DEMO DATA

Meta Ads monthly report

Acme Apparel, a fictional online clothing shop.

Ad account act_DEMO_002. October 2026, compared with September 2026. All money in USD.

Summary in words

Spend was 8,405.30 USD in October, up 25.0% from September.

The shop took 223 purchases worth 13,092.95 USD, up 31.1% from September.

ROAS was 1.56 and the average order value was 58.71 USD.

Demo Retargeting Cart had the highest ROAS at 3.09. Demo Autumn Sale took the most spend at 3,877.71 USD.

Key numbers

Spend
8,405.30
+25.0% from September

Purchases
223
+30.4% from September

Purchase value
13,092.95
+31.1% from September

ROAS
1.56
+5.0% from September

Average order value
58.71
+0.6% from September

Cost per purchase
37.69
-4.2% from September

Impressions
634,281
+25.0% from September

Link clicks
7,130
+24.2% from September

CTR
1.12%
-0.6% from September

CPC
1.18
+0.6% from September

CPM
13.25
0.0% from September

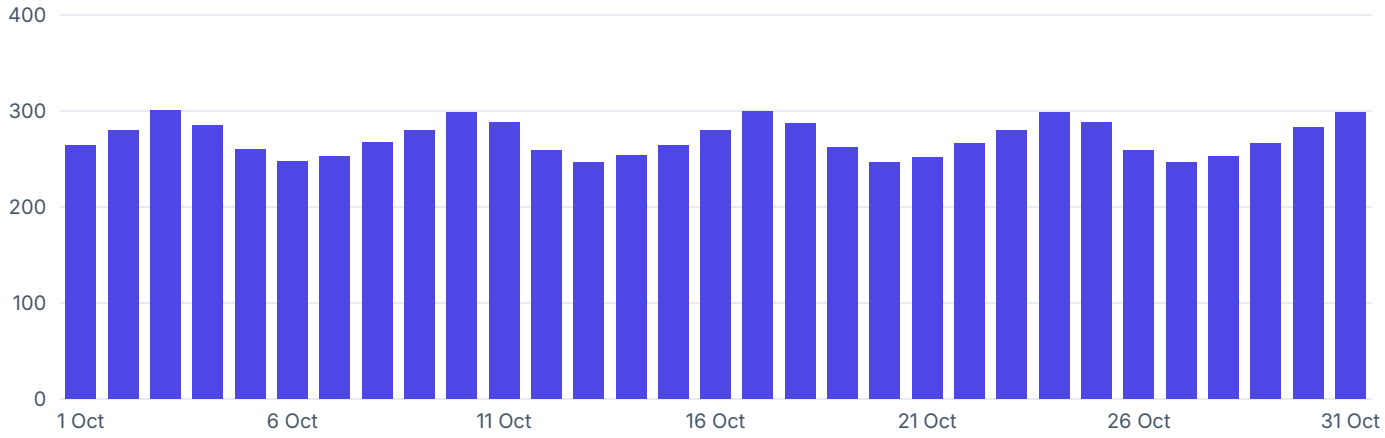
Reach
195,164
+25.0% from September

Frequency
3.25
0.0% from September

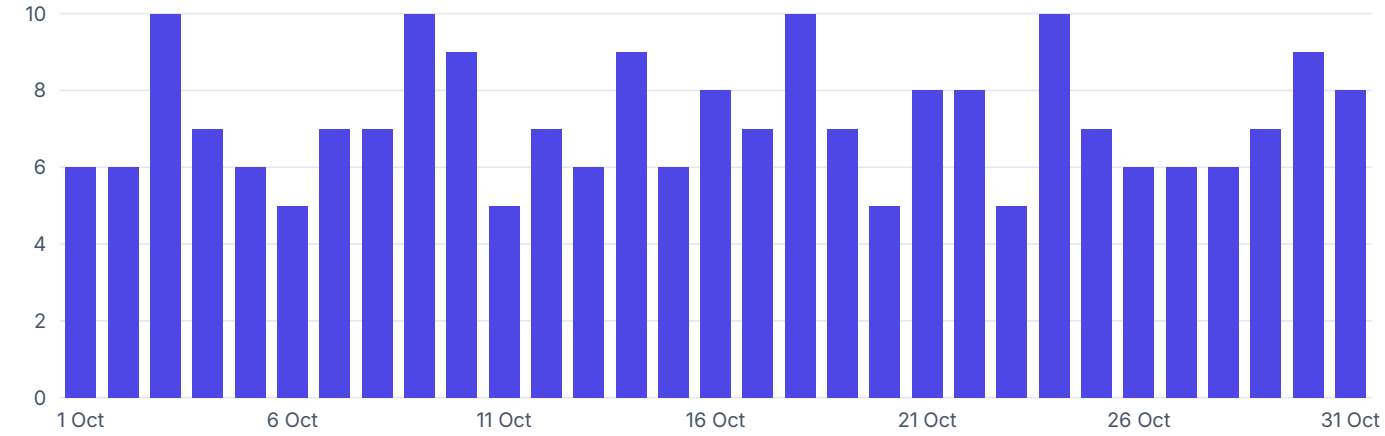
Reach is not added up. One person can appear in two rows, so adding rows counts them twice.

Trend

Spend per day (USD)



Purchases per day



Results by type

Result type	Results	Spend of those campaigns	Cost per result
Website purchases	223	8,405.30	37.69

Results of different kinds are not added together.

Campaigns

Campaign	Spend	Purchases	Purchase value	ROAS	Average order value	Cost per purchase	Link clicks	CTR
Demo Autumn Sale	3,877.71	99	6,146.06	1.58	62.08	39.17	3,268	1.16%
Demo New Arrivals	2,263.83	42	2,330.35	1.03	55.48	53.90	1,880	0.98%
Demo Retargeting Cart	1,293.67	69	3,994.46	3.09	57.89	18.75	1,181	1.70%
Demo Gift Guide	970.09	13	622.08	0.64	47.85	74.62	801	0.89%
Total	**8,405.30**	**223**	**13,092.95**	**1.56**	**58.71**	**37.69**	**7,130**	**1.12%**

Placements

Placement	Spend	Purchases	Cost per purchase	Link clicks	CTR	CPM
Facebook: Feed	2,773.53	89	31.16	2,525	1.35%	14.87
Instagram: Feed	2,018.42	54	37.38	1,564	1.26%	16.22
Instagram: Instagram Reels	1,428.97	35	40.83	1,334	0.95%	10.14
Instagram: Instagram Stories	1,092.41	26	42.02	908	1.01%	12.17
Facebook: Facebook Reels	755.85	15	50.39	613	0.88%	10.81
Instagram: Explore home	336.12	4	84.03	186	0.82%	14.87
Total	**8,405.30**	**223**	**37.69**	**7,130**	**1.12%**	**13.25**

Next steps

1. Try moving some budget from Demo Gift Guide to Demo Retargeting Cart, and check ROAS after two weeks.
2. Test a new opening on the top ad in Demo Autumn Sale.
3. Check that the purchase numbers here match the shop's own order records.
4. Decide the budget for next month from the cost per purchase in this report.

About this sample

This sample shows a report layout. It is not a DashOps export.
It covers paid ads only, not organic posts.
Every number in it is made up for a fictional company, and none is a benchmark.
The same numbers fill the Monthly report tab of the example Excel file:
dashops.io/downloads/ecommerce-meta-ads-report-example.xlsx