

Performance Snapshot





Key Metrics (Alternate View)

Amount Spent

\$76,245.79

Paid Impressions

23,616,164

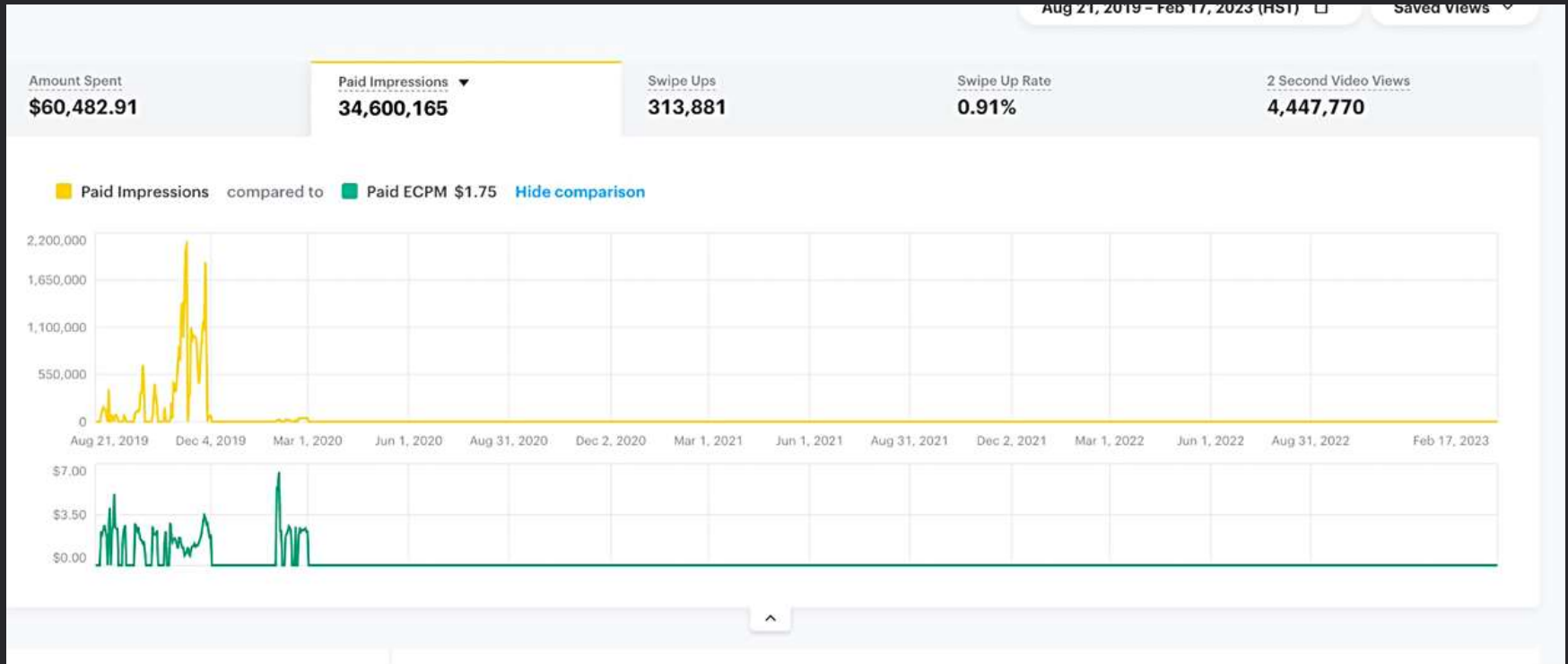
Swipe Ups

288,830 (1.22%
swipe up rate)

2s Video Views

3,176,365

Impressions & ECPM (Historic)



Impressions & ECPM (Historic)

Feb 6, 2020 – Feb 17, 2023 (GMT+4)

Saved Views

Amount Spent
\$76,245.79

Paid Impressions
23,616,164

Swipe Ups
288,830

Swipe Up Rate
1.22%

2 Second Video Views
3,176,365

■ Paid Impressions compared to ■ Paid ECPM \$3.23 [Hide comparison](#)



Impressions & ECPM (Historic)

Jul 20, 2019 – Feb 17, 2023 (PST) 🗓

Amount Spent

\$10,611.95

Paid Impressions ▼

4,027,723

Swipe Ups

62,518

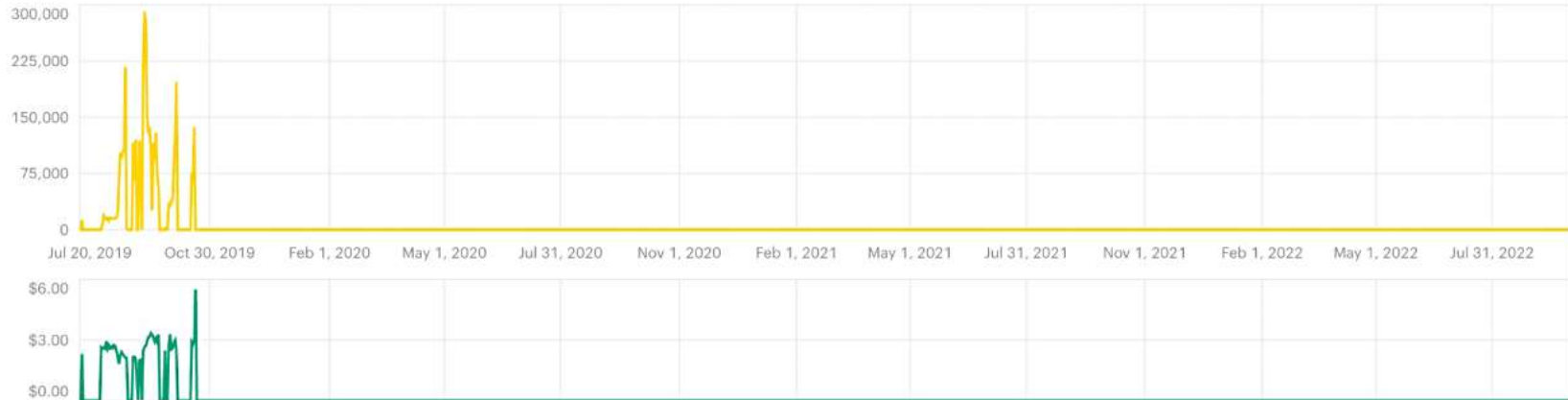
Swipe Up Rate

1.55%

2 Second View

757,554

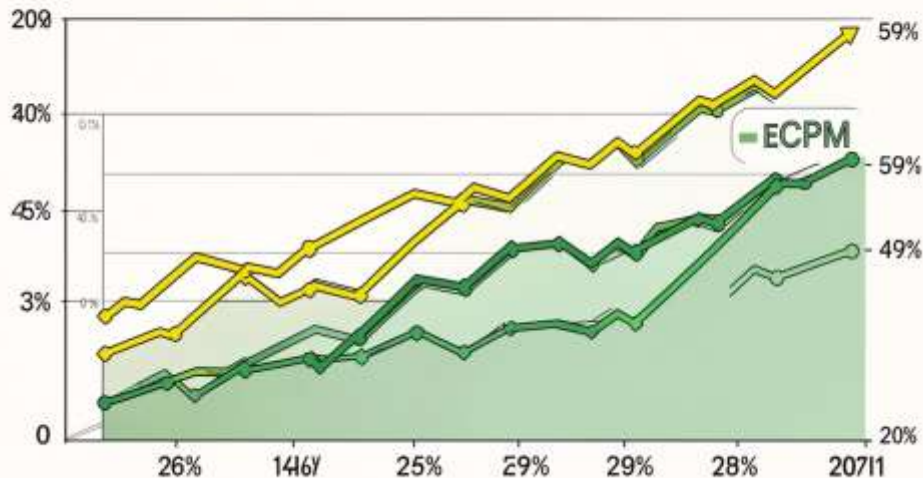
■ Paid Impressions compared to ■ Paid ECPM \$2.63 [Hide comparison](#)



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Timeframe

Impressions TEsP ECPM



Observed Patterns

- Intermittent activity in early 2020 and mid-2022.
- Notable mid-2022 peaks: Apr 15 (~250k impressions, ~\$6.50 eCPM), Jul 1 (~450k, ~\$7.50).
- Extended inactive periods between peaks.

Campaign-Level Snapshot

Summary drawn from multiple campaign dashboards — varied status, budgets, and outcomes across 41 campaigns (examples below).



Sobha - Copy

3On-Facebook Leads
3,077 —results —
3,520 reach 749.96 —
ل.د.spent



Azizi - Copy

4On-Facebook Leads
2,999 —results —
3,542 reach 753.72 —
ل.د.spent



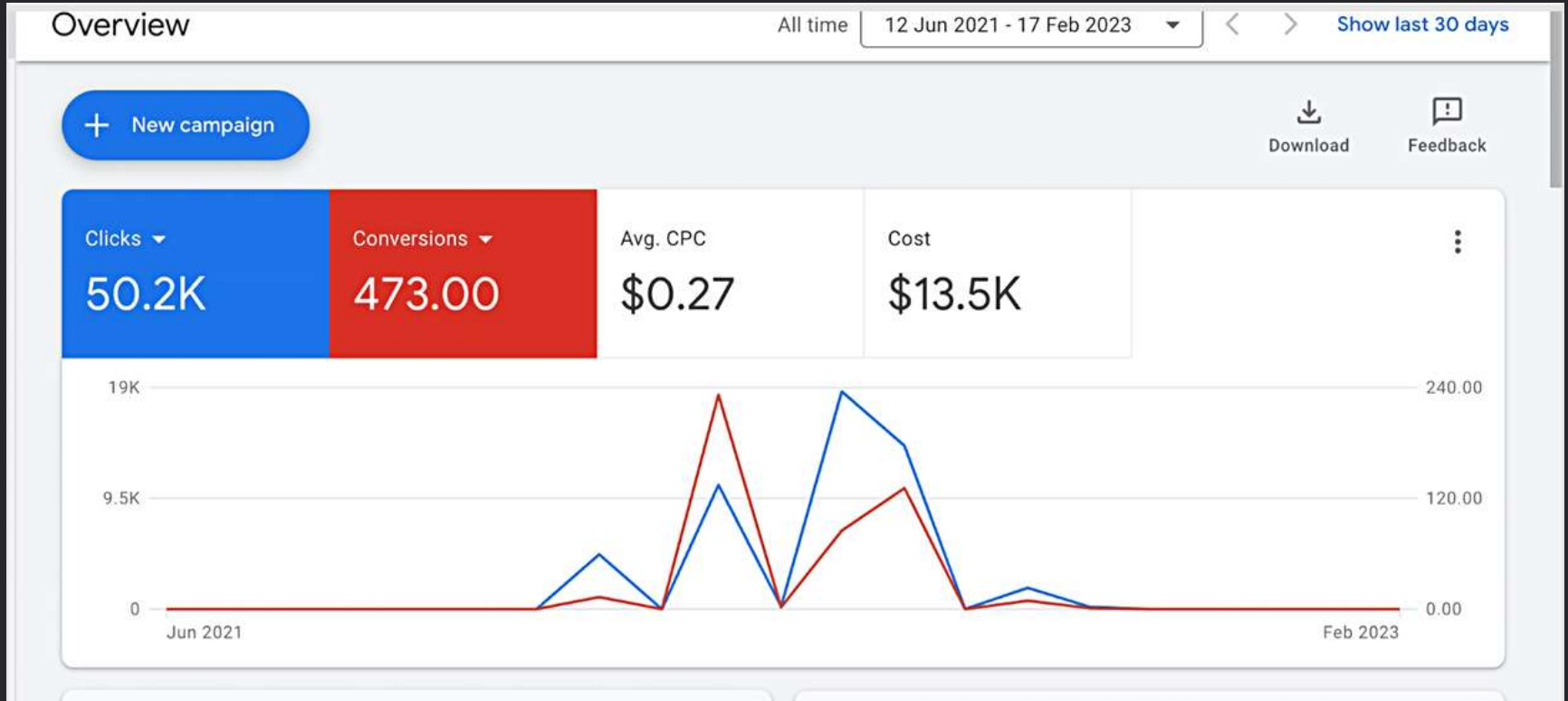
V - Al Marjan Danah Bay

122On-Facebook Leads
119,587 —
results 251,860 —
impressions —
ل.د. 17,704.63spent

Campaigns

Campaigns									
Ad sets									
Ads									
+ Create Edit Rules View Setup Rep									
	Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent		
	☒	Sobha - Copy	3 On-Facebook Leads	3,077	3,520	249.99.د.ا	749.96.د.ا		
	☒	Azizi - Copy	4 On-Facebook Leads	2,999	3,542	188.43.د.ا	753.72.د.ا		
	☒	CT - Rak Mina AI ARAB - Instagram View charts Edit Duplicate Pin	10 On-Facebook Leads	10,538	13,659	119.27.د.ا	1,192.69.د.ا	7-day ...	
	☒	yousef International	41 On-Facebook Leads	10,272	18,989	9.50.د.ا	389.31.د.ا		
	☒	CT - Al Marjan Danah Bay - Instagram	16 On-Facebook Leads	20,946	26,287	132.92.د.ا	2,126.68.د.ا		
	☒	rand- germany -8-2-2023	152 On-Facebook Leads	36,218	63,319	6.38.د.ا	969.08.د.ا		
	☒	V - Al Marjan Danah Bay - Instagram	122 On-Facebook Leads	119,587	251,860	145.12.د.ا	17,704.63.د.ا		
	☒	yousef 100k	115 On-Facebook Leads	46,390	80,535	34.47.د.ا	3,963.71.د.ا		
	☒	Binghatti - 2	113 On-Facebook Leads	130,660	277,684	140.65.د.ا	15,893.32.د.ا		
	☒	Azizi	1	5,604	6,616	291.44.د.ا	291.44.د.ا		
Results from 41 campaigns ⓘ			1,199 On-Facebook Leads	552,868 Accounts Center acc...	1,789,129 Total	94.16.د.ا Per On-Facebook Leads	112,892.97.د.ا Total Spent		

Clicks & Conversions)



Ads

		Off / On	Ad	Results	Reach	Impressions	Cost per result	Quality ranking Ad relevance ...	Engagement rate ranking Ad relevance ...
☒	☒	☒	 New Engagement Ad	1 ⁽²⁾ Messaging Conve...	9,700	10,642	196.24.٠.٠.٠ ⁽²⁾ Per Messaging Co...	—	—
☒	☒	☒	 New Engagement Ad - Copy	24 ⁽²⁾ Messaging conver...	49,341	70,973	144.28.٠.٠.٠ ⁽²⁾ Per Messaging Co...	—	—
☒	☒	☒	 New Engagement Ad - Copy	6 ⁽²⁾ Messaging conver...	107,071	296,761	228.62.٠.٠.٠ ⁽²⁾ Per Messaging Co...	—	—
☒	☒	☒	 New Engagement Ad - Copy	7 ⁽²⁾ Messaging conver...	11,376	14,887	111.98.٠.٠.٠ ⁽²⁾ Per Messaging Co...	—	—
☒	☒	☒	 New Engagement Ad - Copy	4 ⁽²⁾ Messaging conver...	2,159	2,843	64.80.٠.٠.٠ ⁽²⁾ Per Messaging Co...	—	—
☒	☒	☒	 New Engagement Ad   	1 ⁽²⁾ Messaging Conve...	2,007	2,551	144.50.٠.٠.٠ ⁽²⁾ Per Messaging Co...	—	—
☒	☒	☒	 New Engagement Ad - Copy	— Messaging Conversa...	2,081	2,782	— Per Messaging Conv...	—	—
☒	☒	☒	 New Engagement Ad	3 ⁽²⁾ Messaging conver...	2,138	2,746	67.25.٠.٠.٠ ⁽²⁾ Per Messaging Co...	—	—
☒	☒	☒	 New Engagement Ad - Copy	20 ⁽²⁾ Messaging conver...	10,379	17,975	53.86.٠.٠.٠ ⁽²⁾ Per Messaging Co...	—	—
☒	☒	☒	 New Engagement Ad	1 ⁽²⁾ Messaging conver...	2,834	3,336	177.19.٠.٠.٠ ⁽²⁾ Per Messaging Co...	—	—
Results from 13 ads ⓘ Excludes deleted items				75 ⁽²⁾ Messaging convers...	194,172 Accounts Center acco...	442,859 Total	120.64.٠.٠.٠ ⁽²⁾ Per Messaging Con...		



Top-Level Totals

Total Campaigns

41 campaigns (results aggregated)

Total Leads

1,199 On-Facebook Leads

Total Impressions

1,789,129 (account-level)

Total Spent

(reported total) 112,892.97

Recent Campaign Sample

Campaign	Results	Impressions	Amount Spent	CPC / CPM
yousef International	41	18,989	د.ا. 389.31	—
rand- germany	152	63,319	د.ا. 969.08	—
Binghatti - 2	113	277,684	د.ا. 15,893.32	—
Azizi	1	6,616	د.ا. 291.44	—

Excerpt of campaign-level rows (results from 41 campaigns).

Account UX & Icons (Context)

Interface Elements Shown



Campaigns

Folder view, toggles for On/Off, quick actions (Edit, View charts, Duplicate, Pin).



Ad Controls

Ad thumbnails, quality rankings, engagement indicators, edit/duplicate actions.



Account Tools

View setup, rules, filters, create/edit menus and bulk actions.





Summary & Highlights

Spend vs Reach

Spend ranged across views (\$60K-\$112K reported totals) with impressions from 1.7M to 34.6M depending on report scope.

Performance Spikes

Notable peaks: late 2019 impressions and mid-2022 activity;
Clicks/Conversions peaked Dec 2021–Feb 2022.

Next Steps

Use these visual timelines and campaign-level details to prioritize reactivation windows and investigate causes of prolonged inactivity.