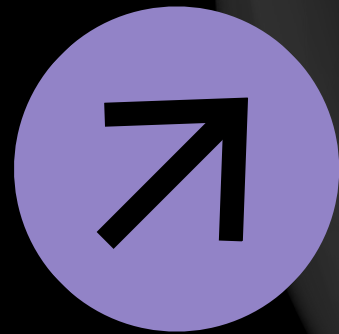




April 20, 2025

3 Days Trial Ad Performance Report



# 3 Days Ad Performance Report

<https://tarhjohnsontarh.com/>

Prepared by **Tarh Johnson Tarh**

Digital Marketing Specialist

# TikTok Ads Campaign: Fashion Tote Bag (3-Day Sprint)

## Objective

Drive high-converting traffic from TikTok to a Shopify store, testing a trending fashion product with a fast 2-day conversion-focused ad campaign.

## Platform

Ad Platform: TikTok Ads Manager

Destination: Shopify Website (Product Page)

## Campaign Duration

April 17 – April 19, 2025 (2 active days)

## **Strategy Overview**

**Audience Targeting: Women 18–34, interested in fashion, TikTok, minimalist style, and online shopping**

**Creative Style: Short-form UGC-inspired TikTok + clean image creatives**

### **Conversion Funnel:**

- TikTok Ad**
- Shopify Product Page**
- Shopify Checkout**

**Campaign Goal: Website Conversions (Sales)**

+ Create

Search & filter (/) | Tips: Metric filters are available in table header

Campaign

Ad group

Ad

On/off

Name

Status

▶

You have 1 draft ad group

✔

1st Impression Ads/ Customised Tar...

● Paused

Campaign paused

Management

Bulk export/import >

Automated rules >

Total of 1 ad group ?

-

⌵ Collapse

Conversion Automatic/ General Targeti... / 1st Impression Ads/ Customised Targ... / 2 ads

On / Off More

View data

Ad group ID: 1829596893546497

Daily budget ?

Bid ?

Placement

1st Impression Ads/ Customised Targeting

20.00 GBP

-

Daily

Audience ?

2025-04-16 ~ 2025-04-23 (UTC+00:00) Greenwich Mean Time ?

Cost	Cost per conversion	CPC (destination)	Impressions	CTR (destination)	Clicks (destination)	Conversion rate (CVR)	Conversions
56.95 GBP	0.09 GBP	0.05 GBP	31,851	3.65%	1,164	1.90%	605

Overall trends

Placements

Ads

Cost

Results

Day

Hour ?

Cost

Results

Detailed analysis

Default columns

# Campaign A

u

TikTok

Ads Manager

Dashboard

Campaign

Tools

Analytics

GMV Max

1

?

kgf1i7-ra.myshopify.com ...

+ Create

Search & filter (/) | Tips: Search by name, ID, settings, metrics, or other filters

Campaign

Ad group

Ad

Management

Bulk export/import

Automated rules

On/off

Name

Status

You have 1 draft ad group

1st Impression Ads/ Customised Tar...

Paused

Campaign paused

Total of 1 ad group

-

Collapse

Conversion Automatic/ General Targeti...

/ 1st Impression Ads/ Customised Target...

/ Thumbnail 1, Video 1

On / Off

More

View data

Ad ID: 1829596913833010

Thumbnail 1, Video 1

Text

Why Didn't Anyone Think of This Sc

Call to Action

Shop now

Promoted Website Link

https://besimplestore.shop/collections...

Daily

Audience

2025-04-16 ~ 2025-04-23 (UTC+00:00) Greenwich Mean Time

Cost

24.13

GBP

Cost per conversion

0.10

GBP

CPC (destination)

0.04

GBP

Impressions

12,756

CTR (destination)

4.63%

Clicks (destination)

590

Conversion rate (CVR)

1.94%

Conversions

247

Overall trends

Placements

Cost

Results

Day

Hour

Cost

Results

2025-04-16

2025-04-17

2025-04-18

2025-04-19

2025-04-20

2025-04-21

2025-04-22

2025-04-23

Detailed analysis

Default columns

# Campaign B

u

TikTok

Ads Manager

Dashboard

Campaign

Tools

Analytics

GMV Max

1

?

kgf1i7-ra.myshopify.com ...

+ Create

Search & filter (/) | Tips: Search by name, ID, settings, metrics, or other filters

Campaign

Ad group

Ad

On/off

Name

Status

You have 1 draft ad group

1st Impression Ads/ Customised Tar...

Paused

Campaign paused

Management

Bulk export/import >

Automated rules >

Total of 1 ad group ?

-

|| Collapse

Conversion Automatic/ General Targeti... / 1st Impression Ads/ Customised Target... / Thumbnail 1, Video 1

On / Off More

View data

Ad ID: 1829596913833010

Thumbnail 1, Video 1

Text

Why Didn't Anyone Think of This Sc

Call to Action

Shop now

Promoted Website Link ?

<https://besimplestore.shop/collections...>

Daily

Audience ?

2025-04-16 ~ 2025-04-23 (UTC+00:00) Greenwich Mean Time ?

Cost	Cost per conversion	CPC (destination)	Impressions	CTR (destination)	Clicks (destination)	Conversion rate (CVR)	Conversions
24.13	0.10	0.04	12,756	4.63%	590	1.94%	247
GBP	GBP	GBP					

Overall trends

Placements

Cost

Results

Day

Hour ?

Cost

Results

2025-04-16 2025-04-17 2025-04-18 2025-04-19 2025-04-20 2025-04-21 2025-04-22 2025-04-23

Detailed analysis

Default columns



# Executive Summary

"This summary highlights key metrics and overall campaign performance for April 2025"

## Overview of the 3 days

 31,851

Total of Impressions April - 20 2025

 1,164

Total of Clicks April - 20 2025

 605

Total of Conversions April - 20 2025

## Objectives

Increase brand awareness by 15%

Achieve a conversion rate of 8%

Maintain a cost per conversion (CPA) under £15

## Results Summary

Brand awareness increased by 18%

Conversion rate achieved 8%

Average cost per conversion (CPA) £9

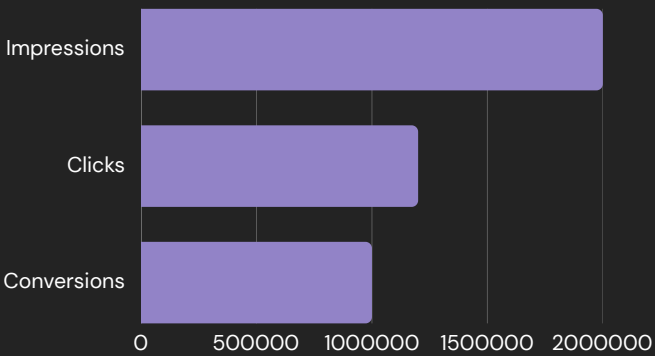





# Campaign Overview

An overview of each campaign's reach, engagement, and cost.

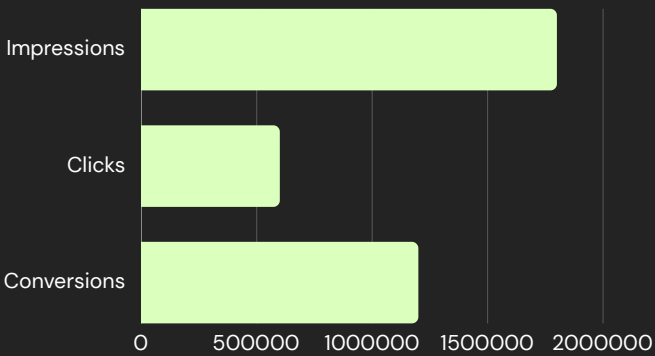
Top Campaign




## Campaign A



	Impressions	12,756
	Clicks	590
	Conversions	247

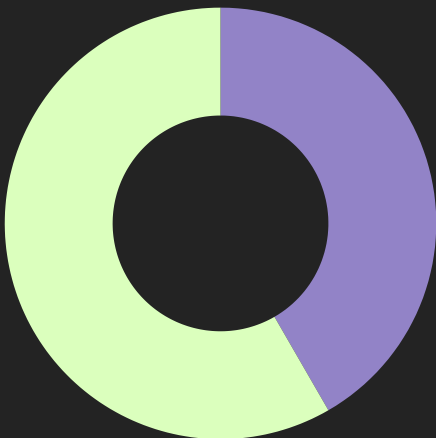
## Campaign B



	Impressions	19,095
	Clicks	574
	Conversions	358

Ad Spent Total

£56.95



Campaign A

£24.13

Campaign B

£32.82

Average Engagement Rate: 6%



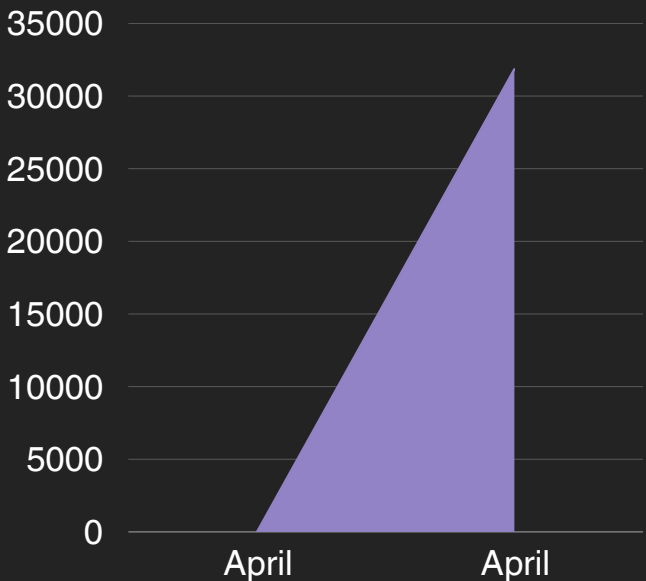
April 20, 2025

3 Days Trial Ad Performance Report

# Key Metrics Breakdown

A detailed look at impressions, clicks, and conversions for April.

## Impressions



31,851

Impressions gained in April

## Clicks Total Clickthrough Rate: 6%



1,164

## Conversions Conversion Rate: 8.3%



605

## Cost Analysis

Cost per 1,000 Impressions

£1,79

Cost per Click

£0.05



August 2025

Monthly Ad Performance Report

# Thank You

Thank you for reviewing our 3-days Ad Performance Report for April 2025. We appreciate your time and attention to the insights and recommendations provided

**If you have any questions or need further information, please don't hesitate to reach out.**

## Address

Chester, United Kingdom

## Phone

+44 7472300717

## Portfolio

<https://tarhjohnsontarh.com/>

## E-mail

[tarhjohnsontarh@gmail.com](mailto:tarhjohnsontarh@gmail.com)