

Meta Ads- Ecommerce

FMCG Brand (Pickle Seller)

Cost Per Purchase: 113 INR

Total Orders: 3924



Screenshot of a Meta Ads dashboard showing campaign performance for an FMCG brand (Pickle Seller).

Key metrics displayed:

- Cost Per Purchase:** 113 INR
- Total Orders:** 3924

The dashboard includes a navigation bar with Campaigns, a search bar, and various filters. The main table shows the following data:

Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent
7-day click, 1...	3,924	1,271,758	5,051,694	₹113.42 Per purchase	₹445,078.12 Ongoing
7-day click, 1...	3,925	1,271,758	5,052,105	₹113.41 Per purchase	₹445,125.16 Total Spent

Meta Ads - E-commerce

FMCG Brand (Dhoop & Agarbatti)

Cost Per Purchase: 216 INR

Return on Ads Spent (ROAS): 9+



Screenshot of the Meta Ads interface showing campaign performance data.

Campaign Overview: 3521 ads, Opportunity score 56, Updated just now, Discard Drafts, Review and publish (12).

Filtering: Campaign name contains 'Tiranga', This month: 1 Oct 2025 - 28 Oct 2025.

Campaigns: a Daily Engagement camp. (27/10/25), a Sales (8/10/25), a Sales campaign, GA Engagement campaign.

Ad Sets: Post engagements, Website purchases, Website purchases.

Ads: Multiple conversions, Accounts Centre acco..., Total.

Metrics: Results, Reach, Impressions, Cost per result, Amount spent, Ends, Results ROAS.

Key Data (Results ROAS):

Category	Value
Value, purchase	6.29
Value, purchase	9.57
Multiple conversions	—

Meta Ads - Ecommerce

Nutrition Brand (Nutri Products)

Cost Per Purchase: 400 INR (Avg)
Ads Amount Spent: 6 Lakhs

