

Facebook Ads

PORTFOLIO

Delivering High ROI Through Laser-Focused Ads



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R*oi*Optimizer

FB ADS

name	Amount spent	Impressions	Cost per result	Purchases	CTR (all)	CPC (all)	Purchase ROAS (return on ...)
	₹3,391.03	97,491	₹130.42 ⁽²⁾ Purchases (website and in-app)	26 ⁽²⁾	1.32%	₹2.63	13.26 ⁽²⁾
	₹1,042,633.14	31,330,402	—	7,340 ⁽²⁾	0.93%	₹3.57	7.35 ⁽²⁾
	₹13,285.83	308,200	₹142.86 ⁽²⁾ Website purchases	93 ⁽²⁾	1.44%	₹2.80	7.26 ⁽²⁾
	₹7,396.95	91,226	₹142.25 ⁽²⁾ Website purchases	52 ⁽²⁾	2.72%	₹2.99	6.89 ⁽²⁾
	₹7,434.06	287,571	₹172.89 ⁽²⁾ Website purchases	43 ⁽²⁾	1.14%	₹2.26	5.99 ⁽²⁾
	₹36,881.46	547,092	₹175.63 ⁽²⁾ Website purchases	210 ⁽²⁾	1.76%	₹3.84	5.95 ⁽²⁾
	₹11,861.37	235,750	₹174.43 ⁽²⁾ Website purchases	68 ⁽²⁾	1.57%	₹3.20	5.87 ⁽²⁾
	₹14,627.94	424,285	₹176.24 ⁽²⁾ Website purchases	83 ⁽²⁾	1.19%	₹2.89	5.82 ⁽²⁾
	₹16,924.95	790,229	₹180.05 ⁽²⁾ Website purchases	94 ⁽²⁾	0.95%	₹2.26	5.79 ⁽²⁾
	₹217,032.48	6,121,272	₹186.29 ⁽²⁾ Website purchases	1,166 ⁽²⁾	1.34%	₹2.64	5.60 ⁽²⁾
Total Spent	₹2,295,220.59	71,459,160	—	—	1.03%	₹3.11	—
		Total	Multiple conversions	Total	Per Impressions	Per Click	Average

13x ROAS

FB ADS

Off / On	Campaign	Results↓	Reach	Frequency	Cost per result	Budget	Amount spent	Purchase ROAS (return on ad spend)	
	Website purchases	4,423 [2]	25,195,564	1.44	₹153.49 [2] Per Purchase	Using ad set bud...	₹678,896.63	1.87 [2]	
	Website purchases	2,546 [2]	13,650,437	1.39	₹163.41 [2] Per Purchase	Using ad set bud...	₹416,047.24	1.89 [2]	
	Link clicks	927	12,055	1.18	₹0.40 Per Link Click	Using ad set bud...	₹370.81	-	
	Website purchases	856 [2]	5,344,727	1.34	₹167.98 [2] Per Purchase	Using ad set bud...	₹143,792.41	1.87 [2]	
	Website purchases	500 [2]	1,101,888	1.25	₹98.62 [2] Per Purchase	Using ad set bud...	₹49,311.18	11.14 [2]	
	Website purchases	492 [2]	4,289,690	1.28	₹342.58 [2] Per Purchase	Using ad set bud...	₹168,548.78	2.63 [2]	
	Website purchases	421 [2]	2,428,147	1.37	₹177.26 [2] Per Purchase	Using ad set bud...	₹74,628.43	5.09 [2]	
	Website purchases	405 [2]	966,968	1.16	₹90.13 [2] Per Purchase	Using ad set bud...	₹36,503.06	12.18 [2]	
	Website purchases	301 [2]	2,378,826	1.32	₹387.95 [2] Per Purchase	Using ad set bud...	₹14,974.96	4.05 [2]	
	Website purchases	298 [2]	296,244	1.31	₹80.84 [2] Per Purchase	Using ad set bud...	₹24,090.80	13.62 [2]	
	Website purchases	274 [2]	524,812	1.25	₹103.63 [2] Per Purchase	Using ad set bud...	₹28,394.70	10.62 [2]	
	Multiple conversions	—	42,960,761	2.18	—		₹2,369,167.17 Total spent	5.38 Average	

Result Cost

11X+ROAS

FB ADS

RoiOptimizer

Search and filter									
Campaigns									
Ad sets									
Ads									
Performance									
Reports									
Tools									
	Ad set	Campaign	Cost per result ↑	Amount spent	Purchases	Website purchases	CTR (all)	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...)
☐		Advantage+ Shopping Campaign	₹79.73 [2] Per purchase	₹5,421.95	68 [2]	68 [2]	2.16%	11.29 [2]	11.29 [2]
☐		Advantage+ Shopping Campaign	₹80.84 [2] Per purchase	₹24,090.80	298 [2]	298 [2]	2.70%	13.62 [2]	13.62 [2]
☐		Advantage+ Shopping Campaign	₹82.59 [2] Per purchase	₹1,156.24	14 [2]	14 [2]	1.53%	13.31 [2]	13.31 [2]
☐		Advantage+ Shopping Campaign	₹83.70 [2] Per purchase	₹1,088.10	13 [2]	13 [2]	2.09%	13.13 [2]	13.13 [2]
☐		Advantage+ Shopping Campaign	₹85.88 [2] Per purchase	₹5,289.54	62 [2]	62 [2]	2.16%	10.58 [2]	10.58 [2]
☐		Advantage+ Shopping Campaign	₹90.13 [2] Per purchase	₹36,503.06	405 [2]	405 [2]	2.36%	12.18 [2]	12.18 [2]
☐		Advantage+ Shopping Campaign	₹92.57 [2] Per purchase	₹4,813.75	52 [2]	52 [2]	1.57%	11.85 [2]	11.85 [2]
☐		Advantage+ Shopping Campaign	₹93.35 [2] Per purchase	₹7,841.38	84 [2]	84 [2]	1.61%	11.77 [2]	11.77 [2]
☐		Advantage+ Shopping Campaign	₹96.53 [2] Per purchase	₹1,737.61	18 [2]	18 [2]	1.48%	11.38 [2]	11.38 [2]
☐		Advantage+ Shopping Campaign	₹97.28 [2] Per purchase	₹3,464.66	35 [2]	35 [2]	1.68%	11.30 [2]	11.30 [2]
☐		Advantage+ Shopping Campaign	₹98.62 [2] Per purchase	₹49,311.18	500 [2]	500 [2]	2.07%	11.14 [2]	11.14 [2]
☐		Advantage+ Shopping Campaign	₹100.18 [2] Per purchase	₹3,806.84	38 [2]	38 [2]	1.58%	10.89 [2]	10.89 [2]
Results from 101 campaigns & 101 ad sets			— Multiple conversions	₹2,047,366.16 Total Spent	12,223 Total	12,223 Total	1.45% Per Impressions	5.71 Average	5.71 Average

Result Cost

11x ROAS

FB ADS

ROI Optimizzer

Group Breakdowns								
Ad name	Amount spent	Impressions	Cost per result	Purchases ↓	CTR (all)	CPC (all)	Purchase ROAS (return on ad spend)	
Ad 1	₹49,663.50	1,347,201	₹123.23 Website purchases	403	3.77%	₹0.98	10.70	
Ad 2	₹20,299.76	254,845	₹130.97 Website purchases	155	5.89%	₹1.35	9.96	
Ad 3	₹30,973.84	572,415	₹234.65 Website purchases	132	4.32%	₹1.25	5.45	
Ad 4	₹32,708.81	430,930	₹371.69 Website purchases	88	3.74%	₹2.03	3.91	

10x ROAS

Campaign name	Amount spent	Impressions	Cost per result	Purchases	CTR (all)	CPC (all)	Purchase ROAS (return ...)
Website purchases	₹56,854.82	843,857	₹111.92 [2]	508 [2]	1.24%	₹5.41	7.24 [2]
Website purchases	₹37,462.06	418,822	₹188.25 [2]	199 [2]	1.75%	₹5.11	4.35 [2]
Website purchases	₹7,114.58	58,830	₹237.15 [2]	30 [2]	1.85%	₹6.53	3.51 [2]
Website purchases	₹6,833.93	45,770	₹427.12 [2]	16 [2]	1.52%	₹9.85	2.40 [2]
Website purchases	₹13,923.85	106,980	₹357.02 [2]	39 [2]	2.18%	₹5.98	2.25 [2]

7x ROAS