

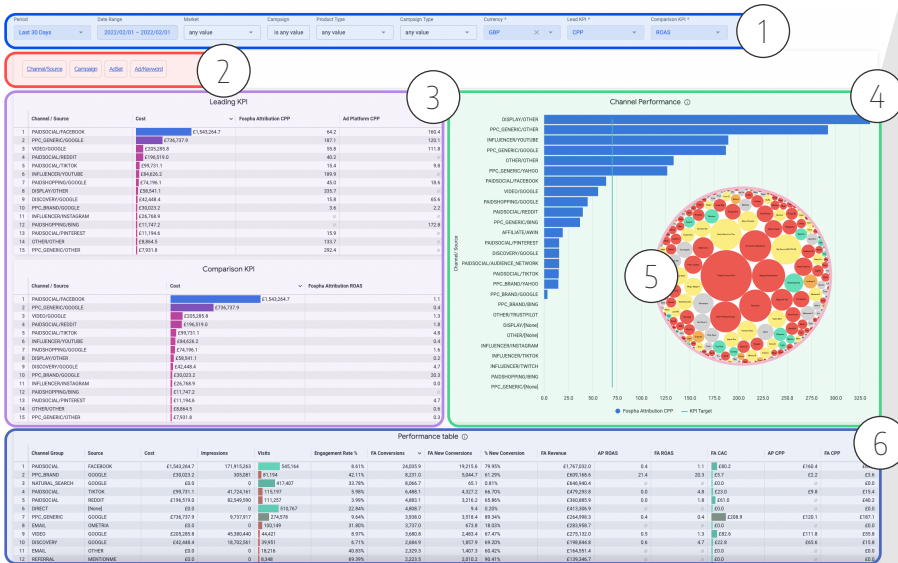
Optimisation Dashboards



With the clear signposts of where action is required, our optimization dashboards dive into the detail at campaign, adset, ad & keyword level, with granular insights delivering performance improvements inside each channel.

The tools highlight where you can make the most impact quickly and with confidence based on our analysis of combined signals from Fospha and the Ad Platforms themselves.

- 1 Easily filter your view by dynamic date ranges, markets, campaign types and KPI's
- 2 Flick between viewing between your marketing Channels (Paid Social, PPC etc) and their Source (Facebook, TikTok, etc)
- 3 Comparing KPIs across different levels of reporting hierarchies is critical to finding areas of opportunity and optimise to a target, using filters to pin-point the best areas for growth.



Schedule Reporting

Settings Filters Advanced options

Recurrence: Daily Time: 06:00

Destination: Email

Email addresses*: test@domain.com

Format: PDF

Test now Cancel Save

Download Reporting table

Advanced data options

Results:

- With visualizations options applied
- As displayed in the data table

Data values:

- Formatted
- Unformatted (no rounding, special characters, etc.)

Number of rows to include:

- Current result table
- All results
- Custom

Format: TXT (tab-separated values)

TXT (tab-separated values)
Excel Spreadsheet (Excel 2007 or later)
CSV
JSON

Open in Browser Cancel Download

- 4 Easily see how each channel is performing against target, and therefore where to dive deeper to improve results.
- 5 A bubble chart makes it easy to see the campaigns, ad sets and ads which require action to hit your target.

- 6 As always, clients are able to view all of their raw data at any level of hierarchy. The table is fully explorable and can easily be exported in a number of different formats, or scheduled to be sent to match your business cadences.