

Zipicka

REAL-TIME META ADS PULSE

Zipicka – Multi-Store UAE – 30 Days

Campaign ID 120250090186180457

4–9 Jul 2026 · Day 5 of 30

Generated 9 Jul 2026, 10:40 GST

LIVE DATA

STATUS

Active

OBJECTIVE

Link Clicks

DAILY BUDGET

AED 45.00

OPPORTUNITY SCORE

92 / 100

Campaign Totals

Lifetime performance, 4–9 Jul 2026 (rolling 6-day window)

AMOUNT SPENT

AED 203.10

LINK CLICKS

3,382

CTR

2.59%

COST / RESULT

AED 0.06

IMPRESSIONS

110,802

REACH

63,854

CPC

AED 0.07

CPM

AED 1.83

BUDGET PACING — DAY 5 OF 30

AED 203.10 of ~AED 225.56 at 90% paced pace

90%

No Meta Pixel installed on zipicka.com — figures above are link clicks, not confirmed on-site purchases.

Where the Spend Is Working

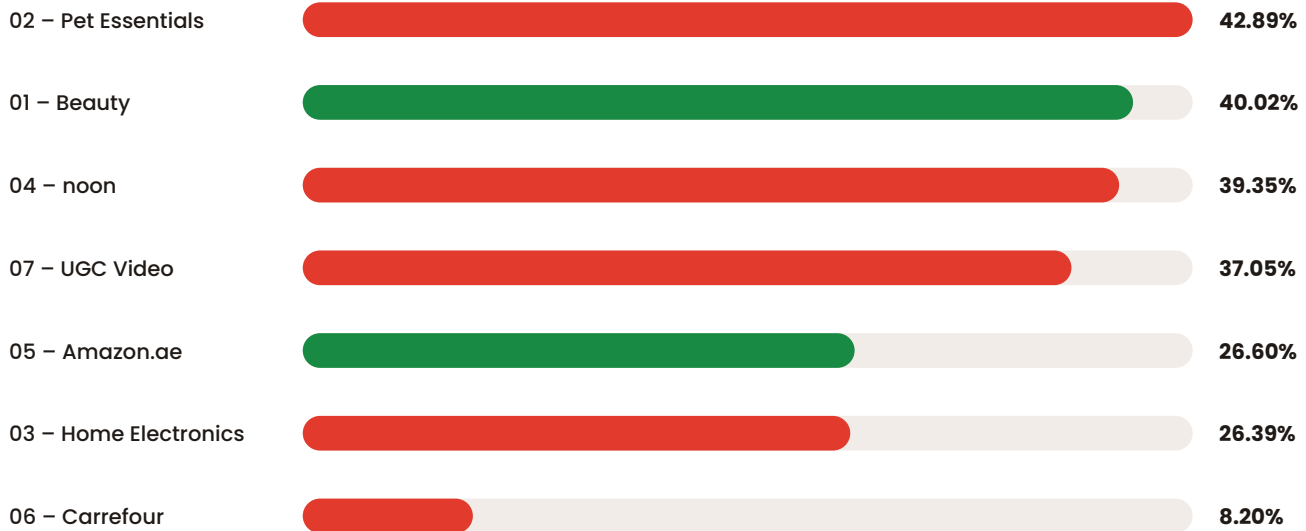
Ad-level spend vs. results, sorted by investment

05 – Amazon.ae	TOP PERFORMER	AED 133.43
01 – Beauty		AED 28.00
02 – Pet Essentials		AED 16.82
03 – Home Electronics		AED 16.40
04 – noon		AED 5.20
07 – UGC Video		AED 1.78
06 – Carrefour		AED 1.47

Amazon.ae carries 66% of spend and 68% of results at the lowest cost/result in the account.

Engagement Momentum

CTR trend by ad since launch



• Improving • Needs attention



No account-level anomalies detected — auction overlap, creative fatigue, and audience size all check out clean.

92

/ 100

Meta Recommendations

Opportunity Score reflects alignment with Meta best practices — higher scores correlate with stronger long-run performance.

1

Install the Meta Pixel on zipicka.com to unlock full conversion tracking

25% lower cost per offsite conversion

+3 pts

2

Use a full-screen vertical video (9:16) with audio on the Reels placement for the Traffic ad

13% lower cost per link click

+1 pt

3

Add a full-screen vertical video (9:16) with audio to a second Reels ad

8% lower cost per result

+1 pt

4

Add a full-screen vertical video (9:16) with audio to a third Reels ad

8% lower cost per result

+1 pt

5

Add a full-screen vertical video (9:16) with audio to a fourth Reels ad

5% lower cost per messaging conversation

+1 pt

Source: Meta Ads Manager — Account 2415045772277138. Figures reflect lifetime campaign totals for the 4–9 Jul 2026 window, pulled live at report generation time.