rate, it's the ratio of clicks to impressions. It's calculated by dividing the number of clicks by the number of impressions, and then multiplying by 100 to get a percentage.

Frequency: The average number of times each person saw your ad.

Post Engagements: Post engagement includes actions that people take involving your ads while they're running.

Here are some examples of actions that may count towards post engagement:

- Post shares
- Post reactions
- Post saves
- Post comments
- 3-second video plays
- Photo views
- Link clicks