

Campaigns Performance Overview (Facebook Ads-Brisk New Ad Account)

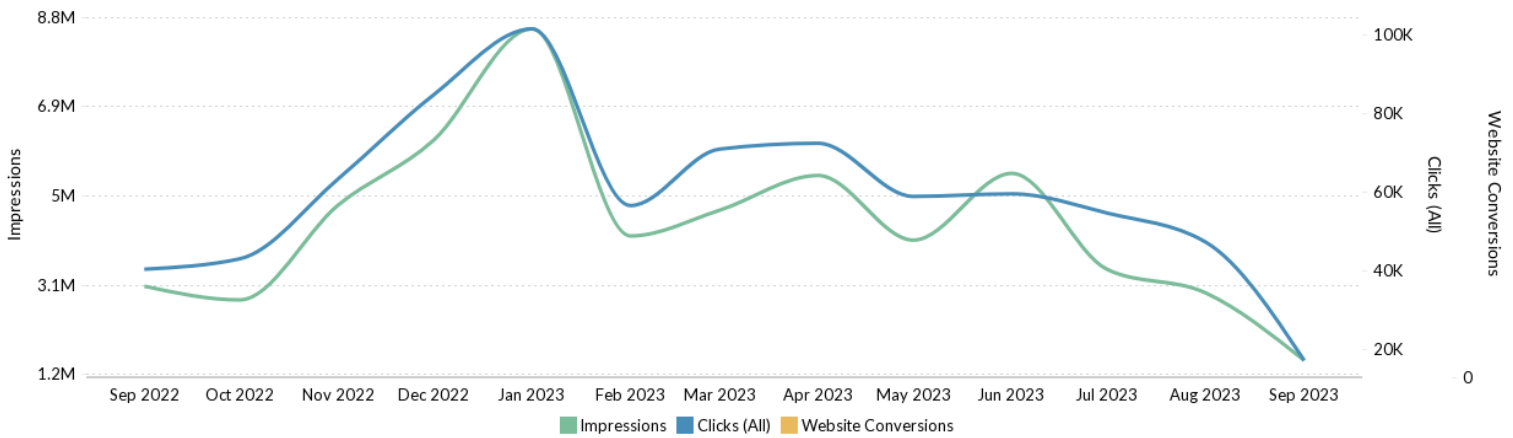
Monthly performance trend at the Campaigns level.



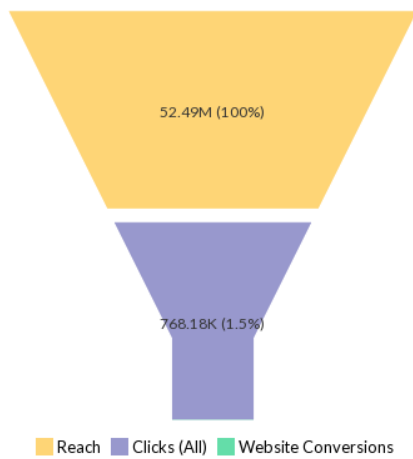
Campaigns Overview Dashboard

Clicks 	Conversions No Data	Sep 2023: Impressions 1.49M ↓ <small>Aug 2023: 2.92M</small>	Cost \$56.74K ↓ <small>\$110.21K</small>
Sep 2023: Avg CTR 1.1% ↓ <small>1.6%</small>	Avg CTR - ↑	Sep 2023: Avg CPC \$3.34 ↑ <small>\$2.34</small>	Avg Cost Per Conversions - ↑

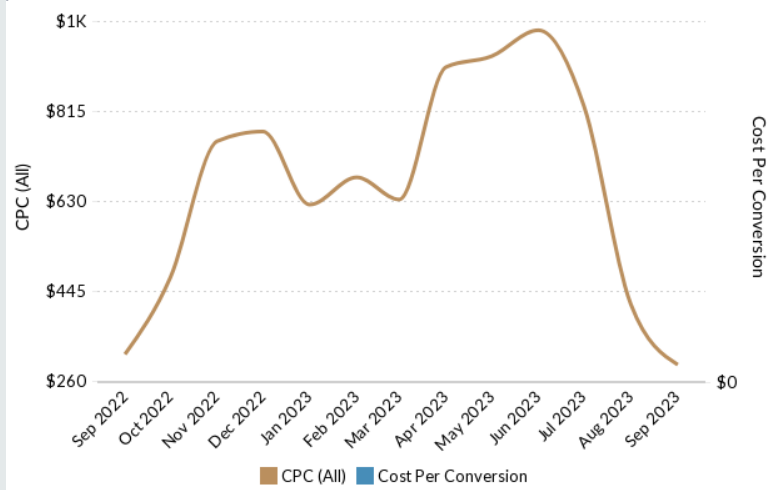
Campaigns - Impressions Vs Clicks vs Conversions (Facebook Ads-Brisk New Ad Account)



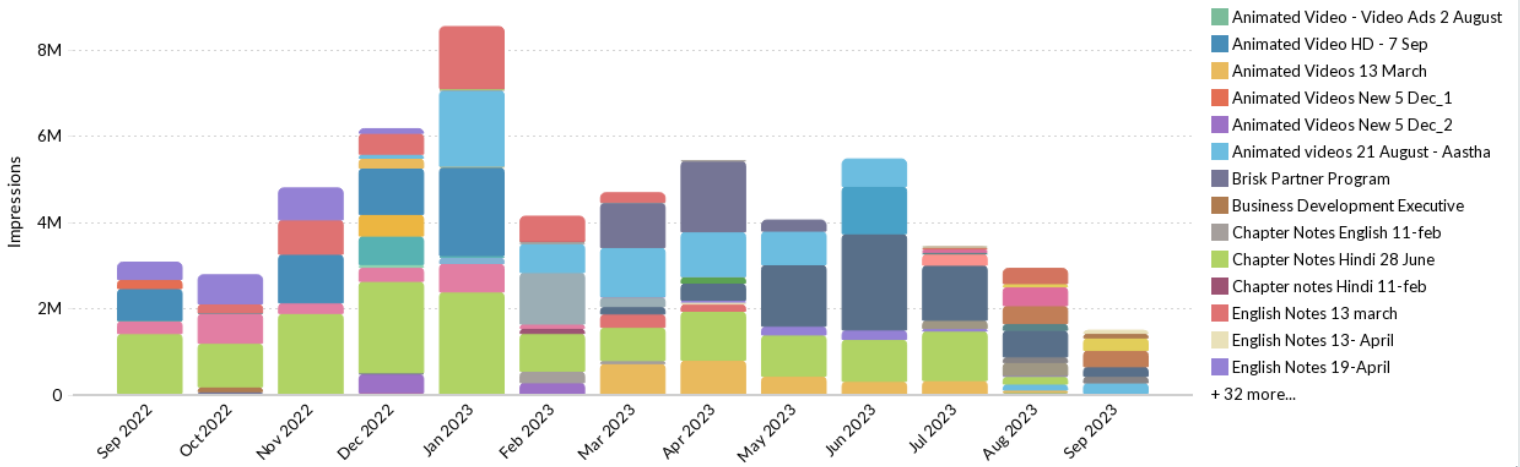
Impression vs Clicks vs Conversions for Campaigns Funnel (Facebook Ads-Brisk New Ad Account)



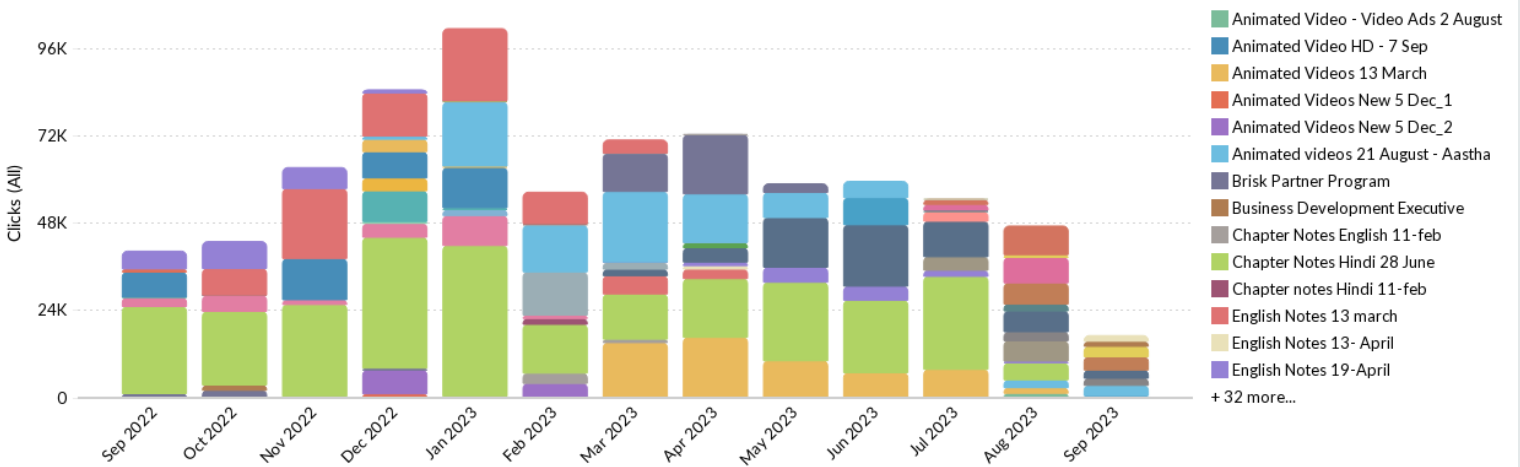
Campaigns - CPC Vs Cost/Conv (Facebook Ads-Brisk New Ad Account)



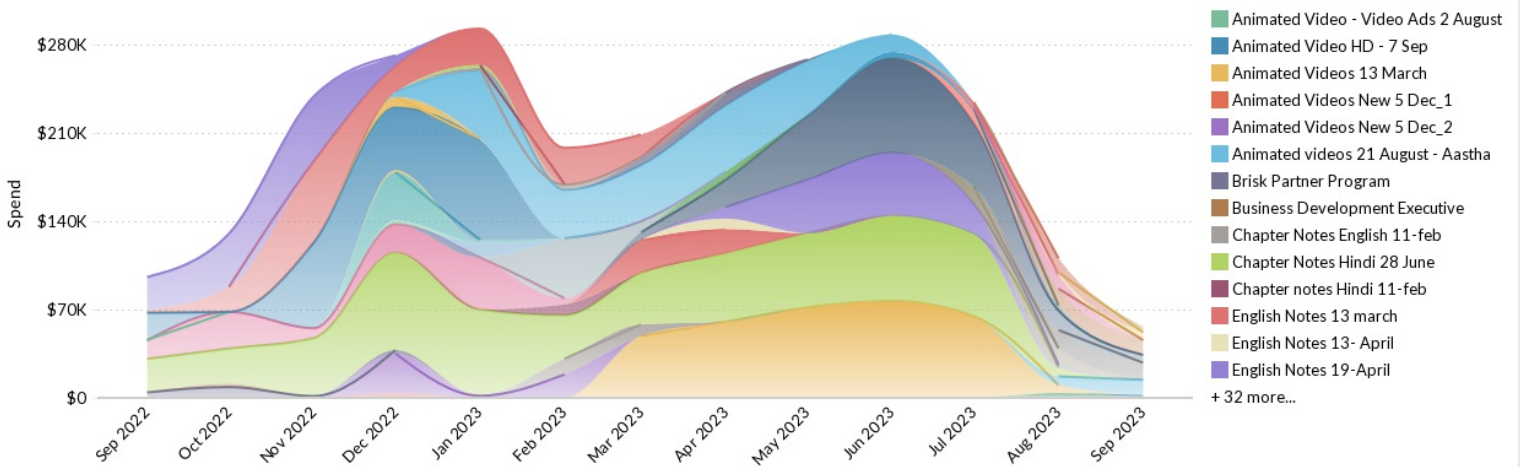
Campaigns - Impressions by Month (Facebook Ads-Brisk New Ad Account)



Campaigns - Clicks by Month (Facebook Ads-Brisk New Ad Account)



Campaigns - Cost by Month (Facebook Ads-Brisk New Ad Account)

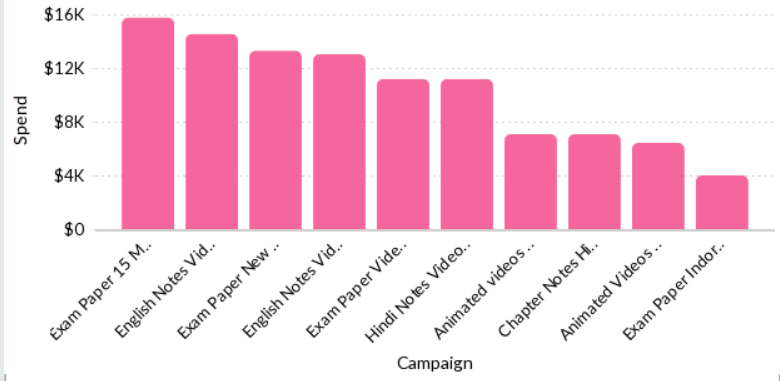


Campaigns Conversion - Last Month vs This Month (Facebook Ads-Brisk New Ad Account)

Campaign	Conversions Last Month	Conversions This Month	Conversion Growth
Animated Video - Video Ads 2 August			
Animated Video HD - 7 Sep			
Animated Videos 13 March			
Animated Videos New 5 Dec_1			

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Top 10 Campaigns Last Month (By Cost) (Facebook Ads-Brisk New Ad Account)



Best 5 Campaigns (High Conversion Rate) (Facebook Ads-Brisk New Ad Account)

Campaign Name	Conversion Rate	Total Clicks (All)	Total Website Conversions	Total Amount Spent
Animated Video - Video Ads 2 August		1105		\$3,213.77
Animated Video HD - 7 Sep		457		\$1,906.01

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Worst 5 Campaigns (Low Conversion Rate) (Facebook Ads-Brisk New Ad Account)

Campaign Name	Conversion Rate	Total Website Conversions	Total Clicks (All)	Total Amount Spent

Expanded Views

Campaigns Conversion - Last Month vs This Month (Facebook Ads-Brisk New Ad Account)

Campaign	Conversions Last Month	Conversions This Month	Conversion Growth
Animated Video - Video Ads 2 August			
Animated Video HD - 7 Sep			
Animated Videos 13 March			
Animated Videos New 5 Dec_1			
Animated Videos New 5 Dec_2			
Animated videos 21 August - Aastha			
Brisk Partner Program			
Business Development Executive			
Chapter Notes English 11-feb			
Chapter Notes Hindi 28 June			
Chapter notes Hindi 11-feb			
English Notes 13 march			
English Notes 13- April			
English Notes 19-April			
English Notes Video Ads 24 July			
English Notes Video- School owner- 14 Aug			
English Notes-Leads			
Exam Paper 15 March			
Exam Paper 5th July			
Exam Paper 6 April			
Exam Paper Creation 1st Feb			
Exam Paper Indore & Cities 25 July			
Exam Paper Leads			
Exam Paper New Video 11 August - D/S/O			
Exam Paper Tetlo 5 Dec			
Exam Paper Traffic			
Exam Paper Video 31 July			
Hindi Notes School owner 1 - 25 August			
Hindi Notes Video Ads 26 July			
Hiring BDE 27 July			
Mind Map 5 Dec			
Mind Maps Students - Direct Sales			
Notes english for Parents			
Old Exam Paper			
Old chapter notes hindi - 2			
Refer & Earn			
Remarketing Animated Videos 15 March			
Smart Studies Dec			
Smart Studies Traffic 20-March			
Smart Studies Video Ad- 4 Sep.			
Smart Studies With Daily Budget B2			
Smart Studies Without Caping- Learning Phase B1			
Smart Study Leads 27/01/23			
Videos-Leads			
What's Up Campaign - 7 Sep			
old chapter notes english			
Grand Summary:			

Best 5 Campaigns (High Conversion Rate) (Facebook Ads-Brisk New Ad Account)

Campaign Name	Conversion Rate	Total Clicks (All)	Total Website Conversions	Total Amount Spent
Animated Video - Video Ads 2 August		1105		\$3,213.77
Animated Video HD - 7 Sep		457		\$1,906.01
Animated Videos 13 March		57570		\$327,022.73
Animated Videos New 5 Dec_1		959		\$2,980.63
Animated Videos New 5 Dec_2		10631		\$51,054.86
Animated videos 21 August - Aastha		4987		\$18,946.73
Brisk Partner Program		3721		\$16,012.06
Business Development Executive		1453		\$2,711.96
Chapter Notes English 11-feb		3771		\$21,678.74
Chapter Notes Hindi 28 June		260822		\$574,051.97
Chapter notes Hindi 11-feb		1599		\$8,623.96
English Notes 13 march		7651		\$45,660.31
English Notes 13- April		952		\$8,252.97
English Notes 19-April		11122		\$127,087.12
English Notes Video Ads 24 July		9304		\$26,668.89
English Notes Video- School owner- 14 Aug		4442		\$27,988.46
English Notes-Leads		21238		\$120,287.10
Exam Paper 15 March		54113		\$227,461.93
Exam Paper 5th July		2656		\$9,301.77
Exam Paper 6 April		1414		\$6,574.81
Exam Paper Creation 1st Feb		13750		\$56,119.22
Exam Paper Indore & Cities 25 July		2256		\$5,653.75
Exam Paper Leads		1620		\$11,743.14
Exam Paper New Video 11 August - D/S/O		9496		\$25,061.47
Exam Paper Tetlo 5 Dec		493		\$3,027.95
Exam Paper Traffic		7490		\$4,532.90
Exam Paper Video 31 July		8595		\$13,566.71
Hindi Notes School owner 1 - 25 August		3621		\$7,924.69
Hindi Notes Video Ads 26 July		9237		\$14,133.71
Hiring BDE 27 July		14		\$113.22
Mind Map 5 Dec		9012		\$40,531.90
Mind Maps Students - Direct Sales		3534		\$1,471.28
Notes english for Parents		56		\$253.16
Old Exam Paper		36640		\$219,430.19
Old chapter notes hindi - 2		3757		\$8,548.26
Refer & Earn		843		\$1,990.83
Remarketing Animated Videos 15 March		88		\$1,174.01
Smart Studies Dec		75554		\$248,407.76
Smart Studies Traffic 20-March		29110		\$17,708.47
Smart Studies Video Ad- 4 Sep.		1402		\$4,296.57
Smart Studies With Daily Budget B2		653		\$7,053.93
Smart Studies Without Caping-Learning Phase B1		174		\$2,435.60
Smart Study Leads 27/01/23		30		\$18.61
Videos-Leads		70385		\$180,569.43
What's Up Campaign - 7 Sep		1540		\$980.61
old chapter notes english		18860		\$128,151.39
Grand Summary:		768177		\$2,632,385.54