

Meta ads
Squishy Toys
PERFORMANCE
REPORT



Meta ads Campaign Report

Performance Overview



Campaign Period

1 Jul 2026 – 31 Jul 2026



Attribution

7-day click, 1 day review
or 1-day engaged view



AED 11,274.53

Ad spend



152

Purchases



AED 93,647.92

Revenue



8.17X

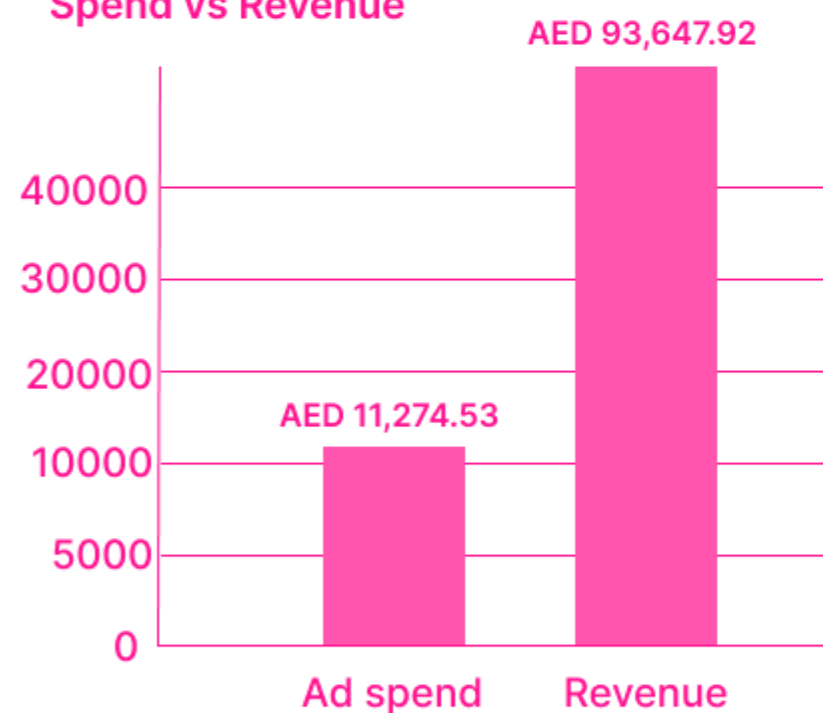
ROAS



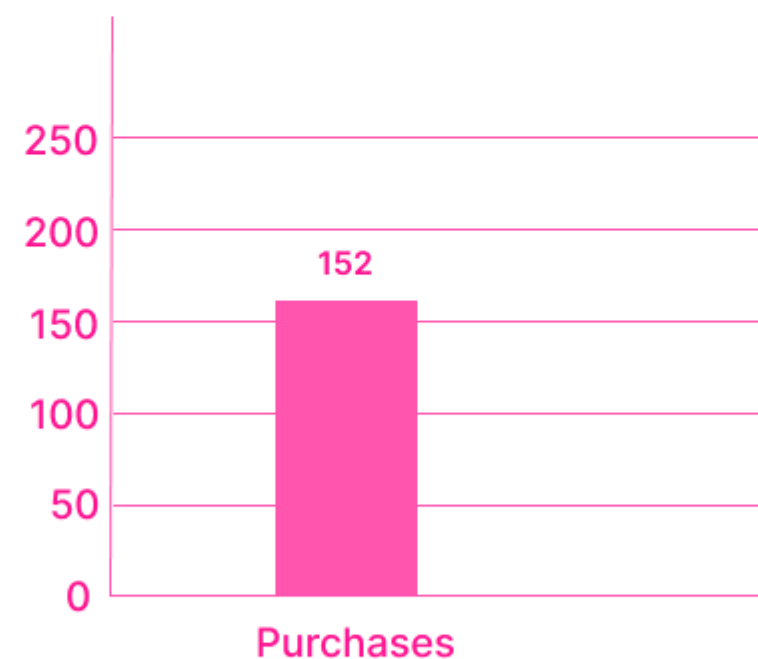
AED 74.18

Purchase Cost

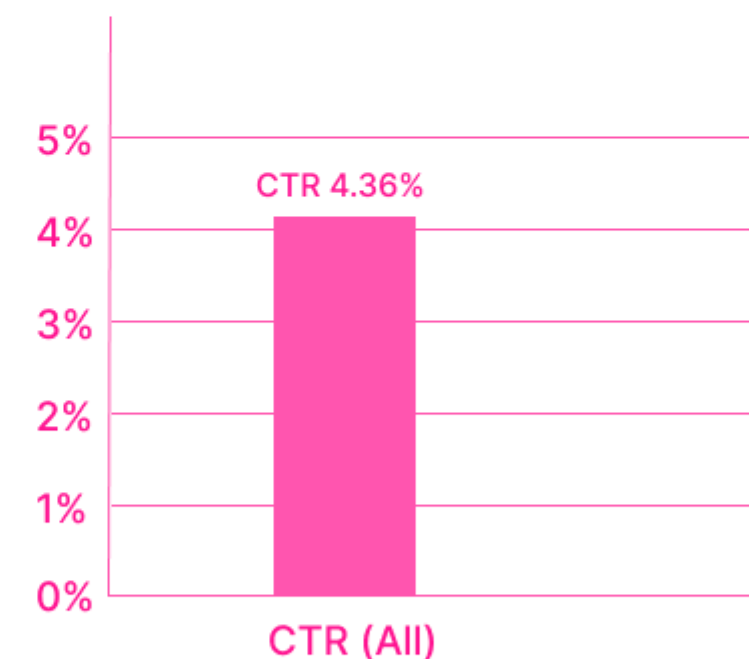
Spend vs Revenue



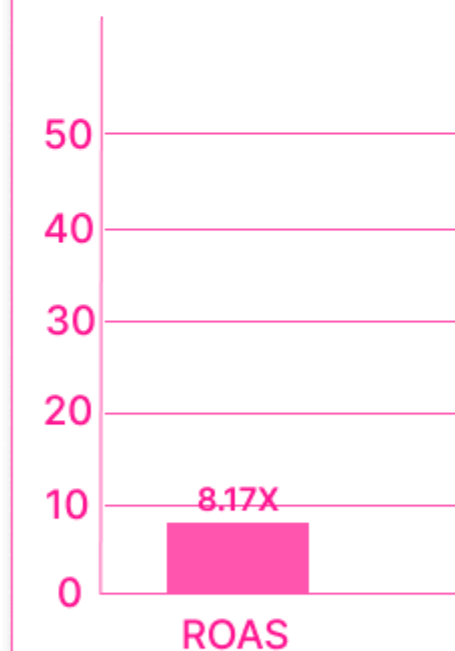
Purchases



CTR (All)



ROAS



Campaign Objective

Sales (Website Purchases)

Increase online sales and revenue through Meta Ads while maintaining a profitable ROAS.



Target Audience

18-45

Interests: Relevant toy, children's products, gifting and lifestyle interests
Audience Type: Broad, Custom & Lookalike Audiences



Next Steps

Scale high-performing campaigns and ad sets to maximise profitable conversions and revenue growth. Gradually increase budgets on winning campaigns while closely monitoring ROAS and purchase volume. Test fresh creatives, messaging and audience segments to identify new growth opportunities. Expand successful creative concepts and audiences while maintaining efficient acquisition costs.

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AED 21,792.14
Ad spend



258
Purchases



AED 179,510.23
Revenue

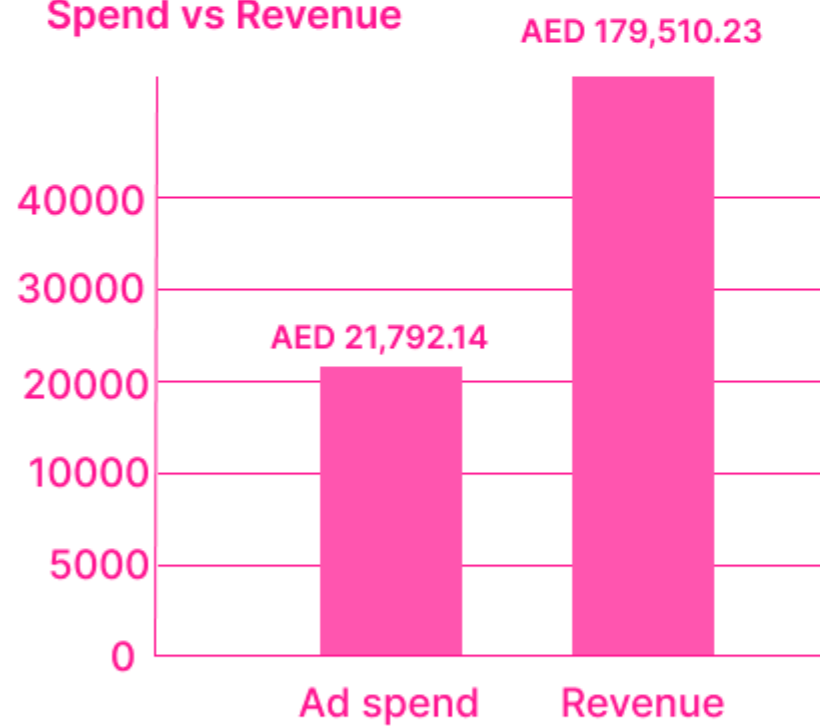


7.72X
ROAS

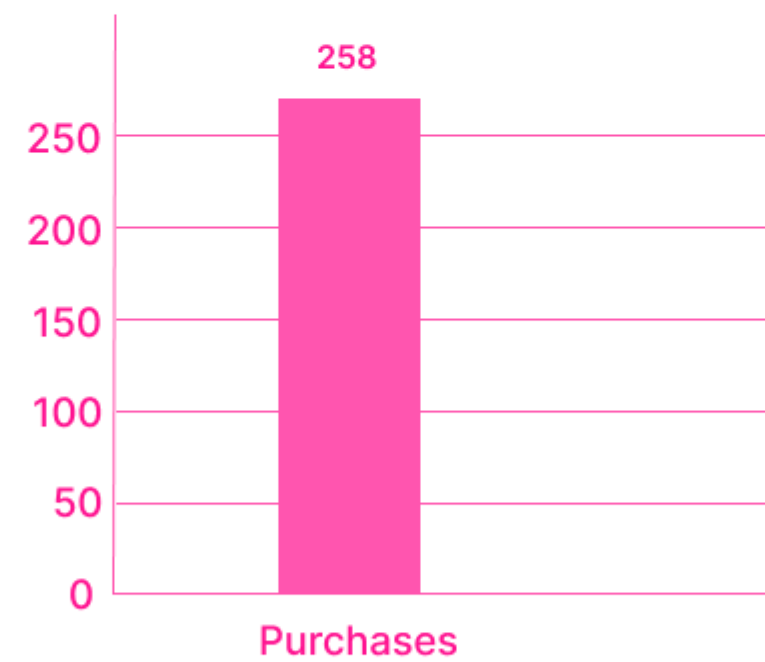


AED 695.78
Purchase Cost

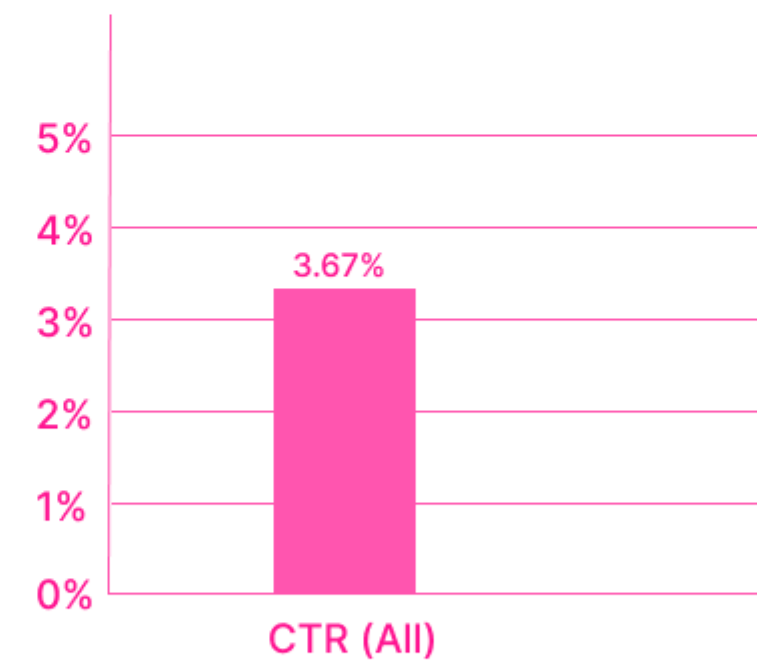
Spend vs Revenue



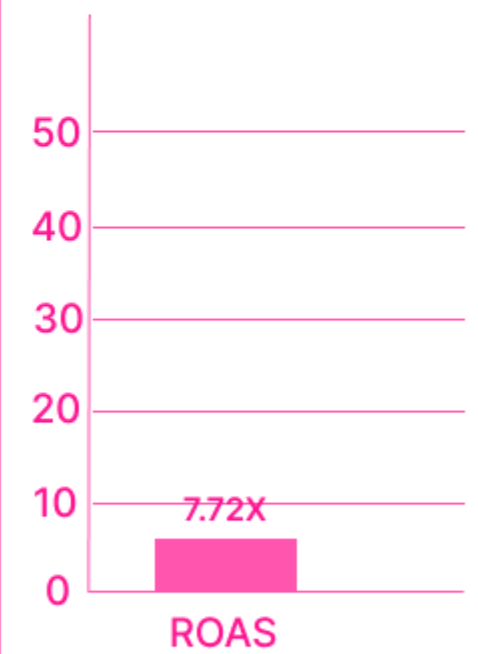
Purchases



CTR (All)



ROAS



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TikTok ads Campaign Report

Performance Overview



Campaign Period

1 Aug 2026 – 31 Aug 2026



Attribution

7-day click, 1 day review
or 1-day engaged view



AED 10,946.95

Ad spend



179

Purchases



AED 82,141.17

Revenue



7.50X

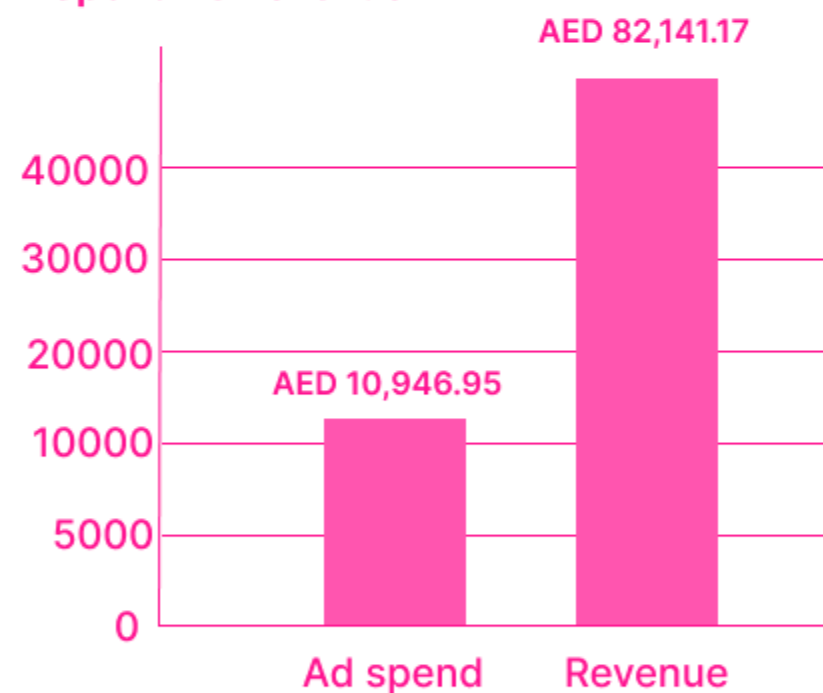
ROAS



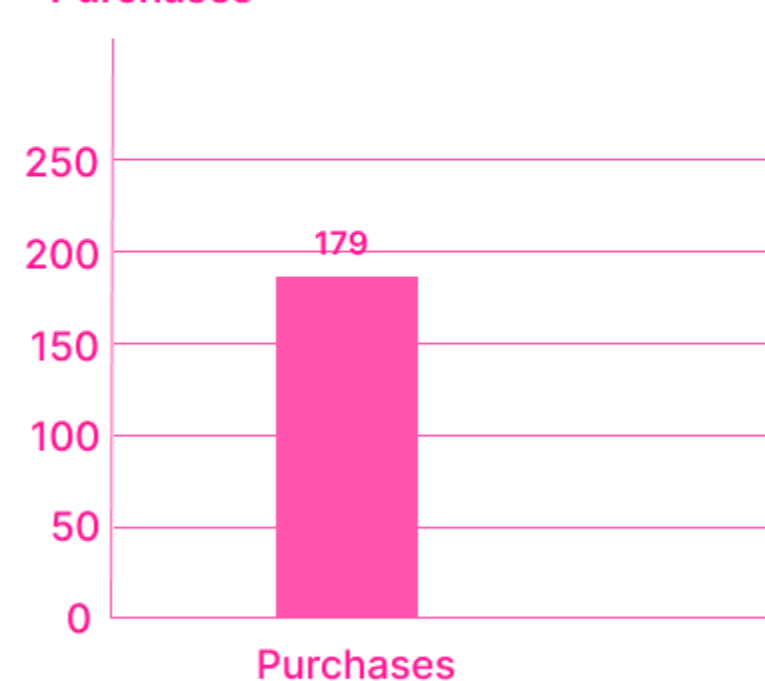
AED 61.16

Purchase Cost

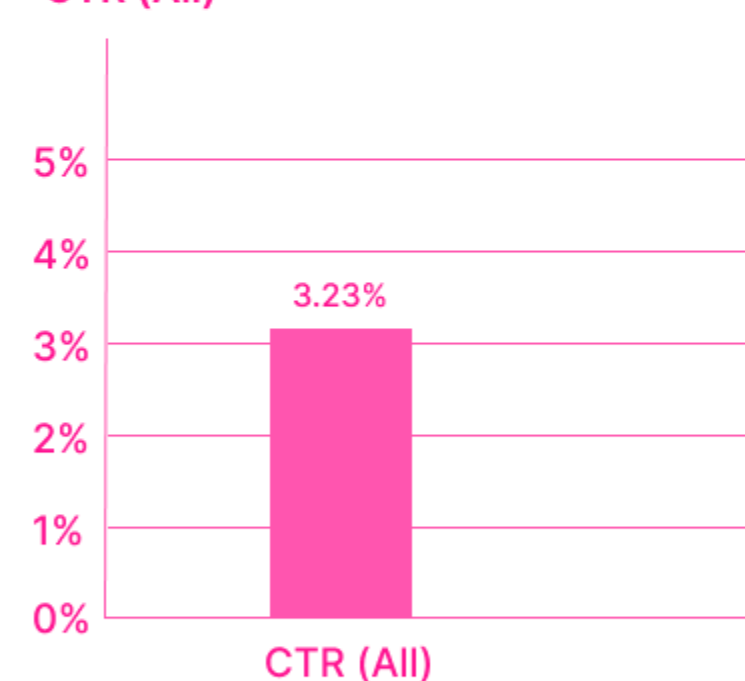
Spend vs Revenue



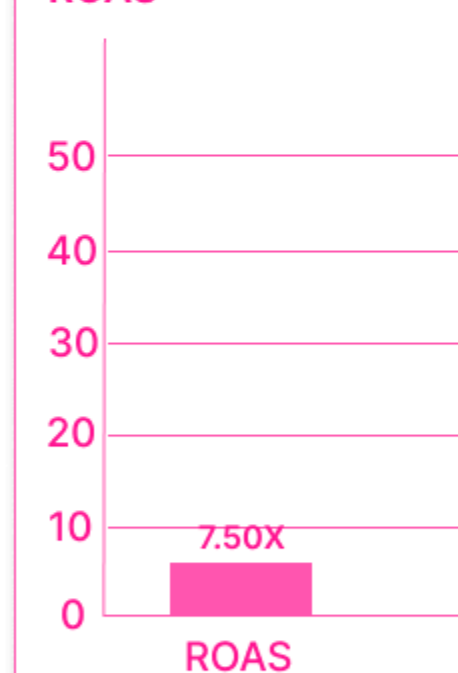
Purchases



CTR (All)



ROAS



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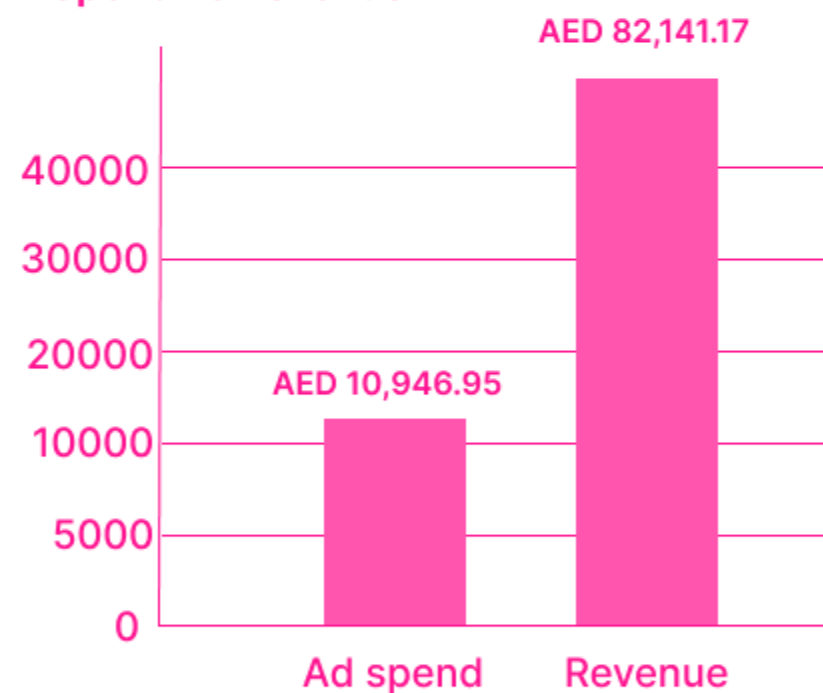
ROAS



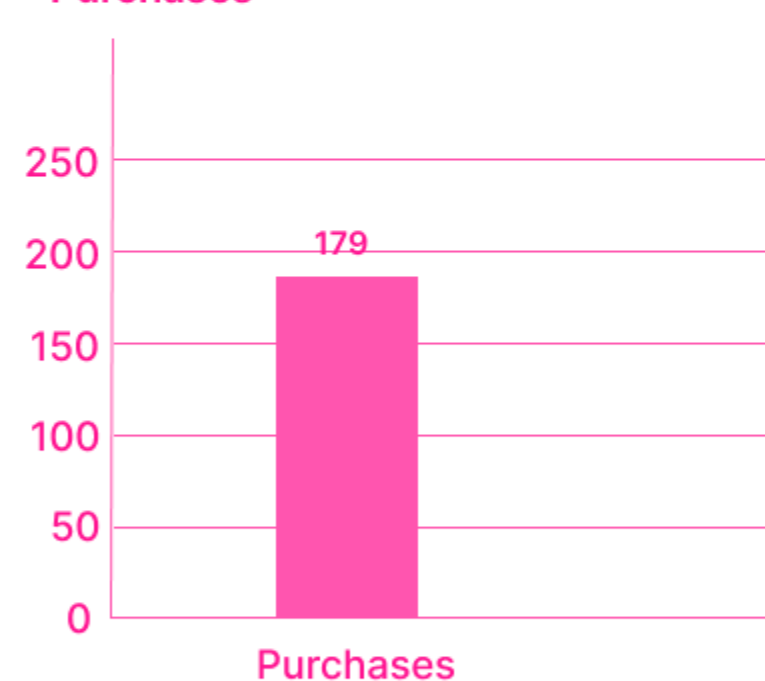
AED 61.16

Purchase Cost

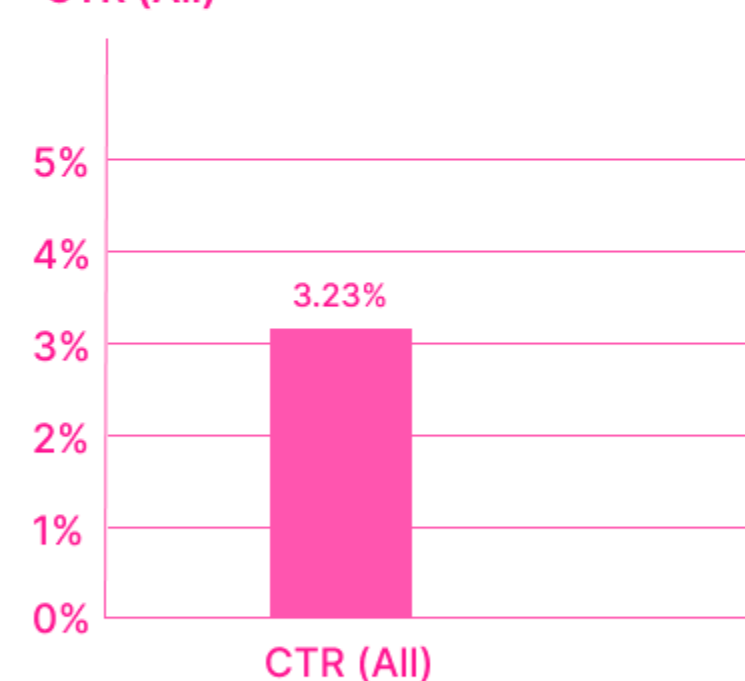
Spend vs Revenue



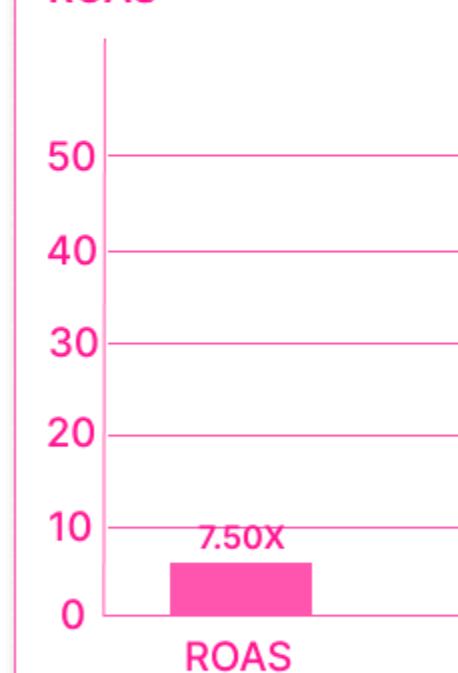
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Shopify

Performance Overview



Campaign Period

1 Jul 2026 – 31 Jul 2026



Attribution

7-day click, 1 day review
or 1-day engaged view



35,900

Sessions



275

Orders



AED 171,300

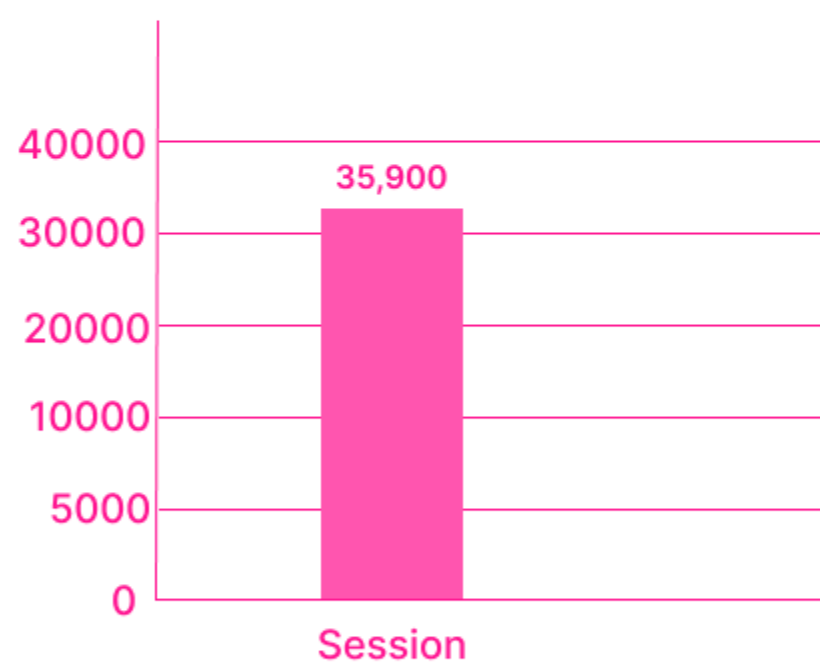
Revenue



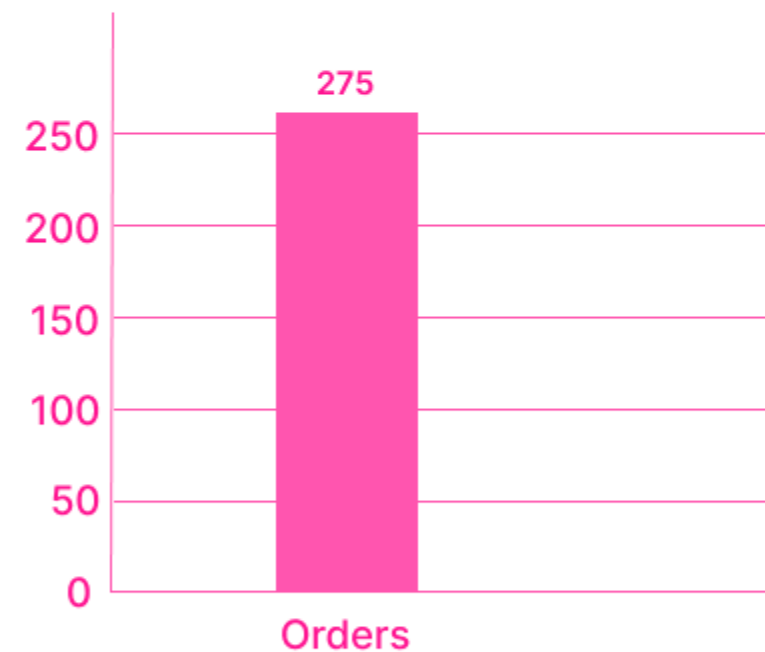
AED 622.91

Average Order Value

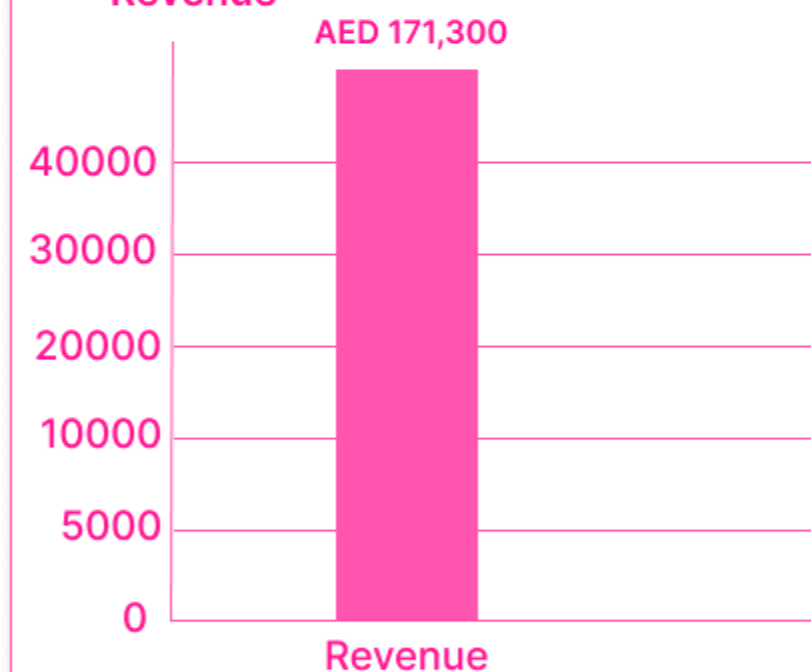
Session



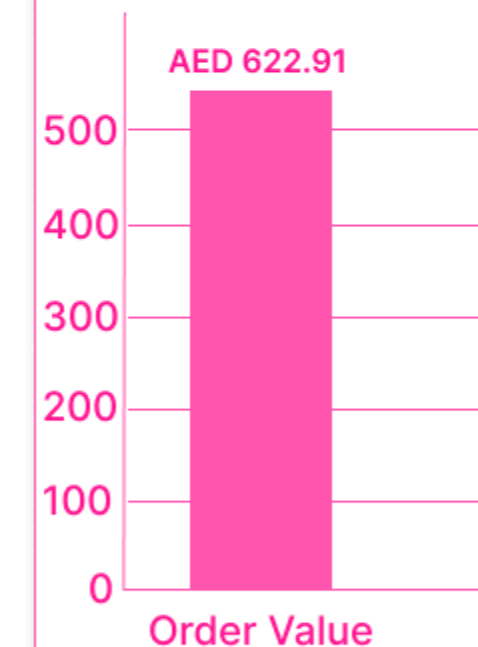
Orders



Revenue



Order Value



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Shopify

Performance Overview



Campaign Period

1 Aug 2026 – 31 Aug 2026



Attribution

7-day click, 1 day review
or 1-day engaged view



75,200
Sessions



541
Orders

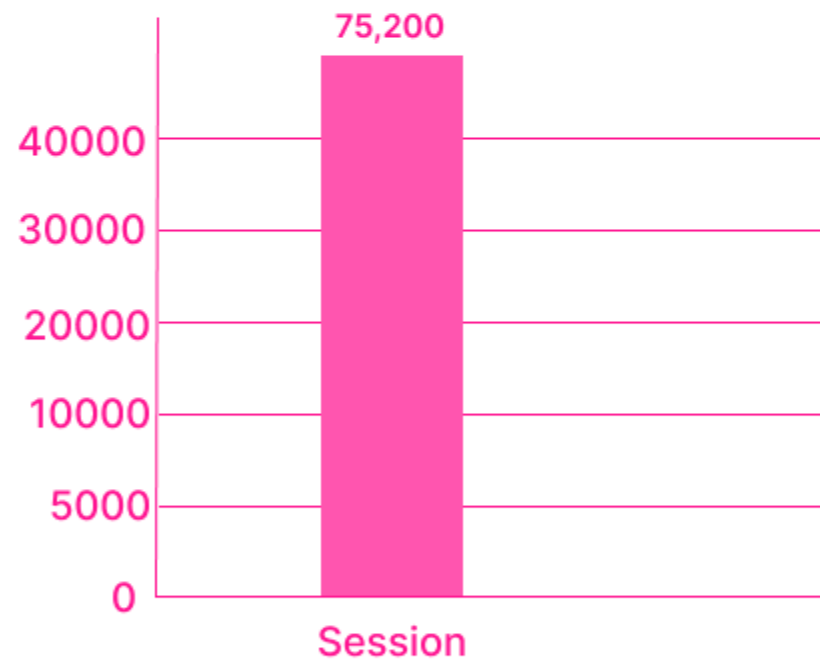


AED 379,900
Revenue

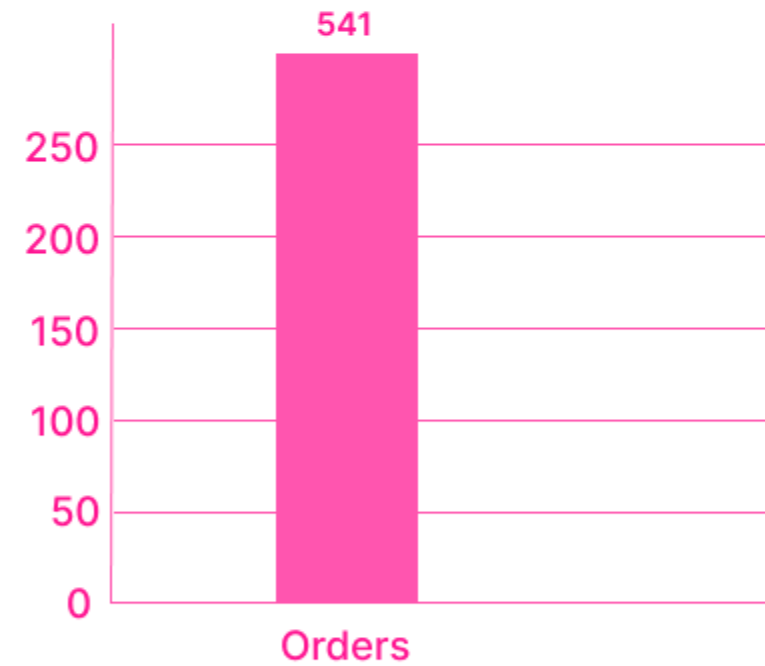


AED 702.59
Average Order Value

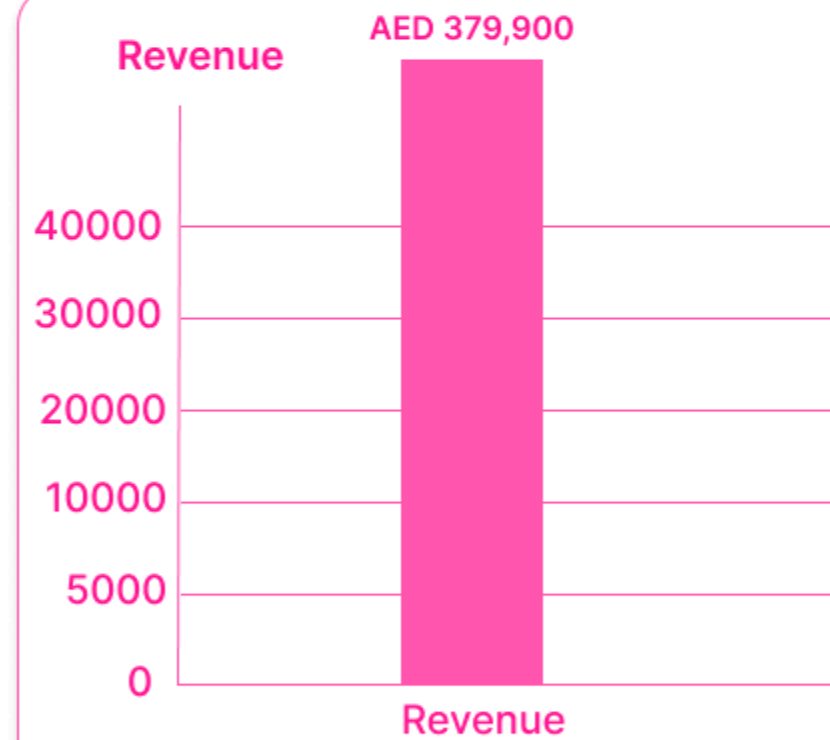
Session



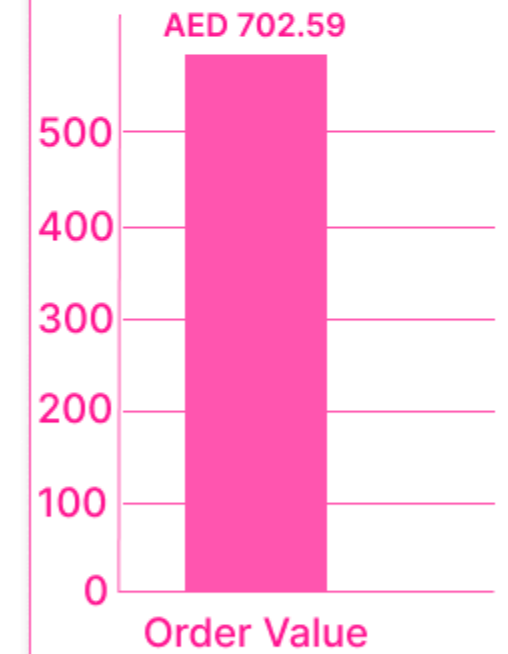
Orders



Revenue



Order Value



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Describe what you're looking for

Campaigns

Ad sets

Ads

1 Jul 2026 - 31 Jul 2026

+ Create

🔗 Duplicate

✎ Edit

🔗 A/B test

More

Columns

Breakdown

Grouping

📄

📌

🔍

🔗

	Off... T1	Campaign T1	Delivery T1	Actions	Attribution setting	Results ↓	Purchase ROAS (retu...	Results value T1	Average purchases...	Results ROAS	Reach T1	Fr
☐	☐	Page like Awareness	☐ Off		1-day click All conversions	2,328 Profile and Page visits	—	—	—	—	27,426	
☐	☒	Sales Scaling Arabic Tima • Male UAE 17 Aug...	☒ Active	🔗 3 recommendations	7-day click, 1-... All conversions	67 Website purchases	7.13	40,240.45 Value, purchase	600.60 Value, purchase	7.13 Value, purchase	41,022	
☐	☒	Sales Scaling Advantage • Catalog UAE 17 Aug...	☒ Active	🔗 1 recommendation	7-day click, 1-... All conversions	45 Website purchases	9.08	23,747.10 Value, purchase	527.71 Value, purchase	9.08 Value, purchase	22,645	
☐	☐	Sales Scaling Tima • Male UGC UAE 17 Aug 26	☐ Off		7-day click, 1-... All conversions	23 Website purchases	7.68	12,679.10 Value, purchase	551.27 Value, purchase	7.68 Value, purchase	12,382	
☐	☒	META Sales Scaling Kid UGC EN UAE 17 Aug...	☒ Active	🔗 2 recommendations	7-day click, 1-... All conversions	8 Website purchases	30.43	10,313.00 Value, purchase	1,289.13 Value, purchase	30.43 Value, purchase	3,768	
☐	☒	Sales Scaling Arabic • Kid UGC KSA 17 Aug 26	☒ Active	🔗 4 recommendations	7-day click, 1-... All conversions	3 Website purchases	7.77	2,769.27 Value, purchase	922.76 Value, purchase	7.77 Value, purchase	3,878	
☐	☐	RMS Sale 135 Static 20 July	☐ Off		7-day click, 1-... All conversions	3 Website purchases	6.26	1,210.00 Value, purchase	403.33 Value, purchase	6.26 Value, purchase	2,845	
☐	☐	Needoh Sales Campaign Static 20 July Qatar	☐ Off		7-day click, 1-... All conversions	2 Website purchases	4.77	1,804.00 Value, purchase	902.00 Value, purchase	4.77 Value, purchase	4,169	
☐	☐	Purchase LLA 3 % 17 July	☐ Off		7-day click, 1-... All conversions	1 Website purchase	9.06	886.00 Value, purchase	886.00 Value, purchase	9.06 Value, purchase	1,013	
☐	☐	Retargeting AD Static 20 July Ad UGC English 11 S...	☐ Off		7-day click, 1-... All conversions	—	—	—	—	—	—	
Results from 32 campaigns						7 actions total	Multiple attri...	8.17 Average	616.10 Average	—	88 Meta acc	

Describe what you're looking for

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Edit

A/B test

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1 Aug 2026 - 31 Aug 2026

☐	Off... T1	Campaign T1	Delivery T1	Actions	Attribution setting	Results	Purchase ROAS (retu...	Results value T1	Average purchases...	Results ROAS	Reach T1	Fr
☐	☒	Sales Scaling Advantage+ Catalog UAE 17 Au...	☒ Active	1 recommendation	7-day click, 1-...	85 All conversions	11.68	49,125.00 Value, purchase	57794.3	11.68 Value, purchase	18,175	
☐	☒	Sales Scaling Arabic Tima + Male UAE 17 Aug...	☒ Active	3 recommendations	7-day click, 1-...	64 All conversions	7.38	40,364.97 Value, purchase	630.703	7.38 Value, purchase	29,771	
☐	☒	Sales Scaling Arabic + Kid UGC KSA 17 Aug 26	☒ Active	4 recommendations	7-day click, 1-...	28 All conversions	8.28	30,021.99 Value, purchase	1,072.213	8.28 Value, purchase	17,798	
☐	☒	META Sales Scaling Kid UGC EN UAE 17 Au...	☒ Active	2 recommendations	7-day click, 1-...	28 All conversions	7.07	19,124.00 Value, purchase	683.003	7.07 Value, purchase	18,997	
☐	☒	Sales Scaling Arabic + Kid UGC Kuwait B... Charts Edit Duplicate Compare ...	☒ Active	5 recommendations	7-day click, 1-...	18 All conversions	10.03	21,755.31 Value, purchase	1,208.633	10.03 Value, purchase	14,293	
☐	☐	Sales Scaling Tima + Male UGC UAE 17 Aug 26	☐ Off		7-day click, 1-...	12 All conversions	5.35	5,409.00 Value, purchase	450.753	5.35 Value, purchase	7,196	
☐	☐	Sales Scaling Tima Kid UGC English 9 Aug 26	☐ Off		7-day click, 1-...	9 All conversions	4.77	3,795.55 Value, purchase	421.733	4.77 Value, purchase	6,525	
☐	☐	7 Ad UGC Monica UAE Aug 26	☐ Off		-	6 All conversions	4.13	3,167.00 Value, purchase	527.833	4.13 Value, purchase	6,448	
☐	☐	Sales Retargeting AD UAE New Kid UGC Engl...	☐ Off		7-day click, 1-...	4 All conversions	12.06	2,671.00 Value, purchase	667.753	12.06 Value, purchase	1,578	
☐	☐	Sales Scaling Arabic + Kid UGC Lebanon 11 ...	☐ Off		7-day click, 1-...	4 All conversions	4.96	4,076.41 Value, purchase	1,019.103	4.96 Value, purchase	14,552	
☐	☐	Results from 32 campaigns		7 actions total	Multiple attri...		7.72	—	703.783	—	119	Meta acc

Campaigns													
Search & Filter (f) Tips: Multi-keyword search is supported													
Jul 1, 2026 - Jul 31, 2026 Custom Columns Breakdown													
On/off	Name	Ad group ID	Budget	Bid	Ad Scheduling	Spend	Total purchase (all-channel) value	CTR (destination)	Purchase ROAS (all-channel)	Results	Attribution settings		
	New Ad Group UGC Broad	187070453626001	180.00 AED Daily	Purchases	2026/07/18 Ongoing	1,400.14 AED	16,025.00 AED	2.70%	11.443	24	7-day click, 1-day view Every		
	New Ad Group Broad	1870704070513762	180.00 AED Daily	Purchases	2026/07/15 Ongoing	1,494.34 AED	9,628.75 AED	5.18%	6.443	21	7-day click, 1-day view Every		
	New Ad Group Broad	186979522816081	150.00 AED Daily	Purchases	2026/07/06 Ongoing	1,099.90 AED	6,857.20 AED	4.75%	6.234	16	7-day click, 1-day view Every		
	Kid Ugc Ad Group With Interests	187824508406834	300.00 AED Daily	Purchases	2026/07/25 Ongoing	350.17 AED	4,989.75 AED	2.15%	14.250	8	7-day click, 1-day view Every		
	Kid Ugc Ad Group With Interests	187567365219538	60.00 AED Daily	Purchases	2026/09/07 Ongoing	0.00 AED	0.00 AED	0.00%	0.000	0	7-day click, 1-day view Every		
	Needoh	1875671688954354	50.00 AED Daily	Purchases	2026/09/07 Ongoing	0.00 AED	0.00 AED	0.00%	0.000	0	7-day click, 1-day view Every		
	ORB Smushers Ad Group	1875669695946130	100.00 AED Daily	Purchases	2026/09/07 Ongoing	0.00 AED	0.00 AED	0.00%	0.000	0	7-day click, 1-day view Every		
	New Ad Group With Interests	1875300452314482	60.00 AED Daily	Purchases	2026/09/03 Ongoing	0.00 AED	0.00 AED	0.00%	0.000	0	7-day click, 1-day view Every		
	Kid Ugc Ad Group With Interests	1875299152492562	110.00 AED Daily	Purchases	2026/09/03 Ongoing	0.00 AED	0.00 AED	0.00%	0.000	0	7-day click, 1-day view Every		
	3 Interest for suggestion 18 + 50	1873780826039409	100.00 AED Daily	Purchases	2026/08/18 Ongoing	0.00 AED	0.00 AED	0.00%	0.000	0	7-day click, 1-day view Every		
	Kid Ugc Ad Group With Interests 17...	18737793446530418	100.00 AED Daily	Purchases	2026/08/17 Ongoing	0.00 AED	0.00 AED	0.00%	0.000	0	7-day click, 1-day view Every		
	3 Interest for suggestion 18 + 50	1873233089070322	170.00 AED Daily	Purchases	2026/08/12 Ongoing	0.00 AED	0.00 AED	0.00%	0.000	0	7-day click, 1-day view Every		
	Total of 16 ad groups					4,542.81 AED	37,500.70 AED	3.92%	8.255				

Campaigns													
Search & Filter (f) Tips: Filter by metrics using the table headings													
Aug 1, 2026 - Aug 31, 2026 Custom Columns Breakdown													
On/off	Name	Ad group ID	Budget	Bid	Ad Scheduling	Spend	Total purchase (all-channel) value	CTR (destination)	Purchase ROAS (all-channel)	Results	Attribution settings		
	3 Interest for suggestion 18 + 50	1873780826039409	100.00 AED Daily	Purchases	2026/08/18 Ongoing	1,299.59 AED	23,952.67 AED	3.29%	18.431	51	7-day click, 1-day view Every		
	Kid Ugc Ad Group With Interests	1871624508406834	300.00 AED Daily	Purchases	2026/07/25 Ongoing	3,175.11 AED	31,561.00 AED	3.03%	9.940	51	7-day click, 1-day view Every		
	3 Interest for suggestion 18 + 50	1873233089070322	170.00 AED Daily	Purchases	2026/08/12 Ongoing	1,609.28 AED	10,708.10 AED	3.52%	6.654	23	7-day click, 1-day view Every		
	New Ad Group Broad	1870704070513762	180.00 AED Daily	Purchases	2026/07/15 Ongoing	2,251.64 AED	8,537.20 AED	3.83%	3.792	19	7-day click, 1-day view Every		
	New Ad Group UGC Broad	187070453626001	180.00 AED Daily	Purchases	2026/07/18 Ongoing	2,117.03 AED	7,188.20 AED	3.13%	3.395	16	7-day click, 1-day view Every		
	Retargeting Catalog Ad	1872680641588066	Uses campaign bud...	Purchases	2026/08/05 Ongoing	232.75 AED	194.00 AED	1.49%	0.814	1	7-day click, 1-day view Every		
	RMS Catalog With Interest	1875672365219538	60.00 AED Daily	Purchases	2026/09/07 Ongoing	0.00 AED	0.00 AED	0.00%	0.000	0	7-day click, 1-day view Every		
	Needoh	1875671688954354	50.00 AED Daily	Purchases	2026/09/07 Ongoing	0.00 AED	0.00 AED	0.00%	0.000	0	7-day click, 1-day view Every		
	ORB Smushers Ad Group	1875669695946130	100.00 AED Daily	Purchases	2026/09/07 Ongoing	0.00 AED	0.00 AED	0.00%	0.000	0	7-day click, 1-day view Every		
	New Ad Group With Interests	1875300452314482	60.00 AED Daily	Purchases	2026/09/03 Ongoing	0.00 AED	0.00 AED	0.00%	0.000	0	7-day click, 1-day view Every		
	Kid Ugc Ad Group With Interests	1875299152492562	110.00 AED Daily	Purchases	2026/09/03 Ongoing	0.00 AED	0.00 AED	0.00%	0.000	0	7-day click, 1-day view Every		
	Kid Ugc Ad Group With Interests 17...	18737793446530418	100.00 AED Daily	Purchases	2026/08/17 Ongoing	261.55 AED	6.00 AED	2.48%	0.000	0	7-day click, 1-day view Every		
	Total of 16 ad groups					10,946.95 AED	82,347.17 AED	3.23%	7.504				

