



Lamphills' Snapchat Ads Performance Analysis Template

These resources should help you effectively plan, execute, and optimize your Snapchat advertising campaigns, ensuring you maximize engagement and visibility

Campaign Performance Summary:

- Campaign Name: [Name]
- Objective: [Objective]
- Duration: [Start and End Dates]

Key Metrics:]

- Impressions: [Number]
- Clicks/Swipe-Ups: [Number]
- Video Views: [Number]
- Conversions: [Number]
- Engagement Rate: [Percentage]

Cost Analysis:

- Total Spend: [Amount]
- Cost Per Click (CPC): [Amount]
- Cost Per Action (CPA): [Amount]

Insights & Recommendations:

- What Worked Well: [Describe successful elements]
- Areas for Improvement: [Describe issues and suggested improvements]
- Recommendations for Future Campaigns: [Provide actionable insights]