

Professional dashboard

Insights

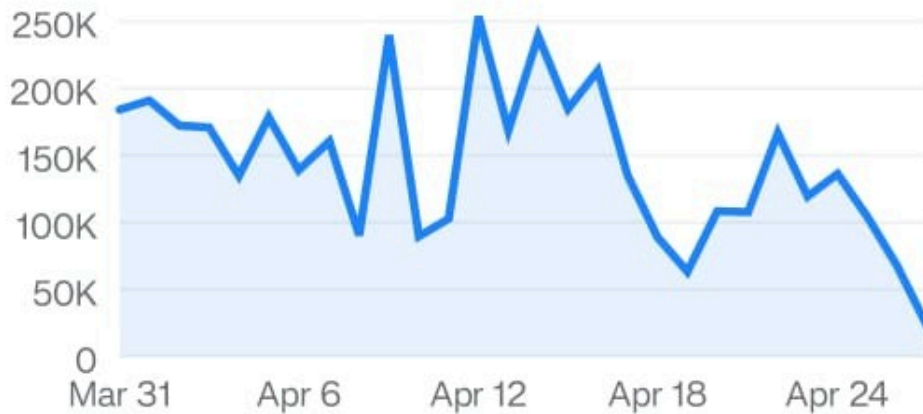
Views Engagement Audience

Last 28 days

Mar 31 - Apr 27

4,035,069 Views

-1.1% from previous 28 days



3-second video views 3,024

1-minute video views 13

Reel views 9,032

Where people find you

Media type Following type

● 0.2% Followers ● 99.8% Non-followers

Link



46.1%

Video



0.2%

Navigation sidebar with icons for home, search, and various campaign management tools. A search bar is located at the top of the sidebar.

Search

- June 2025 engagement - N...
- New ad set - 2
- New Engagement ad
- New ad set
- Engagement ad

June 2025 engagement - Netperks shrawan kumar > 2 Ad sets > 2 Ads

In draft

Edit Review

Campaign name

June 2025 engagement - Netperks shrawan kumar Create Template

Campaign details

Buying type

Auction

Campaign objective

- Awareness
- Traffic
- Engagement

Campaign score 80 Your campaign has room to improve.

You could get 9.7% lower cost per result with Advantage+ audience for 2 ad sets +12 points

Let our advanced ad technology automatically find the audience for this campaign to help improve performance. You can still set limits to control who can and can't see your ads. About Advantage+ audience

Apply now Preview

Show more (2) +8 points

By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Discard Draft Publish

Campaigns Bridal Makeup Studio (386...) Opportunity score Updated just now Discard Drafts Review and

All ads Actions Active ads Had delivery + See more Create a view

Search by name, ID or metrics

Camp: 1 selected **Ad set:** 1 selected **Ads:** 1 selected 1-200 of 258 Last 30 days: 18 May 2025 - 16 Jun 2025

+ Create Duplicate More Columns: Custom

<input type="checkbox"/>	Off/On	Campaign	Bid strategy	Budget	Results	Amount spent	Cost per result	Reach	Delivery	Impressio...	A...	Ac
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	June 2025 engagement - ...	Highest vol...	₹400.00 Daily	— Messaging c...	₹0.00	— Per messagin...	—	<input type="radio"/> Schedule	—	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	20 may 2025 engagement	Highest vol...	₹400.00 Daily	328 Messaging c...	₹7,706.13	₹23.49 Per messagi...	69,360	<input checked="" type="radio"/> Active	117,636	7...	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	May 2025 engagement	Highest vol...	₹400.00 Daily	318 Messaging c...	₹6,215.65	₹19.55 Per messagi...	91,028	<input checked="" type="radio"/> Active	137,596	7...	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Mahashivratri Whatsapp a...	Highest vol...	₹400.00 Daily	76 Messaging c...	₹3,432.28	₹45.16 Per messagi...	13,866	<input checked="" type="radio"/> Active	20,997	7...	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Bridal Netperks campaign	Highest vol...	₹2,000.00 Daily	93 Messaging c...	₹3,024.97	₹32.53 Per messagi...	30,080	<input checked="" type="radio"/> Active	38,463	7...	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Varsha Engagement ...	Highest vol...	₹300.00 Daily	52 Messaging c...	₹1,008.22	₹19.39 Per messagi...	12,734	<input checked="" type="radio"/> Active	22,213	7...	
<input type="checkbox"/>	<input type="checkbox"/>	Results from 258 campaigns Excludes deleted items			Multiple conve	₹49,811.62 Total Spent	Multiple conver	323,351 Accounts C...	<input type="radio"/> Off	684,240 Total	M...	

Search by name, ID or filters All ads Actions Had delivery Active ads + See more Create a view

Campaigns Ad sets Ads Last 30 days: 18 May 2025 - 16 Jun 2025

+ Create Duplicate Edit A/B test More Filter Sort Refresh Share

	Off/On	Campaign	Deliv...	A...	Bid strategy	Budget	A...	Results	Reach	Impress...	Cost per result	Amount spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Shrawan - Beauty & Fa...	Active	21	Highest volu...	₹300.00 Daily	7...	59 Messaging c...	52,282	72,514	₹71.65 Per messagin...	₹4,227.30
<input type="checkbox"/>	<input type="checkbox"/>	Shivratri campaign	Off	21	Highest volu...	₹300.00 Daily	7...	129 Messaging c...	27,253	39,303	₹42.41 Per messagin...	₹5,470.51
<input type="checkbox"/>	<input type="checkbox"/>	Faridabad targeting - G...	Off	—	Highest volu...	₹350.00 Daily	7...	55 Messaging c...	25,164	30,925	₹39.81 Per messagin...	₹2,189.42
<input type="checkbox"/>	<input type="checkbox"/>	20 may Engagement ca...	Off	11	Using ad set...	Using ad se...	7...	82 Messaging c...	22,338	29,541	₹50.07 Per messagin...	₹4,105.78
<input type="checkbox"/>	<input type="checkbox"/>	Labour day campaign	Off	11	Using ad set...	Using ad se...	7...	40 Messaging c...	18,183	22,173	₹74.51 Per messagin...	₹2,980.49
<input type="checkbox"/>	<input type="checkbox"/>	Mahalaxmi campaign	Active	—	Highest volu...	₹300.00 Daily	7...	60 Messaging c...	15,243	19,159	₹47.51 Per messagin...	₹3,300.73
		Results from 34 campai...					7...	Multiple conv...	149,259 Accounts Ce...	236,366 Total	— Multiple conv...	₹24,822.62 Total Spent

All ads
Actions
Had delivery
Active ads
+ See more

Search by name, ID or filters

Campaigns
Ad sets
Ads

+ Create
Duplicate
Edit
A/B test
More

<input type="checkbox"/>	Off/On ↑↓	Campaign ↑↓	Deliv... ↑↓	Actions	Bid strategy	Budget ↓	A... s...	Results
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Call Test Meta Pla & single Cre...	Off	—	Highest volu...	₹3,000.00 Lifetime	7...	Estimated ca
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Call Test - Manual Pla & single ...	Off	—	Highest volu...	₹3,000.00 Lifetime	7...	Estimated ca

Campaigns

Bridal Makeup Studio (386...)

6 Opportunity score

Updated just now

Discard Drafts

Review a...

All ads Actions Active ads Had delivery + See more

Create a view

Search by name, ID or metrics

Camp: 2 selected Ad set: 1 selected Ads for 1 Ad set

1-200 of 259

Last 30 days: 18 May 2025 - 16 Jun 2025

+ Create Duplicate More

Columns: Custom

Off/On	Campaign	Bid strategy	Budget	Results	Amount spent	Cost per result	Reach	Delivery	Impressio...	A...	Ac
<input checked="" type="checkbox"/>	June 2025 engagement X ...	Highest vol...	₹400.00 Daily	— Messaging c...	₹0.00	— Per messagin...	—	Schedule	—	7...	—
<input checked="" type="checkbox"/>	June 2025 engagement - ...	Highest vol...	₹400.00 Daily	— Messaging c...	₹0.00	— Per messagin...	—	Schedule	—	-	—
<input type="checkbox"/>	20 may 2025 engagement	Highest vol...	₹400.00 Daily	328 Messaging c...	₹7,706.13	₹23.49 Per messagi...	69,360	Active	117,636	7...	—
<input type="checkbox"/>	May 2025 engagement	Highest vol...	₹400.00 Daily	318 Messaging c...	₹6,215.65	₹19.55 Per messagi...	91,028	Active	137,596	7...	—
<input type="checkbox"/>	Mahashivratri Whatsapp a...	Highest vol...	₹400.00 Daily	76 Messaging c...	₹3,432.28	₹45.16 Per messagi...	13,866	Active	20,997	7...	—
<input type="checkbox"/>	Bridal Netperks campaign	Highest vol...	₹2,000.00 Daily	93 Messaging c...	₹3,024.97	₹32.53 Per messagi...	30,080	Active	38,463	7...	—
<input type="checkbox"/>	Varsha Engagement Co...	Highest vol...	₹300.00	52	₹1,008.22	₹19.39	12,734	Active	22,212	7...	—
Results from 259 campaigns Excludes deleted items				Multiple conve	₹49,811.62 Total Spent	Multiple conver	323,351 Accounts C...		684,240 Total	M...	

Professional dashboard

Insights

Views

Engagement

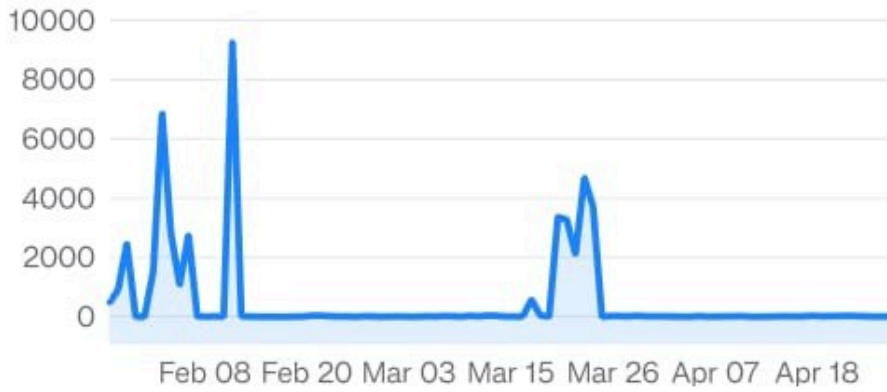
Audience

Last 90 days

Jan 28 - Apr 27

47,068 Views

+344.3% from previous 90 days



3-second video views

47

1-minute video views

0

Reel views

163

Where people find you

Media type

Following type

● 9% Followers ● 91% Non-followers

Video



19.8%

Story



1.5%

Edit audience



Audience Name

361

17 June 2025 Engagement X Shrawan Kumar

Custom Audiences ⓘ

Create new ▾

Search existing audiences

Add exclusions

* Locations ⓘ

Included location:

- India: Delhi (+12 mi) Delhi; Faridabad, Gurugram (+1 km) Haryana; Noida (+15 mi) Uttar Pradesh; Meerut City (+5 mi)

Edit

Age ⓘ

21 ▾ 35 ▾

Gender ⓘ

Women

Edit

- People who match:
 - Interests: Bride (weddings), Wedding reception (weddings), Bridesmaid (weddings), Parties (event), Birthday (event) or bride and groom (weddings)
- Advantage+ audience:
 - Off

Switch to Advantage+ audience

Save as new

Update

Close ✓ All edits saved

Discard Draft

Publish

Professional dashboard

Insights

Views Engagement Audience

Last 90 days

Jan 28 - Apr 27

13,834,885 Views

-42.6% from previous 90 days



3-second video views 151,108

1-minute video views 22,536

Reel views 32,982

Where people find you

Media type Following type

● 0% Followers ● 100% Non-followers

Link



40.3%

Video



15.2%

hairtrendsjaipur



Today

Objective

Campaigns



Active



Traffic campaign world 2

455

Link clicks

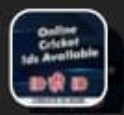
₹0.92

Cost per Link clicks

₹417.59

Spent

Active



Traffic campaign 2

56

Messaging Conversations Started

₹62.79

Cost per Messaging Conversations Started

₹3,516.12

Spent

Ad set error(s)



bet campaign

0

₹0.00

₹0.00



Enable 2-Step Verification on your Google Account - Protect your Google account against password theft. Dismiss Learn more Get started

- Overview
- Recommendations
- Insights and reports
- Campaigns
- Assets
- Audiences, keywords and content
- Change history

View (2 filters) All campaigns Campaigns (4) Select a campaign

Filters Campaign status: Enabled, Paused Ad group status: Enabled, Paused Add filter

Overview

All time 10 - 16 Oct 2023 Show last 30 days

+ New campaign

Download Feedback

Clicks	Impressions	Avg. CPC	Cost
4.15K	3.1M	₹26.09	₹108K



Diagnostic insights

People are seeing your ads for your recently created campaign Display-7, but an issue might limit performance. You will start getting clicks soon.

- ✓ Create campaign Completed
- ✓ Policy review Ads approved
- ✓ Impressions Receiving impressions
- ⚠ Clicks Inactive conversion tracking

Campaigns New Bridal Makeup (1939535826255... 100 Opportunity score Updated just now Discard Drafts Review and

All ads Actions Active ads Had delivery + See more Create a view

Search by name, ID or metrics

Campaigns 1 selected Ad sets 1 selected Ads 1 selected Last 30 days: 25 Mar 2025 - 23 Apr 2025

+ Create Duplicate More Columns: Performance

<input type="checkbox"/>	Off/On	Campaign	Delivery	Acti	Bid strategy	Budget	Att set	Results	Reach	Impressior	Cost result
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	24 april 2025 campaign	Scheduled	—	Highest volu...	₹400.00 Daily	7...	messaging convers...	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Whatsapp message 23 -DUPI	Off	—	Highest volu...	₹400.00 Daily	7...	Messaging conversa...	—	—	Per me
<input type="checkbox"/>	<input type="checkbox"/>	season Campigen	Off	—	Using ad set ...	Using ad...	7...	Meta leads	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	HANUMN CAMPAIGN Lead - Dupi Check	Off	—	Using ad set ...	Using ad...	7...	Meta leads	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	August campaign	Off	—	Highest volu...	₹500.00 Daily	7...	Meta leads	—	—	—
<input type="checkbox"/>	<input type="checkbox"/>	Lead Form < Deepa>	Off	—	Highest volu...	₹500.00 Daily	7...	Meta leads	—	—	—
Results from 152 campaigns							7...	—	455,566	729,102	Total
Excludes deleted items									Accounts C...		

All ads
Actions
Active ads
Had delivery
+ See more

Search by name, ID or metrics

Campaigns 1 selected ✕
Ad sets 1 selected ✕
Ads 1 select

+ Create
Duplicate
✎
🗑
🧪
🏷
More ▼

<input type="checkbox"/>	Off/On	Campaign	↕	Delivery ↑	Actions
<input type="checkbox"/>	<input type="checkbox"/>	Engagement campaign MARCH		○ In draft	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	24 april call campaign		○ Scheduled	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	24 april campaign		● Active	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	April 22 Engagement campaign - SK		● Active	—



All ads
Actions
Active ads
Had delivery
+ See more
Create a view

Search by name, ID or metrics

Campaigns 1 selected
Ad sets 1 selected
Ads 1 selected
Last 30 days: 26 Mar 2025 - 24 Apr 2025

+ Create
Duplicate
More
Columns: Performance

Off/On	Campaign	Delivery	Actions	Bid strategy	Budget	Att set	Results	Reach	Impressions
<input type="checkbox"/>							Messaging convers...		
<input type="checkbox"/>	Shivratri Engagement campaign	Active	2 recommendations	Highest vol...	₹400.00 Daily	7...	.12 Messaging convers...	7,878	9
<input type="checkbox"/>	9th april 2025 Engagement campaign	Active	1 recommendation	Using ad se...	Using a...	7...	.11 Messaging convers...	7,025	9
<input checked="" type="checkbox"/>	Leads Call campaign 25 april	Scheduled	—	Using ad se...	Using a...	7...	Estimated call co... Callback requests	—	—
<input type="checkbox"/>	season Campigen	Off	—	Using ad se...	Using a...	7...	— Meta leads	—	—
<input type="checkbox"/>	7th Sep Whatsapp <MK>	Off	—	Highest vol...	₹500.00	7...	—	—	—

All ads Actions Had delivery Create a view

Search by name, ID or filters

Campaigns Ad sets 1 selected Last 30 days: 25 Mar 2025 - 23 Apr 2025

+ Create Duplicate Edit Performance and clicks

97 Opportunity score ×

Apply recommendations that are proven to help improve performance.

↻

<input type="checkbox"/>	Off/On	Campaign	Delivery	Actions	Attribution setting	Results	Reach
<input type="checkbox"/>	<input checked="" type="checkbox"/>	24 april call campaign	Scheduled	—	7-day click or ...	Estimated call confi... ↳ Callback requests	—
<input type="checkbox"/>	<input type="checkbox"/>	24 april Engagement Campaign	Off	—	7-day click or ...	Messaging conversati...	—
<input type="checkbox"/>	<input type="checkbox"/>	24 april Campaign	Off	—	7-day click or ...	Messaging conversati...	—
<input type="checkbox"/>	<input type="checkbox"/>	9th april 2025 Engagement campaign	Off	—	7-day click or ...	Messaging conversati... 19	9,856
<input type="checkbox"/>	<input type="checkbox"/>	New Engagement campaign – Gul-5th April-D...	Off	—	7-day click or ...	Messaging conversati... 68	26,876
<input type="checkbox"/>	<input type="checkbox"/>	MahaShivratri Engagement campaign –	Off	—	7-day click or ...	Messaging conversati... 21	12,472
<input type="checkbox"/>	<input type="checkbox"/>	Kumbh Engagement campaign	Off	—	7-day click or ...	—	2,611,932
		Results from 33 campaigns Excludes deleted items			7-day click or ...	—	Accounts Centre acco...

All ads
Actions
Had delivery
Active ads
+ See more
Create a view

Search by name, ID or filters

Campaigns 3 selected
Ad sets for 3 Campaigns
Ads for 3 Campaigns
Last 30 days: 25 Mar 2025 - 23 Apr 2025

+ Create
Columns: Performance and clicks

<input type="checkbox"/>	Off/On	Campaign	Delivery	Actions	Attribution setting	Results	Reach
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	24 april Engagement Campaign	Active	—	7-day click or ...	—	—
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	24 april Campaign	Active	—	7-day click or ...	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Engagment whatsapp Add Campaign - MDR 2...	Active	—	7-day click or ...	211	88,367
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Engagement campaign - MDR 2 - diwali	Active	—	7-day click or ...	178	75,298
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Engagment whatsapp Add Campaign - MDR 2...	Active	—	7-day click or ...	289	132,433
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Reach campaign - Rashmi - 28th Oct	Active	—	7-day click or ...	2,371,099	2,371,099
9th april 2025 Engagement campaign						10	0,856
Results from 32 campaigns						—	2,611,935
Excludes deleted items							Accounts Centre acco...

Campaigns

Bridal Makeup Studio (386441312121...)

98 Opportunity score

Updated just now

Discard Drafts

Review and

- All ads
- Actions
- Active ads
- Had delivery
- + See more

Create a view

Search by name, ID or metrics

Campaigns 1 selected Ad sets 1 selected Ads 1 selected

1-200 of 247

This month: 1 Apr 2025 - 24 Apr 2025

+ Create

Duplicate



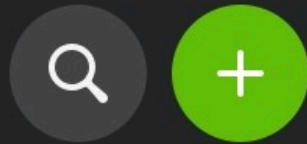
More

Columns: Performance



<input type="checkbox"/>	Off/On	Campaign	Delivery	Actions	Bid strategy	Budget	Att set	Results	Reach	Impres
<input type="checkbox"/>	<input type="checkbox"/>					Daily		Messaging convers...		
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	24 april campaign	<input type="radio"/> Scheduled	—	Highest volume	₹300.00	7...	—	—	
<input type="checkbox"/>	<input type="checkbox"/>	9th april 2025 engagement	Off	—	Highest volume	₹400.00	7...	45	20,748	
<input type="checkbox"/>	<input type="checkbox"/>	9th april Engagement campaign	Off	—	Highest volume	₹300.00	7...	4	8,489	
<input type="checkbox"/>	<input type="checkbox"/>	Gul 5th April -Dupi	Off	—	Highest volume	₹400.00	7...	185	21,579	
<input type="checkbox"/>	<input type="checkbox"/>	Kumbh Engagement campaign	Off	—	Highest volume	₹400.00	7...	3	2,313	
<input type="checkbox"/>	<input type="checkbox"/>	Mahashivratri Whatsapp ad	Off	—	Highest volume	₹400.00	7...	53	22,223	
Results from 247 campaigns							M...	—	484,416	
Excludes deleted items								Multiple conversions	Accounts ...	

Firstricoz



• Ad set error(s)



Website campigen - Copy

3,562

₹1.14

₹4,043.6

Link clicks

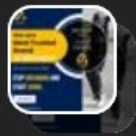
Cost per Link

2

Click

Spent

• Ad set error(s)



Website campigen

18,843

₹1.43

₹27,012.

Link clicks

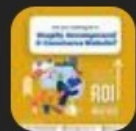
Cost per Link

43

Click

Spent

• Off



Engagement campaign





Overview

Total spent >	CPM >
₹19,345.08	₹20.39

Campaigns

Maximum Filter

● Active

Fairplay247 - Message Replies

6	₹80.52	₹483.13
Messaging Conversations Started	Cost per Messaging Conversations Started	Amount spent

● Active

FAIRPLAY conversion campaign

12	₹39.06	₹468.76
Messaging Conversations Started	Cost per Messaging Conversations Started	Amount spent

● Off

FAIRPLAY campaign

1,683	₹1.46	₹2,459.73
Link clicks	Cost per Link clicks	Amount spent

● Off

adani online 11 dec

1,040	₹0.81	₹844.41
Link clicks	Cost per Link clicks	Amount spent

● Off

king online 11 dec

572	₹0.96	₹551.65
Link clicks	Cost per Link clicks	Amount spent

Priyank... ▾



Click

● Active



test Traffic campaign 1

852

₹0.47

₹401.64

Link clicks

Cost per Link
Spent
Click

● Active



test Traffic campaign

596

₹0.67

₹398.88

Link clicks

Cost per Link
Spent
Click

● No Ads



Firstricoz

Break
99
IND chose to bowl

Active



Website campigen - Copy

2,224

₹0.99

₹2,197.1

Link clicks

Cost per Link
Click

9

Spent

Active



Website campigen

5,468

₹2.60

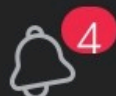
₹14,200.

Link clicks

Cost per Link
Click

11

Spent



● Account error



Traffic campaign 2

109

Messaging
Conversations
Started

₹45.62

Cost per
Messaging
Conversations
Started

₹4,972.15

Spent

hairtrendsjaipur ▾



Date ▾

Objective ▾

Campaigns

● Active

DEVA Traffic campaign

33

Link clicks

₹8.16Cost per Link
clicks**₹269.22**

Spent

● Active

Traffic campaign world 2

3,132

Link clicks

₹1.21Cost per Link
clicks**₹3,797.35**

Spent

● Ad set error(s)

bet campaign

0

Link clicks

₹0.00Cost per Link
clicks**₹0.00**

Spent



hairtrendsjaipur ▾



Date ▾

Objective ▾

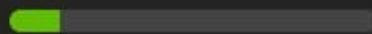
Overview

Total spent >

₹56,211.51

CPM >

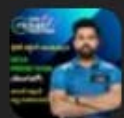
₹26.02



Campaigns



● Active



DEVA Traffic campaign

3,519

Link clicks

₹1.39

Cost per Link clicks

₹4,893.83

Spent

● Ad set error(s)



Traffic campaign world 2

3,596

Link clicks

₹1.14

Cost per Link clicks

₹4,083.86

Spent



1





Recommendation

Try the new Google Ads mobile app

Monitor performance and improve your account on the go

Recommended because you haven't used the Google Ads mobile app recently

View

Get started 50% complete

Get started with Google Ads by completing the checklist

- Get the Google Ads mobile app
- ✓ View your optimization score
- Learn more about Google Ads
- ✓ Explore your account overview

Display ads Sort by: Impressions

reddy Ad group 1

Ad	Status	Impressions	Clicks	CTR
reddy	Enabled	2,418,113	3,418	0.14%

Display ads Assets < 1 / 1 >

Campaigns Summary of how your campaigns are performing

	Cost	Clicks	CTR
reddy	₹70,418.78	3,418	0.14%

Available funds as of Oct 16, 2023