

1. START DER SCALING-KAMPAGNE. BISHER 2 TOP-PERFORMER IDENTIFIZIERT. 3. AD KAM ERST SPÄTER.

Campaigns		1 selected		Ad sets	
Off/On	Ad	Amount spent	Results	Cost per result	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	£0.00	Mobile App Install	Per Mobile App Install	
<input type="checkbox"/>	<input type="checkbox"/>	£0.00	Mobile App Install	Per Mobile App Install	
<input type="checkbox"/>	<input type="checkbox"/>	£72.87	Mobile App Install	Per Mobile App Install	
Results from 3 ads		£72.87 Total Spent	Mobile App Install	Per Mobile App Install	

2. WEITEREN TOP-PERFORMER IM TESTING IDENTIFIZIERT + EINGEFÜGT. META BEGINNT BUDGET ZU SHIFTEN.

Campaigns		1 selected		Ad sets	
Off/On	Ad	Amount spent	Results	Cost per result	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	£100.31	Mobile App Install	Per Mobile App Install	
<input type="checkbox"/>	<input type="checkbox"/>	£175.48	47 ⁽¹⁾ Mobile App Install...	£3.73 ⁽¹⁾ Per Mobile App In...	
<input type="checkbox"/>	<input type="checkbox"/>	£270.01	86 ⁽¹⁾ Mobile App Install...	£3.14 ⁽¹⁾ Per Mobile App In...	
Results from 3 ads		£545.80 Total Spent	133 ⁽¹⁾ Mobile App Installat...	£4.10 ⁽¹⁾ Per Mobile App Inst...	

3. IN FOLGEWOCHE SHIFTED META BUDGET DEUTLICH AUF DEN GEWINNER.

Campaigns		1 selected		Ad sets	
Off/On	Ad	Amount spent	Results	Cost per result	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	£557.27	269 ⁽¹⁾ Mobile App Install...	£2.07 ⁽¹⁾ Per Mobile App In...	
<input type="checkbox"/>	<input type="checkbox"/>	£88.88	50 ⁽¹⁾ Mobile App Install...	£1.78 ⁽¹⁾ Per Mobile App In...	
<input type="checkbox"/>	<input type="checkbox"/>	£92.41	39 ⁽¹⁾ Mobile App Install...	£2.37 ⁽¹⁾ Per Mobile App In...	
Results from 3 ads		£738.56 Total Spent	358 ⁽¹⁾ Mobile App Installat...	£2.06 ⁽¹⁾ Per Mobile App Inst...	

4. IN FOLGEWOCHE SHIFTED META NOCH MEHR BUDGET AUF DEN GEWINNER.

Campaigns		1 selected		Ad sets	
Off/On	Ad	Amount spent	Results	Cost per result	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	£697.08	404 ⁽¹⁾ Mobile App Install...	£1.73 ⁽¹⁾ Per Mobile App In...	
<input type="checkbox"/>	<input type="checkbox"/>	£104.76	43 ⁽¹⁾ Mobile App Install...	£2.44 ⁽¹⁾ Per Mobile App In...	
<input type="checkbox"/>	<input type="checkbox"/>	£0.00	Mobile App Install	Per Mobile App Install	
Results from 3 ads		£801.84 Total Spent	447 ⁽¹⁾ Mobile App Installat...	£1.79 ⁽¹⁾ Per Mobile App Inst...	

5. ICH LASSE META AUF DAS CREATIVE MEHR ALS 6.000€ (OVERALL SOGAR ÜBER 12.000€ AUSGEBEN).

Campaigns		1 selected		Ad sets	
Off/On	Ad	Amount spent	Results	Cost per result	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	£5,815.81	2,889 ⁽¹⁾ Mobile App Install...	£2.01 ⁽¹⁾ Per Mobile App In...	
<input type="checkbox"/>	<input type="checkbox"/>	£473.09	210 ⁽¹⁾ Mobile App Install...	£2.25 ⁽¹⁾ Per Mobile App In...	
<input type="checkbox"/>	<input type="checkbox"/>	£435.29	125 ⁽¹⁾ Mobile App Install...	£3.48 ⁽¹⁾ Per Mobile App In...	
Results from 3 ads		£6,724.19 Total Spent	3,224 ⁽¹⁾ Mobile App Installat...	£2.09 ⁽¹⁾ Per Mobile App Inst...	