



Reporting and Monitoring Software for Online Marketers

Facebook Ads example report

Bring your online marketing data
together in a single report

Introduction

Online Marketing Reports. A regularly recurring, time-consuming task for many digital agencies and in-house marketers. **Swydo's reporting platform changes that.**

Replace manual reporting and complex spreadsheets. With Swydo you can create professional online marketing reports in minutes. You'll be able to reallocate that saved time to managing and optimizing (client) campaigns and securing new business.

How it works

Swydo brings together data from the most important online marketing channels, including Google Ads, Microsoft Advertising, Facebook Ads and Twitter into a single, comprehensive report. Below is an overview of our integrations.



[and more...](#)

Use Swydo and...

- Save time and reduce costs
- Create reports quickly and efficiently
- Easy to use interface
- Automatically generate reports to meet client needs
- Integrate with your CRM via Swydo's API

More than 6,000 satisfied users

Swydo is the go-to reporting platform for over 2,000 online marketing agencies large and small in 80 countries. Every day, thousands of users log in to take advantage of Swydo's many benefits.

Have questions or want to connect with us directly?

We'd love to speak with you! You can contact the Swydo team by phone at +1 917 464 2535 (CET) or send an email to sales@swydo.com.

Sincerely,
Team Swydo

Facebook Ads sample report

Creating a Facebook Ads report with Swydo is super simple. With a click, you can connect to a data source, like a Facebook Ads account. Then select the information you want to include through pre-defined KPIs values or widgets (table/charts) - or create your own.

Widgets can be refined through settings like segmentation, filtering and by chart or table, and you can further customize your report - and provide additional insight - through text and image/screenshot widgets. And every report can be saved and easily re-used for other clients. Best of all - you can combine data sources in one report to provide comprehensive insights across all paid advertising campaigns, SEO, and website analytics.

KPI's online marketing performance

IMPRESSIONS

16,343

↓ -11.2%

CTR

3.14%

↑ 14.9% ● 5% targeted

CLICKS

513

↑ 2.0%

PURCHASES

5

↓ -54.5% ● 10 targeted

AMOUNT SPENT

€186.24

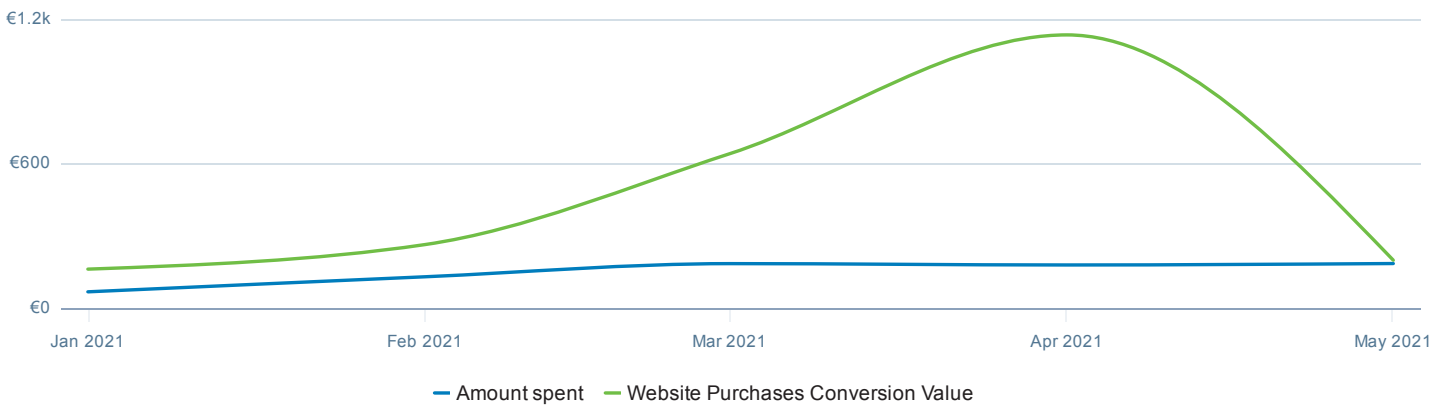
↑ 3.3%

CONVERSION VALUE

€200.00

↓ -82.4% ● €1,000.00 targeted

AMOUNT SPENT & WEBSITE PURCHASE CONVERSION VALUE




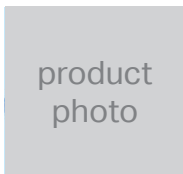
 OVERALL CAMPAIGN PERFORMANCE

	1 - 31 May 2021	1 - 30 Apr 2021	
Reach	6,600	8,026	↓ -17.8%
Impr.	16,343	18,407	↓ -11.2%
Clicks	513	503	↑ 2.0%
CTR	3.14%	2.73%	↑ 14.9%
CPC	€0.36	€0.36	↑ 1.3%
Amount spent	€186.24	€180.31	↑ 3.3%
Cost per Purchase	€37.25	€16.39	↑ 127.2%
Purchases	5	11	↓ -54.5%
Website Purchases Conversion Value	€200.00	€1,135.00	↓ -82.4%

 CAMPAIGN PERFORMANCE

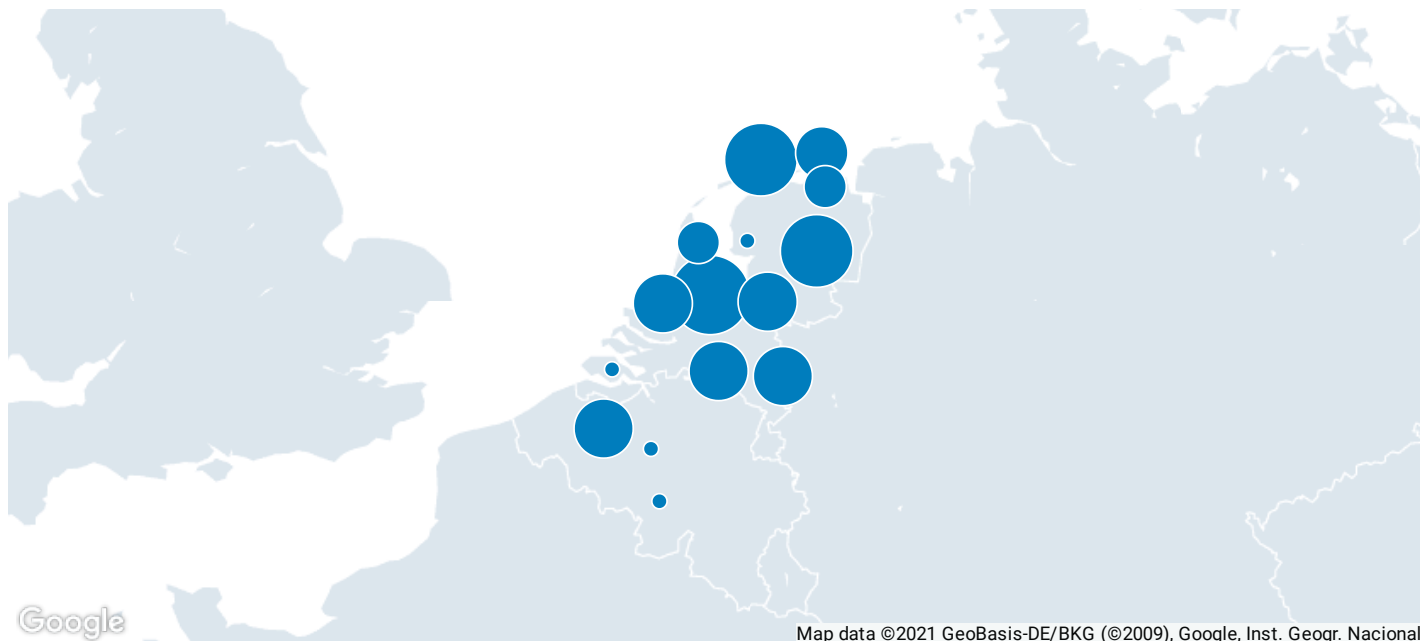
Campaign	Impr.	Clicks	CTR	CPC	Amount spent	Page engagement	Website Purchases	Website Purchases Conversion Value
Campaign 1	5,020	77	1.53%	€0.80	€61.91	42	0	€0.00
Campaign 2	11,323	436	3.85%	€0.29	€124.33	282	5	€200.00
	16,343	513	3.14%	€0.36	€186.24	324	5	€200.00

 AD CREATIVE PERFORMANCE

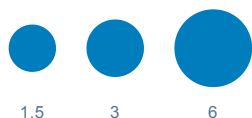
Ad preview	Impr.	Clicks	CTR	CPC	Amount spent	Page engagement	Website Purchases	Website Purchases Conversion Value
	5,020	77	1.53%	€0.80	€61.91	42	0	€0.00
	16,343	513	3.14%	€0.36	€186.24	324	5	€200.00
Ad preview	Impr.	Clicks	CTR	CPC	Amount spent	Page engagement	Website Purchases	Website Purchases Conversion Value
	11,323	436	3.85%	€0.29	€124.33	282	5	€200.00
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YEAR TO DATE

GEO PERFORMANCE



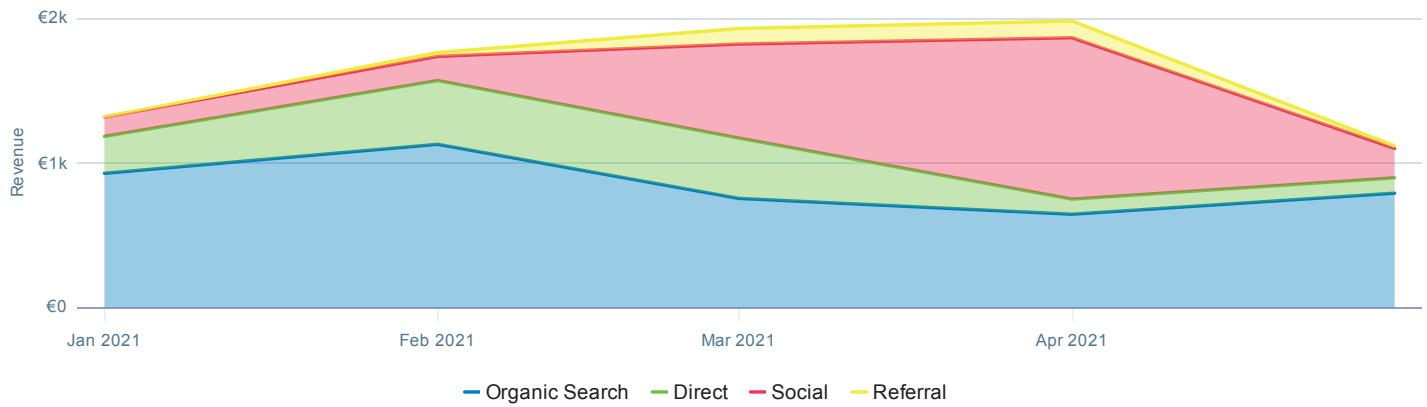
Website Purchases



YEAR-TO-DATE CAMPAIGN RESULTS

Month	Impr.	CTR	Clicks	CPC	Amount spent	Page engagement	Purchases	Purchases Conversion Value
January 2021	17,246	1.8%	310	€0.22	€68.84	119	5	€163.00
February 2021	26,450	2.39%	631	€0.21	€131.32	291	8	€265.00
March 2021	23,715	2.58%	612	€0.30	€185.85	390	12	€642.00
April 2021	18,407	2.73%	503	€0.36	€180.31	362	11	€1,135.00
May 2021	16,343	3.14%	513	€0.36	€186.24	324	5	€200.00
	102,161	2.51%	2,569	€0.29	€752.56	1,486	41	€2,405.00

CHANNEL REVENUE



HISTORICAL TABLE

Channel grouping	Sessions	Users	New users	Ecommerce conversion rate	Transactions	Revenue per transaction	Revenue
Organic Search	2,510	2,116	2,058	4.14%	104	€40.81	€4,243.90
Social	2,154	1,832	1,823	1.72%	37	€61.37	€2,270.75
Referral	1,978	1,317	1,313	0.35%	7	€38.26	€267.80
Direct	1,040	936	933	2.40%	25	€52.99	€1,324.75
Paid Search	9	7	5	0.00%	0	€0.00	€0.00
	7,691	6,216	6,126	2.25%	173	€46.86	€8,107.20