Q	A .	All ads 5 Act	tive ads	Had delivery	+ See mo	ore					reate a view	41
	Search by r	name, ID or metric	cs									
	Campai	gns	O Ad set	ts	🗂 Ad	ls				🜐 Jan 1, 2024	4 - Dec 31, 2024	
+	Create	(Duplicate	🖋 Edit	👗 A/B test	More •	• [Columns: Performanc	e 🔹 🔳 Breakdov	vn 👻 📳 Reports	• 🖸 Export	• Char	rt
	Off / On	Campaign			ion	Results	• Reach ↓ •	Impressions -	Cost per result 🔸	Amount spent 👻	Ends -	•
		CANADA vi	deo		ick or	1,818 Website Leads		2,513,043	\$13.51 [2] Per Lead	\$24,559.74	Ongoing	- Aller
	•	CANADA Cr	reative		ick or	1,429 Website Leads		1,922,173	\$14.51 [2] Per Lead	\$20,740.84	Ongoing	200
		CANADA Es	scape 2		ick or	646 Website Leads	1.000	1,009,668	\$17.71 [2] Per Lead	\$11,441.90	Ongoing	1 March
		Canada and	US Select Sta	tes - High Income	ick or	487 Website Leads		413,106	\$23.39 [2] Per Lead	\$11,393.02	Ongoing	and and a
		CANADA W	ealthy Areas		ick or	342 Website Leads		459,605	\$23.51 [2] Per Lead	\$8,039.87	Ongoing	
		CANADA Es	scape		ick or	260 Website Leads		401,129	\$20.90 [2] Per Lead	\$5,433.32	Ongoing	
		025 RD Lea	ids TOF Can	ada CBO - Nov	ick or	189 Website Leads		305,111	\$20.19 [2] Per Lead	\$3,815.03	Ongoing	
		026 RD Lea	ids TOF Car	ada CBO - Nov	ick or	129 Website Leads	(VAL)	225,285	\$21.04 [2] Per Lead	\$2,713.67	Ongoing	1000
		US Select St	ates - Video		ick or	582 Website Leads	100 C C C C C C C C C C C C C C C C C C	209,212	\$17.58 [2] Per Lead	\$10,234.19	Ongoing	1
		CANADA Su	urfboards		ick or	171 Website Leads	and the second	240,927	\$20.46 [2] Per Lead	\$3,498.49	Ongoing	and a
		Results from Excludes dele	n 53 campaign	is ()	ick or	Multiple conversio	- <u>1,869,708</u> Accounts Center acc.	8,637,430 Total	 Multiple conversions	\$134,935.79 Total spent		

Q	All	lads & Ac	ctive ads	S Had delivery	+ See more					Crea	ate a view
S	earch by na	ame, ID or metric	ics								
	Campaign	ns	O Ad set	ts	🗂 Ads					🗐 Jan 1, 2024 - 1	Dec 31, 202
+ (Create	(Duplicate	🖍 Edit	📕 A/B test	More 💌	III Colum	mns: Performance and c	clicks 👻 📱 Brea	akdown 👻 📳 R	Reports •	• 🛛 🖓 c
	Off / On	Campaign			• :h ↓ •	Views -	Frequency -	Cost per result 🔹	Budget	Amount spent 🔹	Ends
		Stock inver	sting/ Stock ex	kchange / Stock ma	94,530	82,088	2.17	\$7.46 Per Lead			On
		Custom Ho	ome Usa		83,072	62,054	2.04	\$4.58 Per On-Facebook Le	3 \$29.00 Daily		On
		17 - 6- 24 I al View chart	Investor / arts / Edit (1) D	Duplicate 📓 …	68,339	55,271	2.52	\$7.61 Per On-Facebook Le	1 × \$35.00 Daily		On
		18 - 6- 202	24 Real Estate		52,053	16,022	1.95	\$12.42 Per Lead			On
		USA Audier	nce - Residenti	tial Area September	42,891	52,690	1.81	\$6.01 Per On-Facebook Le			On
		Custom Ho	lome Canada - V	Nebsite	42,203	71,688	1.70	\$6.21 Per Lead			Or
		USA Audier	nce - Villa - Inc	dustry - September	40,415	47,700	1.79	\$8.05 Per On-Facebook Le			Or
		Return on i	investment Tarr	rget Audience Sept	36,869	46,443	1.79	\$11.91 Per Lead		50 P	Or
		Hybrids / R	tenewable ener	rgy / Solar energy /	31,842	47,351	1.99	\$8.62 Per On-Facebook Le	2 \$29.00 Daily		Or
		USA / Who	ole Country / Sti	an An	28,200	-	1.41	\$10.68 Per Lead		Contraction of the second s	0
		Results fr	rom 140 campaig	igns	458,275	664,211	0.37	-		\$33,819.33	

	-										
٩	All	ads \$1	Active ads	Had delivery -	⊢ See more					Creat	e a view
s	Search by na	me, ID or met	rics								
	Campaig	าร	OD Ad set	ts	🗂 Ads					🛱 Jan 1, 2024 - D	ec 31, 2024
+	Create	(li Duplicate	🖋 Edit	🔏 A/B test	More 🝷	III Column	ns: Performance and cl	icks 👻 🔳 Break	down 👻 📳 Re	ports •	Char
	Off / On	Campaig	n		nch 🤞 🗸 🗸	Views -	Frequency -	Cost per result •	Budget	Amount spent 🔹	Ends
		USA AUU	ence - vina - na	uustry - September	40,410	47,700	1.73	Per On-Facebook Le	aza.ou Daily	φ ε, 400.00	Ulige
		Return or	investment Tar	get Audience Sept	36,869	46,443	1.79	\$11.91 Per Lead	\$25.00 Daily	\$2,251.07	Ongo
		Hybrids /	Renewable ener	rgy / Solar energy /	31,842	47,351	1.99	\$8.62 Per On-Facebook Le	\$29.00 Daily	\$1,267.40	Ong
		USA / Wh	ole Country / St	11	28,200	-	1.41	\$10.68 Per Lead	\$75.00 Daily	\$1,110.75	Ong
		TAHIR U	SA Luxury Auto	o - Oct	27,336	40,562	1.66	\$8.69 Per On-Facebook Le	\$30.00 Daily	\$1,398.56	Onge
		Canada -	Nationwide - Re	al estate investing	26,953	47,815	1.77	\$6.18 Per Lead	\$30.00 Daily	\$475.66	Ong
		Canada A	udience - Resid	ential Area Decem	20,233	31,005	1.53	\$5.42 Per Lead	\$5.00 Daily	\$276.35	Ong
		USA / Vid	eo / Whole Cou	ntry	16,994	-	1.65	\$14.31 Per Lead	\$75.00 Daily	\$1,116.34	Onge
			25 Luxury Veh arts / Edit (1)		12,350	20,842	1.68	\$10.33 Per Lead	\$10.00 Daily	\$309.83	Ongo
		Custom H	łome Usa - New	Form	10,925	15,958	1.45	\$5.57 Per On-Facebook Le	\$29.00 Daily	\$568.11	Onge
	-	Custom H	lome Usa - Web	site	4,916	6,089	1.24	\$12.82	\$29.00	\$192.25	Onge
			rom 140 campai deleted items	gns O	458,275 ounts Center acc	664,211 Total	0.37 Per Accounts Center	Multiple conversions		\$33,819.33 Total spent	

٩	IIA 🖷	ads & A	Active ads	> Had delivery	(†) Actions	+ See more				Cre	ate a view
5	Search by na	me, ID or met	rics								
	Campaigr	IS	Ad sets		🗂 Ads				m M	1aximum: Feb 4, 2022	- Mar 4, 202
+	Create	(li Duplicate	🖋 Edit	🛆 A/B test	More 🗸		Columns: Performance	Breakdown	Reports	Export	Ch
	Off / On	Campaign			• ution g	Results	• Reach •	Impressions •	Cost per result 🔹	Amount spent 🔹	Ends 🤟
	•		inter is over! / rts / Edit (li D	uplicate 💁 …	click or	Link cli	19 2,389 cks	2,819	\$0.46 Per Link Click	\$8.76	Ongo
		Pick any ite	em for \$3!		click or	4,0 Link cli		60,058	\$0.09 Per Link Click	\$350.01	Ongo
		NOV 9 - Pa	arents		click or	8 Link cli	218 7,167 cks	10,021	\$0.15 Per Link Click	\$119.34	Ongo
		NOV 9 - Re	etail and Auction	Audience	click or	2,1 Link cli	12 C C C C C C C C C C C C C C C C C C C	95,092	\$0.37 Per Link Click	\$805.51	Ongo
		NOV 9 - Ge	eneral Ecomme	rce	click or	4,5 Link cli		184,840	\$0.22 Per Link Click	\$1,018.37	Ongo
		5 nOVE			click or	Link C		-	Per Link Click	\$0.00	Ongo
		Pick any ba	aby item for \$3!	- Сору	click or	Link cli	34 5,428	6,028	\$0.57 Per Link Click	\$19.54	Jan 29, 2
		post: Chris	tmas tree		click or	1 Link cli	34 14,535 cks	17,453	\$0.52 Per Link Click	\$69.93	Dec 21, 20
		[10/24/202	4] Promoting h	ttps://primebids.a.	click or	2,0 Link cli		84,931	\$0.37 Per Link Click	\$754.45	Nov 30, 20
		Post: "Prim	neBids 80% off	retail"	click or	3 Link cli	05 6,235 cks	9,087	\$0.25 Per Link Click	\$74.99	Nov 15, 2
		Results fro	om 13 campaign	is ()	click or		- 248,012 Accounts Center acc	514,259 Total	-	\$3,703.77 Total spent	

Q	AI	II ads 🚯 Active ads 🚯 Had delivery	y (+) Actions	+ See more	8				Create a view
47	Search by n	ame, ID or metrics							
	Campaig	ns 00 Ad sets	C Ads				ſ	🜐 Maximum: Feb 4, 20	022 - Mar 4, 20
+	Create	(Duplicate Z A/B te	est More 👻	I	Columns: Performance	and clicks 👻 🔳	Breakdown 👻	関 Reports 👻 🖸	• 🖸 🖸
	Off / On	Campaign	•• •	Views	• Frequency •	Cost per result 🔹	Budget	Amount spent 👻	Ends
	•	Lead Ad - Traffic	67,962		- 3.04	Per Estimated Ad Re \$0.24 Per Link Click			Ongoin
		Retargeting Brandawareness Scottsbluff	f 39,179		- 7.05				Ongoin
		Brandawareness 3/12 Scottsbluff	34,083		- 5.05	\$1.15 Per Estimated Ad Re_	Using ad set bu	\$1,244.76	Ongoin
		Brandawareness homeshow 4/22/24 Che			- 3.56	Per 1,000 People Re		\$157.53	May 6, 202
		Website Traffic / .ht / (li Duplicate 🔤 …	12,312		- 2.56	Per Link Click	Dail		Ongoin
		SWWY Leads Campaign 9/3/24	11,171	15,40	.61 3.25	\$77.78 Per On-Facebook Le	\$30.00 Daily		Ongoin
		Brandawareness homeshow 4/22/24 Che	eye 10,775		- 4.13	\$14.99 Per 1,000 People Re	Using ad set bu	\$161.55	Apr 29, 202
		Wyoming leads campaign 07/23/2024 Ca	am 5,677		- 4.31	\$840.52 Per On-Facebook Le	Using ad set bu	\$840.52	Ongoin
		Messenger Campaign	3,945		- 1.85	\$16.54 [2] Per Messaging Co	\$10.00 Daily		Ongoin
	-	SB Leads Campaign 9/3/24	1,792		- 2.25	-	\$20.00	0 \$148.30	Ongoir

Q	All a	ds & Active ads & Had delivery	+ See more	e				Cre	ate a view
S	earch by nam	e, ID or metrics							
	Campaigns	Ad sets	🗂 Ads					Maximum: Feb 4, 2022	- Mar 4, 202
+ (Create [Duplicate 🖉 🖌 Edit 🖉 🔏 A/B tes	More •		Columns: Performance	Breakdown	• • Reports	Export	• 🛛 🖓 C
	Off / On	Campaign	- tion	Results	• Reach ↓ •	Impressions -	Cost per result 🔹	Amount spent 👻	Ends
		Brand Reach	lick or	347,26 Read		444,842	\$1.51 Per 1,000 People Re	\$524.50	Ong
		Cash Audience 7 to10 - Traffic	lick or	2,19 Link click		254,327	\$0.87 Per Link Click	\$1,909.30	Ong
		Two Ad Creative lead Ad	lick or	60 Facebook lear		172,217	\$10.24 Per On-Facebook Le	\$6,172.19	Ong
		Cash Audience 7 to10	lick or	41 Facebook lea		90,937	\$8.61 Per On-Facebook Le	\$3,531.90	Ongo
		New ad Design 1 all usa	lick or	19 Facebook lea		54,566	\$12.69 Per On-Facebook Le	\$2,411.38	Ong
		2 Ad Creative Credit Card 8-23	lick or	27 Facebook lea		54,660	\$10.23 Per On-Facebook Le	\$2,834.71	Ong
		Wealth management 7 to 28	lick or	10 Facebook lear	is	24,036	\$8.71 Per On-Facebook Le	\$949.83	Ongo
		Credit Cards	lick or	Facebook lear		22,406	\$14.34 Per On-Facebook Le	\$903.32	Ongo
		Conversion Lead Ads	lick or	Facebook lear		9,206	\$18.28 Per On-Facebook Le	\$292.45	Ongo
		Realtor 11 to 28	lick or		Ge 0753635	7,901	\$9.58 Per On-Facebook Le	\$287.31	Ong
		Results from 22 campaigns Excludes deleted items	lick or	Multiple conversio	- <u>668,938</u> Accounts Center acc_	1,170,998 Total	Multiple conversions	\$21,356.81 Total spent	

























