Swydo

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 reallocated 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 AdWords, Bing, Facebook Ads and Twitter into a single, comprehensive report. Below is an overview of our integrations.

Google AdWords   Google Analytics   Google Search Console   Instagram Ads

facebook Insights   facebook Ads   Bing ads   pingdom

CallTrackingMetrics   CallRail   MailChimp   Twitter Ads

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 1,500 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

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 Business 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.

Results Facebook Ads Campaign

IMPRESSIONS

746,554

↑ 546.4%

CTR

0.35%

↓ -49%

CLICKS

2,639

↑ 229.5% ● 9,000 targeted

PURCHASES (PIXEL)

16

↑ 433.3% ● 450 targeted

COST

€396.04

↑ 335.8% ● <€450.00 targeted
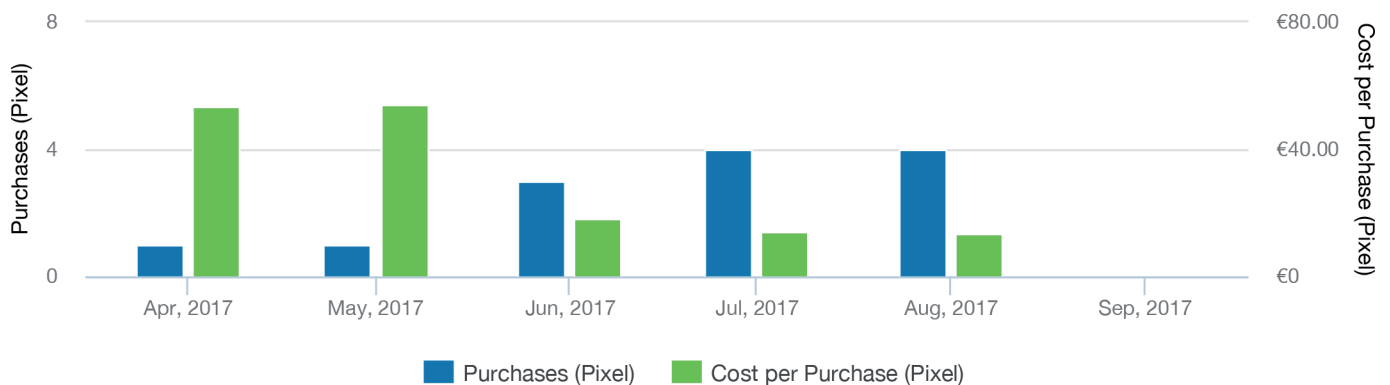
PURCHASE (PIXEL) VALUE

€405.00

↑ 68%

PURCHASES & COST PER PURCHASE
PAST 6 MONTHS

■ Purchases (Pixel)   ■ Cost per Purchase (Pixel)

OVERALL PERFORMANCE

	Jan 1, 2017 - Sep 30, 2017	Apr 3, 2016 - Dec 31, 2016	
Impressions	746,554	115,489	+546.4%
CTR	0.35%	0.69%	-49%
Clicks	2,639	801	+229.5%
CPC	€0.15	€0.11	+32.3%

	Jan 1, 2017 - Sep 30, 2017	Apr 3, 2016 - Dec 31, 2016	
Cost	€396.04	€90.88	+335.8%
Total actions	2,186	761	+187.3%
Purchases (Pixel)	16	3	+433.3%
Purchase (Pixel) Value	€405.00	€241.00	+68%
Cost per Purchase (Pixel)	€24.75	€30.29	-18.3%
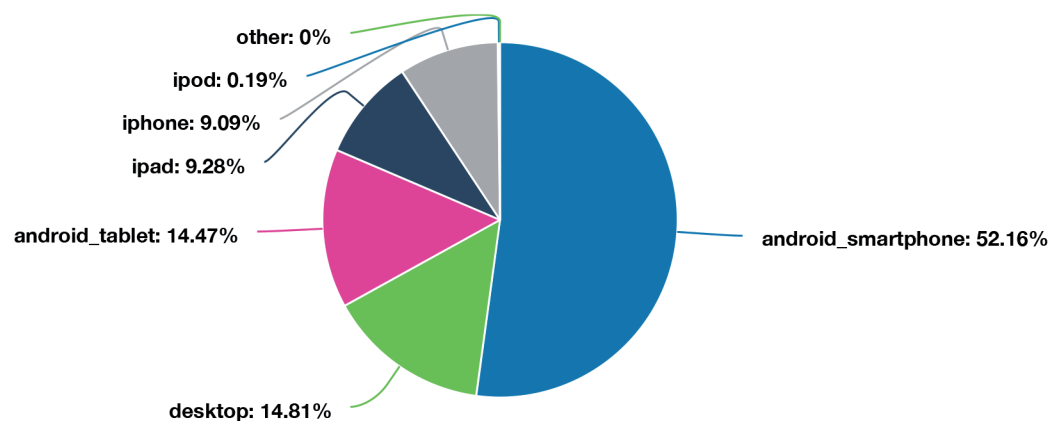
📣 CONVERSION PERFORMANCE

	Jan 1, 2017 - Sep 30, 2017	Apr 3, 2016 - Dec 31, 2016	
Link Clicks	2,073	735	+182%
Post Comments	10	0	+∞%
Page Likes	28	10	+180%
Post Shares	16	5	+220%
Post Reactions	43	8	+437.5%
Page Mentions	0	0	+0%

📣 CAMPAIGN PERFORMANCE

Campaign	Clicks	Impressions	Reach	Frequency	CTR	CPC	Cost	Total actions
Campaign 1	2,639	746,554	183,179	4.08	0.35%	€0.15	€396.04	2,186
	2,639	**746,554**	**183,179**	**4.08**	**0.35%**	**€0.15**	**€396.04**	**2,186**

📣 CLICKS BY DEVICE

other: 0%
ipod: 0.19%
iphone: 9.09%
ipad: 9.28%
android_tablet: 14.47%
android_smartphone: 52.16%
desktop: 14.81%

📢 DEVICE PERFORMANCE

Device	Impressions	Clicks	CTR	CPC	Cost	Purchases (Pixel)	Cost per Purchase (Pixel)	Purchase (Pixel) Value
android_smartphone	310,971	1,377	0.44%	€0.09	€118.13	2	€59.07	€39.00
desktop	24,316	391	1.61%	€0.44	€173.08	8	€21.64	€232.00
android_tablet	130,622	382	0.29%	€0.05	€19.20	1	€19.20	€15.00
ipad	202,854	245	0.12%	€0.15	€35.86	2	€17.93	€51.00
iphone	77,411	240	0.31%	€0.21	€49.43	3	€16.48	€68.00
ipod	348	5	1.44%	€0.01	€0.04	0	€0	€0
other	31	0	0%	€0	€0.31	0	€0	€0
	746,554	2,639	0.35%	€0.15	€396.04	16	€24.75	€405.00

📢 HISTORICAL TABLE

Month	Impressions	CTR	Clicks	CPC	Cost	Total actions	Purchases (Pixel)	Purchase (Pixel) Value	Leads (Conv. pixel)
September 2017	7,107	2.03%	144	€0.29	€41.67	76	0	€0	0
August 2017	21,597	1%	215	€0.25	€52.98	154	4	€104.00	0
July 2017	16,146	1.6%	259	€0.21	€55.52	154	4	€69.00	0
June 2017	22,389	1.03%	230	€0.24	€54.20	175	3	€56.00	0
May 2017	52,970	0.82%	434	€0.13	€54.27	394	1	€15.00	0
April 2017	16,972	1.22%	207	€0.26	€53.69	150	1	€69.00	0
March 2017	349,748	0.17%	609	€0.09	€52.79	571	3	€92.00	0
February 2017	248,868	0.17%	420	€0.03	€14.66	409	0	€0	0
January 2017	10,757	1.12%	121	€0.13	€16.26	103	0	€0	0
	746,554	0.35%	2,639	€0.15	€396.04	2,186	16	€405.00	0