

# 株式会社・広告代理店 御中 Meta広告（Facebook広告・Instagram広告）レポート

運用期間 2023年12月19日～2024年01月25日

**株式会社大信SE**

〒164-0001

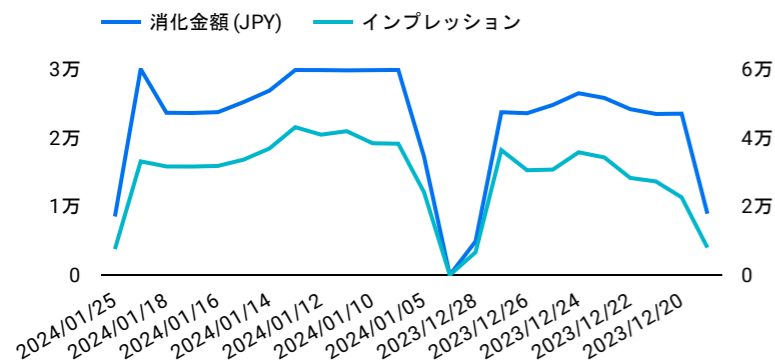
東京都中野区中野 1-21-22

TEL : 050-3716-0255

FAX : 050-3737-0638

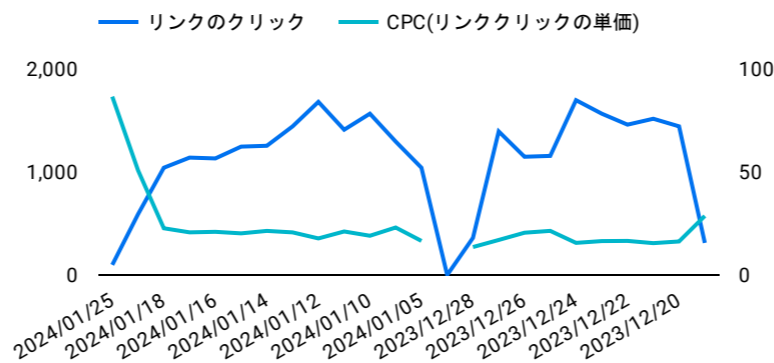
## 消化金額/インプレッション/CPM

|            |          |            |
|------------|----------|------------|
| 消化金額 (JPY) | インプレッション | インプレッション単価 |
| ¥540,364   | 695,918  | ¥776.48    |



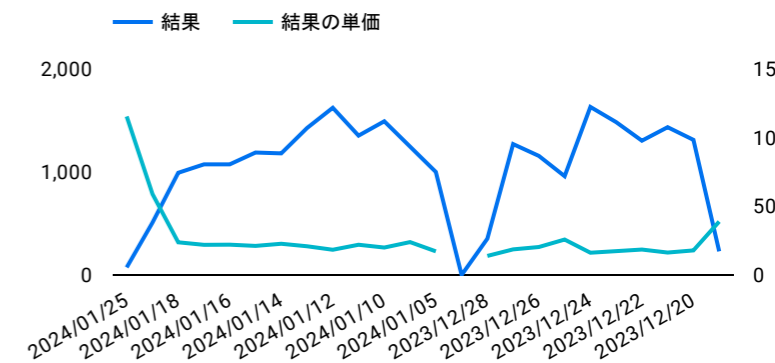
## クリック率/クリック数/CPC

|      |          |            |
|------|----------|------------|
| CTR  | リンクのクリック | リンククリックの単価 |
| 4.63 | 27,044   | ¥19.98     |

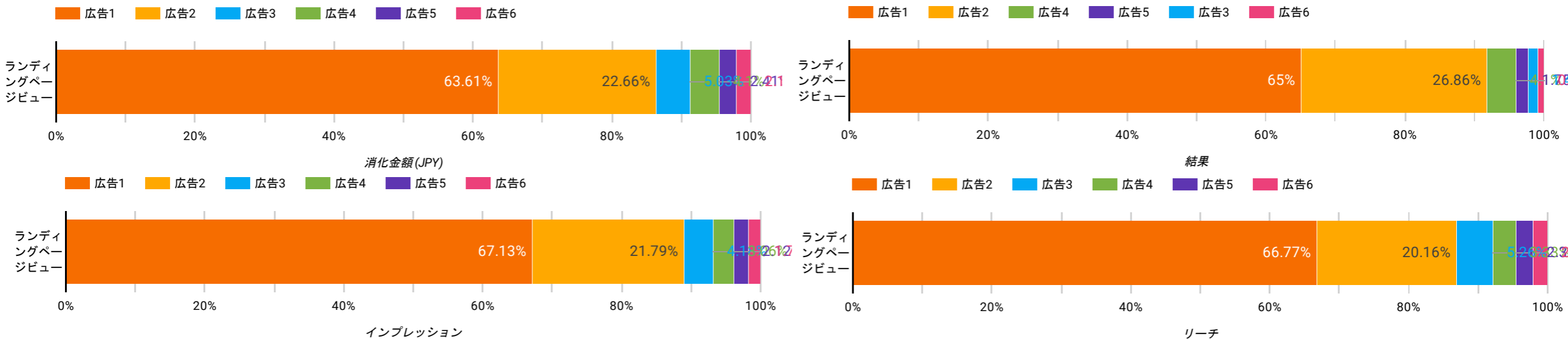


## CVR/コンバージョン数/リーチ数

|        |        |         |
|--------|--------|---------|
| 結果の単価  | 結果     | リーチ     |
| ¥21.28 | 25,395 | 455,108 |

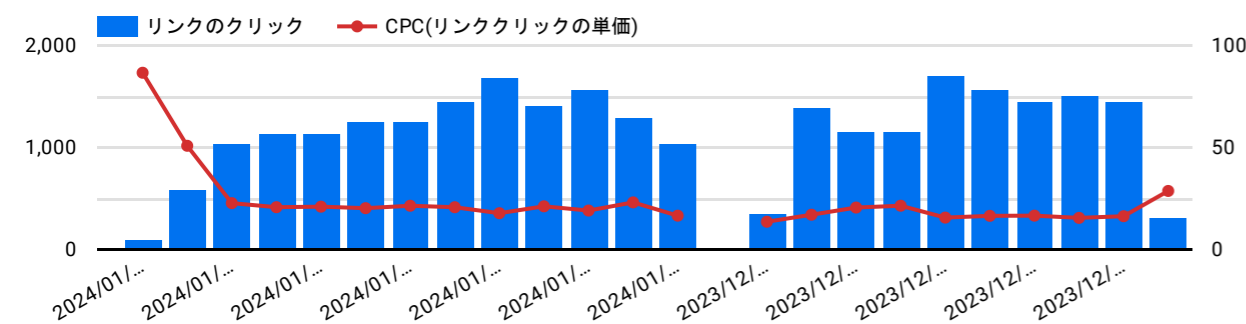
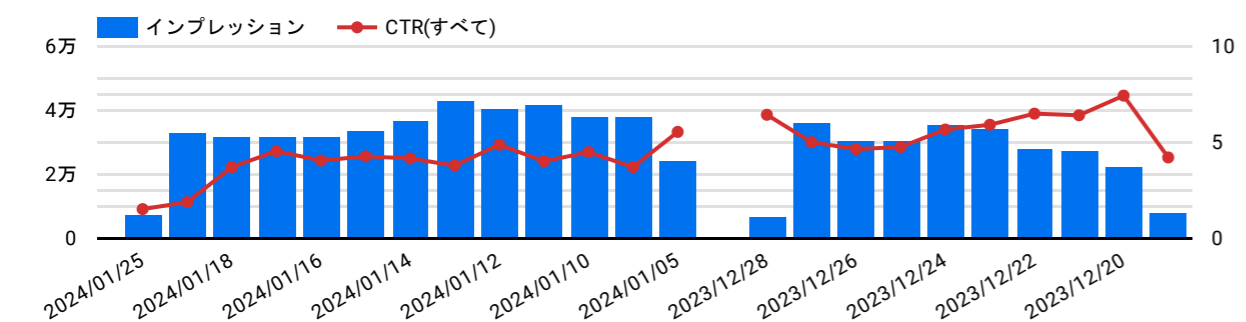


## 広告別サマリ

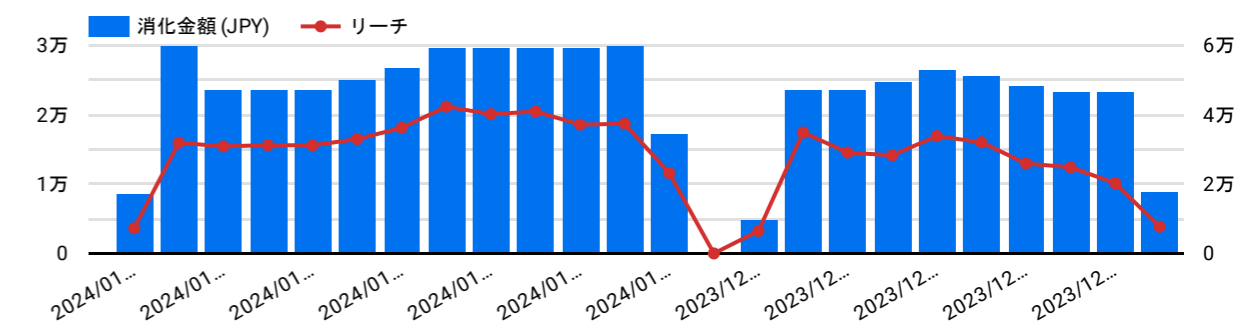
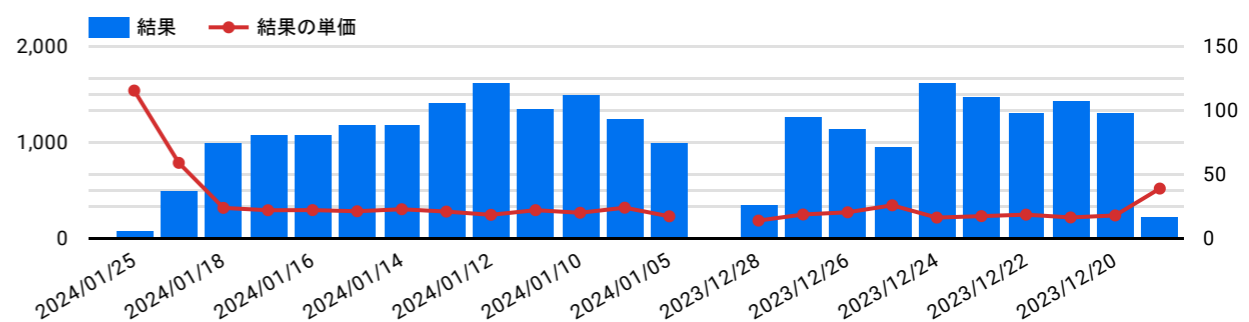


| 日          | インプレッション | リーチ    | リンクのクリック | CPC(リンククリックの単価) | 結果    | 結果の単価   | 消化金額 (JPY) | CTR(すべて) |
|------------|----------|--------|----------|-----------------|-------|---------|------------|----------|
| 2024/01/25 | 7,536    | 7,249  | 98       | ¥86.58          | 74    | ¥115.44 | ¥8,520     | 1.52     |
| 2024/01/24 | 33,095   | 31,923 | 590      | ¥50.79          | 508   | ¥58.98  | ¥29,987    | 1.88     |
| 2024/01/18 | 31,611   | 30,865 | 1,041    | ¥22.69          | 992   | ¥23.81  | ¥23,624    | 3.71     |
| 2024/01/17 | 31,586   | 31,234 | 1,140    | ¥20.70          | 1,074 | ¥21.96  | ¥23,591    | 4.54     |
| 2024/01/16 | 31,767   | 31,160 | 1,132    | ¥20.96          | 1,074 | ¥22.08  | ¥23,714    | 4.05     |
| 2024/01/15 | 33,612   | 32,980 | 1,246    | ¥20.21          | 1,189 | ¥21.19  | ¥25,190    | 4.27     |
| 2024/01/14 | 36,851   | 36,219 | 1,255    | ¥21.41          | 1,181 | ¥22.74  | ¥26,855    | 4.16     |
| 2024/01/13 | 43,058   | 42,328 | 1,443    | ¥20.68          | 1,427 | ¥20.92  | ¥29,848    | 3.79     |
| 2024/01/12 | 40,869   | 40,164 | 1,681    | ¥17.75          | 1,624 | ¥18.38  | ¥29,840    | 4.88     |
| 2024/01/11 | 41,886   | 40,918 | 1,410    | ¥21.13          | 1,353 | ¥22.02  | ¥29,799    | 4.01     |
| 2024/01/10 | 38,368   | 37,154 | 1,566    | ¥19.05          | 1,492 | ¥19.99  | ¥29,832    | 4.49     |
| 2024/01/09 | 38,237   | 37,376 | 1,296    | ¥23.05          | 1,246 | ¥23.96  | ¥29,864    | 3.71     |
| 2024/01/05 | 24,108   | 23,124 | 1,041    | ¥16.54          | 1,000 | ¥17.22  | ¥17,228    | 5.54     |
| 2023/12/30 | 0        | 0      | 0        | null            | 0     | null    | ¥0         | null     |
| 2023/12/28 | 6,626    | 6,478  | 361      | ¥13.57          | 353   | ¥13.88  | ¥4,895     | 6.44     |
| 2023/12/27 | 36,375   | 34,899 | 1,394    | ¥17.01          | 1,271 | ¥18.65  | ¥23,706    | 5        |
| 2023/12/26 | 30,512   | 29,069 | 1,148    | ¥20.52          | 1,156 | ¥20.38  | ¥23,559    | 4.65     |
| 2023/12/25 | 30,701   | 28,315 | 1,156    | ¥21.42          | 959   | ¥25.81  | ¥24,764    | 4.75     |
| 2023/12/24 | 35,736   | 33,825 | 1,697    | ¥15.59          | 1,632 | ¥16.22  | ¥26,470    | 5.67     |
| 2023/12/23 | 34,243   | 32,054 | 1,566    | ¥16.46          | 1,484 | ¥17.37  | ¥25,781    | 5.91     |
| 2023/12/22 | 28,282   | 25,920 | 1,460    | ¥16.55          | 1,304 | ¥18.53  | ¥24,157    | 6.49     |
| 2023/12/21 | 27,249   | 24,846 | 1,517    | ¥15.46          | 1,435 | ¥16.34  | ¥23,452    | 6.41     |
| 2023/12/20 | 22,616   | 20,254 | 1,443    | ¥16.28          | 1,312 | ¥17.91  | ¥23,493    | 7.43     |
| 2023/12/19 | 7,979    | 7,700  | 312      | ¥28.66          | 230   | ¥38.89  | ¥8,930     | 4.21     |

総計 **692,900** **666,053** **26,994** **¥23.61**



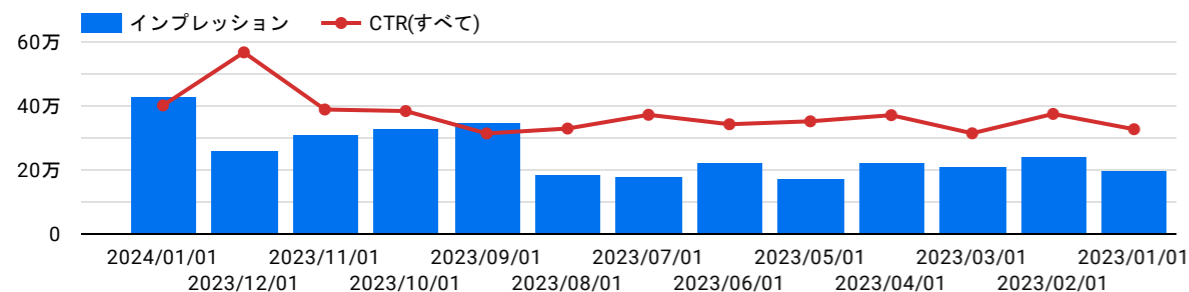
**25,371** **¥26.64** **¥537,100** **4.68**



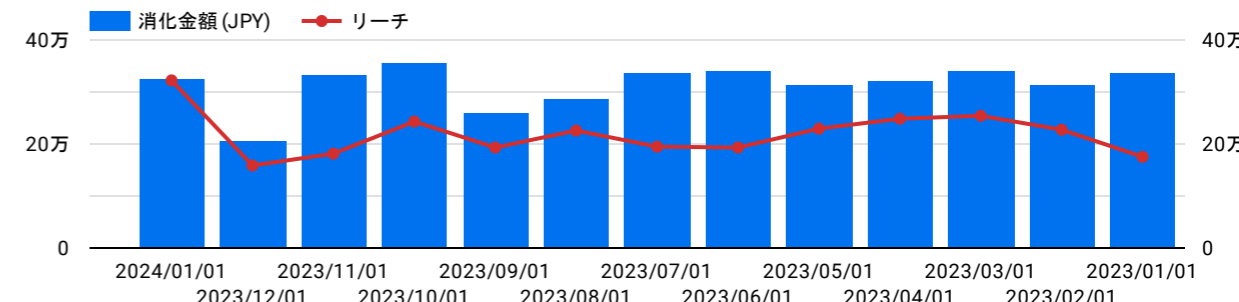
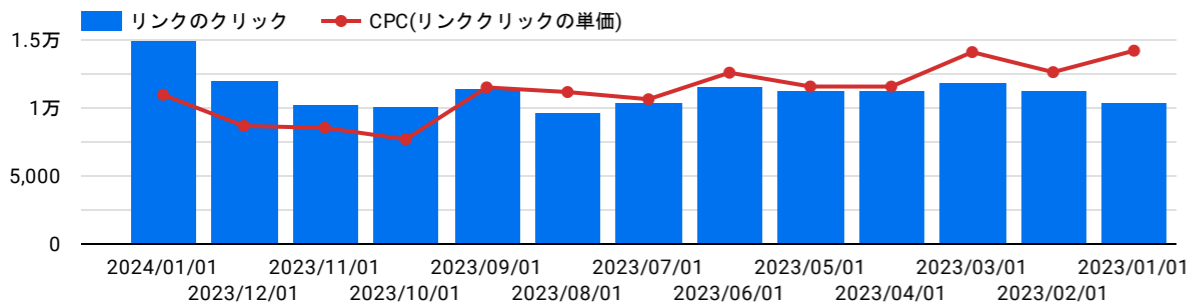
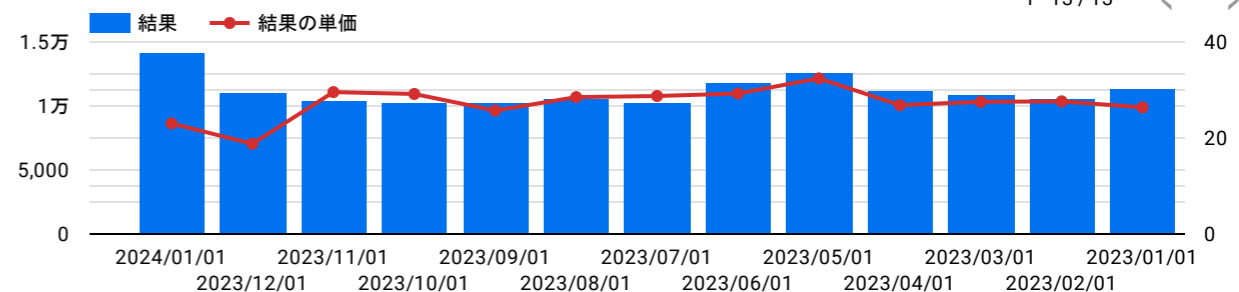
# meta 広告 - 月別

| 月          | インプレッション | リーチ     | リンクのクリック | CPC(リンククリックの単価) | 結果     | 結果の単価  | 消化金額 (JPY) | CTR(すべて) |
|------------|----------|---------|----------|-----------------|--------|--------|------------|----------|
| 2024/01/01 | 432,583  | 322,317 | 14,940   | ¥21.95          | 14,235 | ¥23.03 | ¥327,893   | 4.02     |
| 2023/12/01 | 260,317  | 158,711 | 12,054   | ¥17.36          | 11,136 | ¥18.79 | ¥209,207   | 5.68     |
| 2023/11/01 | 312,736  | 181,412 | 10,275   | ¥17.09          | 10,415 | ¥29.56 | ¥333,422   | 3.89     |
| 2023/10/01 | 331,784  | 243,219 | 10,186   | ¥15.39          | 10,246 | ¥29.17 | ¥356,392   | 3.84     |
| 2023/09/01 | 348,957  | 193,216 | 11,439   | ¥23.02          | 10,374 | ¥25.72 | ¥260,142   | 3.14     |
| 2023/08/01 | 184,657  | 225,913 | 9,735    | ¥22.35          | 10,547 | ¥28.51 | ¥290,174   | 3.3      |
| 2023/07/01 | 183,749  | 194,837 | 10,372   | ¥21.29          | 10,261 | ¥28.75 | ¥336,549   | 3.73     |
| 2023/06/01 | 225,874  | 193,218 | 11,659   | ¥25.19          | 11,915 | ¥29.27 | ¥341,732   | 3.43     |
| 2023/05/01 | 173,981  | 229,485 | 11,385   | ¥23.16          | 12,637 | ¥32.42 | ¥314,529   | 3.52     |
| 2023/04/01 | 224,876  | 248,613 | 11,296   | ¥23.15          | 11,327 | ¥26.84 | ¥321,437   | 3.71     |
| 2023/03/01 | 212,376  | 254,219 | 11,853   | ¥28.22          | 10,968 | ¥27.54 | ¥343,782   | 3.15     |
| 2023/02/01 | 243,976  | 227,519 | 11,285   | ¥25.27          | 10,569 | ¥27.63 | ¥313,842   | 3.75     |
| 2023/01/01 | 198,437  | 175,312 | 10,438   | ¥28.43          | 11,421 | ¥26.38 | ¥339,286   | 3.27     |

総計 **3,334,303** **2,847,991** **146,917** **¥22.45**



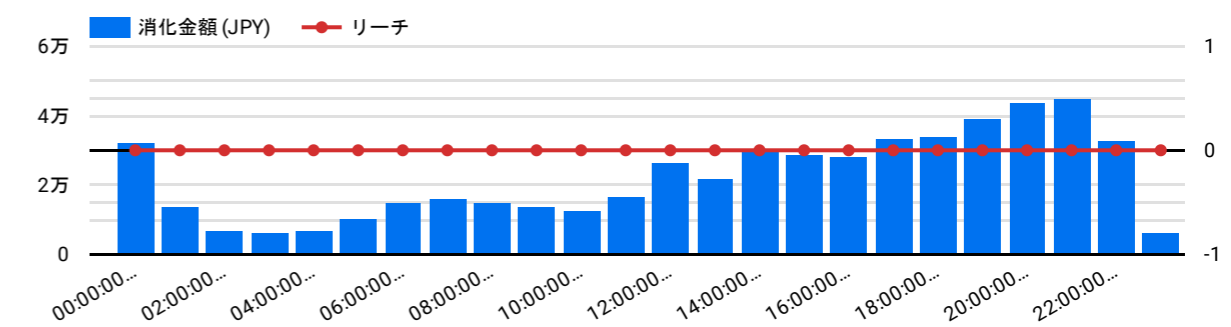
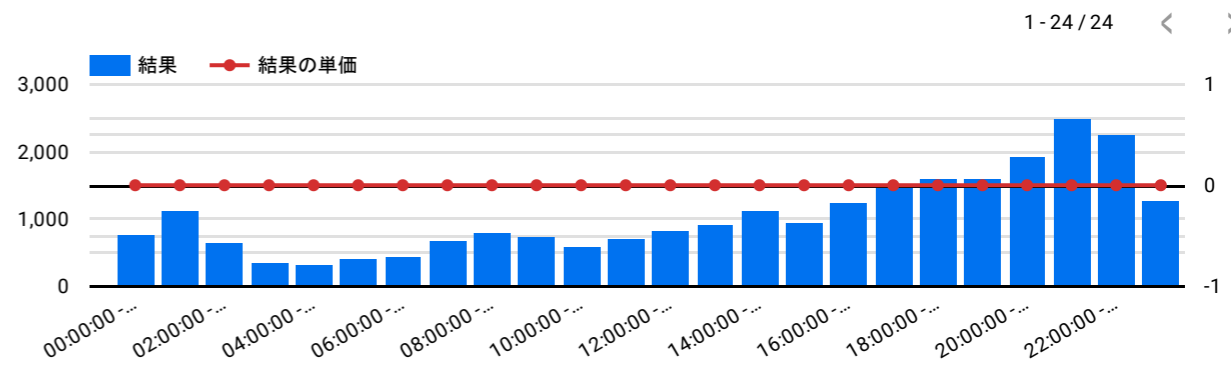
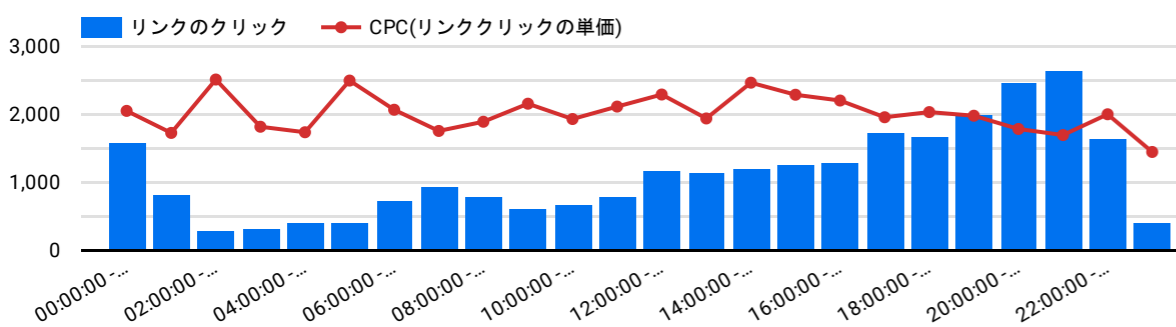
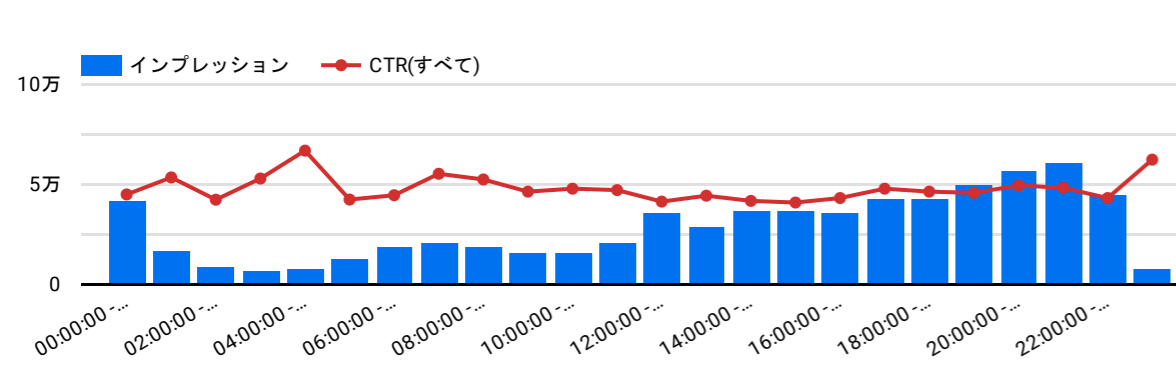
総計 **146,051** **¥27.20** **¥4,088,387** **3.73**



# meta 広告 - 時間帯

| 時間帯                 | インプレッション | リーチ | リンクのクリック | CPC(リンククリックの単価) | 結果    | 結果の単価 | 消化金額 (JPY) | CTR(すべて) |
|---------------------|----------|-----|----------|-----------------|-------|-------|------------|----------|
| 00:00:00 - 00:59:59 | 42,369   | 0   | 1,583    | ¥20.50          | 779   | 0     | ¥32,439    | 4.49     |
| 01:00:00 - 01:59:59 | 17,351   | 0   | 812      | ¥17.26          | 1,140 | 0     | ¥14,014    | 5.34     |
| 02:00:00 - 02:59:59 | 9,118    | 0   | 287      | ¥25.11          | 656   | 0     | ¥7,208     | 4.23     |
| 03:00:00 - 03:59:59 | 7,290    | 0   | 336      | ¥18.17          | 344   | 0     | ¥6,109     | 5.29     |
| 04:00:00 - 04:59:59 | 7,979    | 0   | 410      | ¥17.36          | 320   | 0     | ¥7,118     | 6.68     |
| 05:00:00 - 05:59:59 | 12,972   | 0   | 410      | ¥24.96          | 402   | 0     | ¥10,234    | 4.24     |
| 06:00:00 - 06:59:59 | 19,344   | 0   | 722      | ¥20.67          | 443   | 0     | ¥14,916    | 4.45     |
| 07:00:00 - 07:59:59 | 21,082   | 0   | 935      | ¥17.55          | 697   | 0     | ¥16,408    | 5.52     |
| 08:00:00 - 08:59:59 | 19,409   | 0   | 787      | ¥18.90          | 812   | 0     | ¥14,883    | 5.24     |
| 09:00:00 - 09:59:59 | 16,293   | 0   | 631      | ¥21.56          | 730   | 0     | ¥13,612    | 4.63     |
| 10:00:00 - 10:59:59 | 16,302   | 0   | 672      | ¥19.30          | 599   | 0     | ¥12,981    | 4.78     |
| 11:00:00 - 11:59:59 | 20,730   | 0   | 787      | ¥21.13          | 705   | 0     | ¥16,638    | 4.71     |
| 12:00:00 - 12:59:59 | 35,727   | 0   | 1,164    | ¥22.91          | 836   | 0     | ¥26,675    | 4.13     |
| 13:00:00 - 13:59:59 | 29,446   | 0   | 1,140    | ¥19.39          | 918   | 0     | ¥22,099    | 4.43     |
| 14:00:00 - 14:59:59 | 36,990   | 0   | 1,214    | ¥24.65          | 1,140 | 0     | ¥29,905    | 4.17     |
| 15:00:00 - 15:59:59 | 36,933   | 0   | 1,255    | ¥22.87          | 959   | 0     | ¥28,700    | 4.09     |
| 16:00:00 - 16:59:59 | 35,957   | 0   | 1,287    | ¥22.02          | 1,238 | 0     | ¥28,356    | 4.31     |
| 17:00:00 - 17:59:59 | 42,558   | 0   | 1,722    | ¥19.56          | 1,501 | 0     | ¥33,686    | 4.78     |
| 18:00:00 - 18:59:59 | 43,386   | 0   | 1,665    | ¥20.32          | 1,591 | 0     | ¥33,825    | 4.63     |
| 19:00:00 - 19:59:59 | 50,241   | 0   | 1,993    | ¥19.79          | 1,615 | 0     | ¥39,426    | 4.57     |
| 20:00:00 - 20:59:59 | 57,113   | 0   | 2,468    | ¥17.84          | 1,935 | 0     | ¥44,034    | 4.94     |
| 21:00:00 - 21:59:59 | 61,197   | 0   | 2,649    | ¥16.95          | 2,501 | 0     | ¥44,879    | 4.82     |
| 22:00:00 - 22:59:59 | 45,477   | 0   | 1,640    | ¥20.00          | 2,247 | 0     | ¥32,800    | 4.31     |
| 23:00:00 - 23:59:59 | 7,634    | 0   | 426      | ¥14.46          | 1,263 | 0     | ¥6,166     | 6.23     |

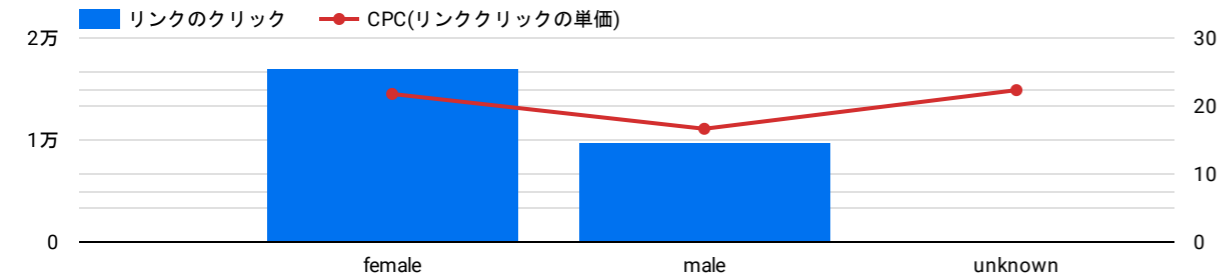
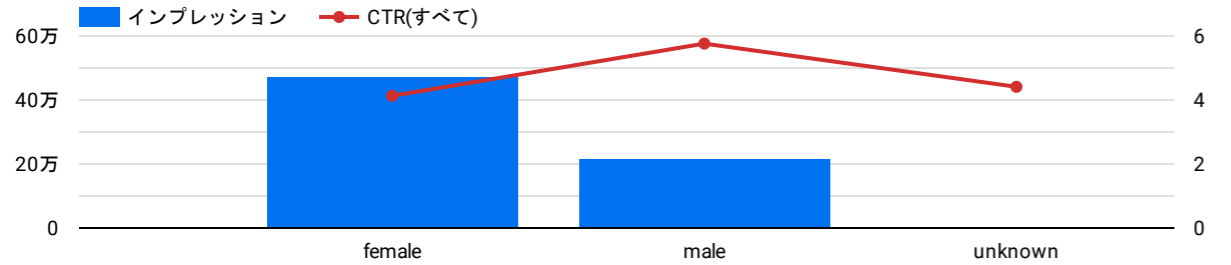
総計 692,900 0 26,994 ¥20.13 25,371 0 ¥537,108 4.79



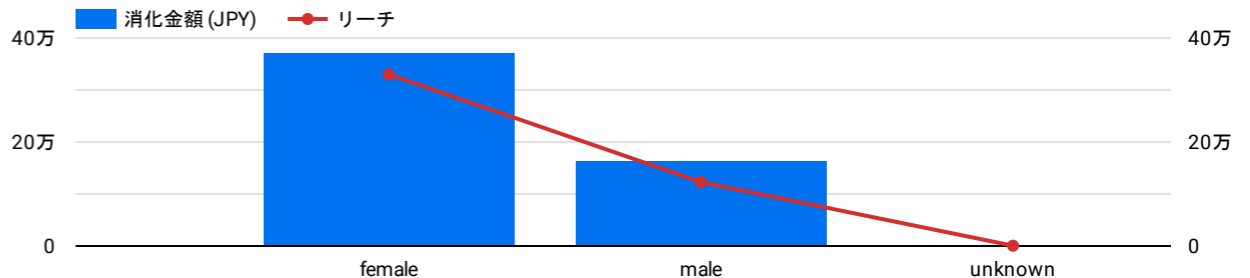
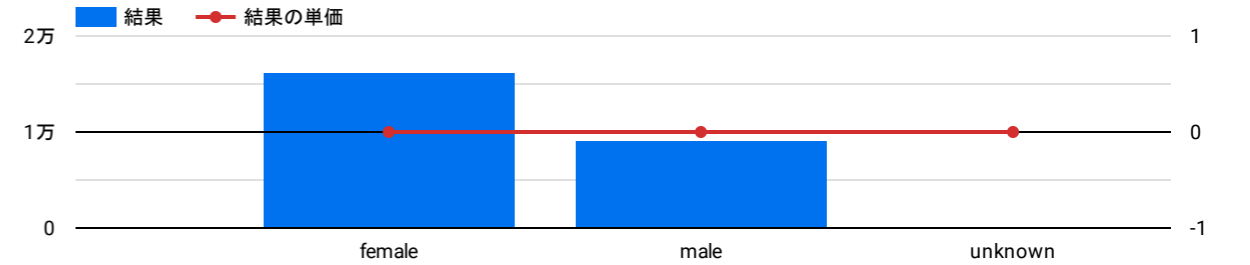
# meta 広告 - 性別

| 性別      | インプレッション | リーチ     | リンクのクリック | CPC(リンククリックの単価) | 結果     | 結果の単価 | 消化金額 (JPY) | CTR(すべて) |
|---------|----------|---------|----------|-----------------|--------|-------|------------|----------|
| female  | 476,420  | 330,075 | 17,138   | ¥21.77          | 16,203 | 0     | ¥373,133   | 4.13     |
| male    | 216,160  | 122,926 | 9,832    | ¥16.65          | 9,159  | 0     | ¥163,664   | 5.76     |
| unknown | 558      | 558     | 25       | ¥22.33          | 8      | 0     | ¥549       | 4.41     |

総計                      693,138                      453,558                      26,994                      ¥20.25



25,371                      0                      ¥537,346                      4.77

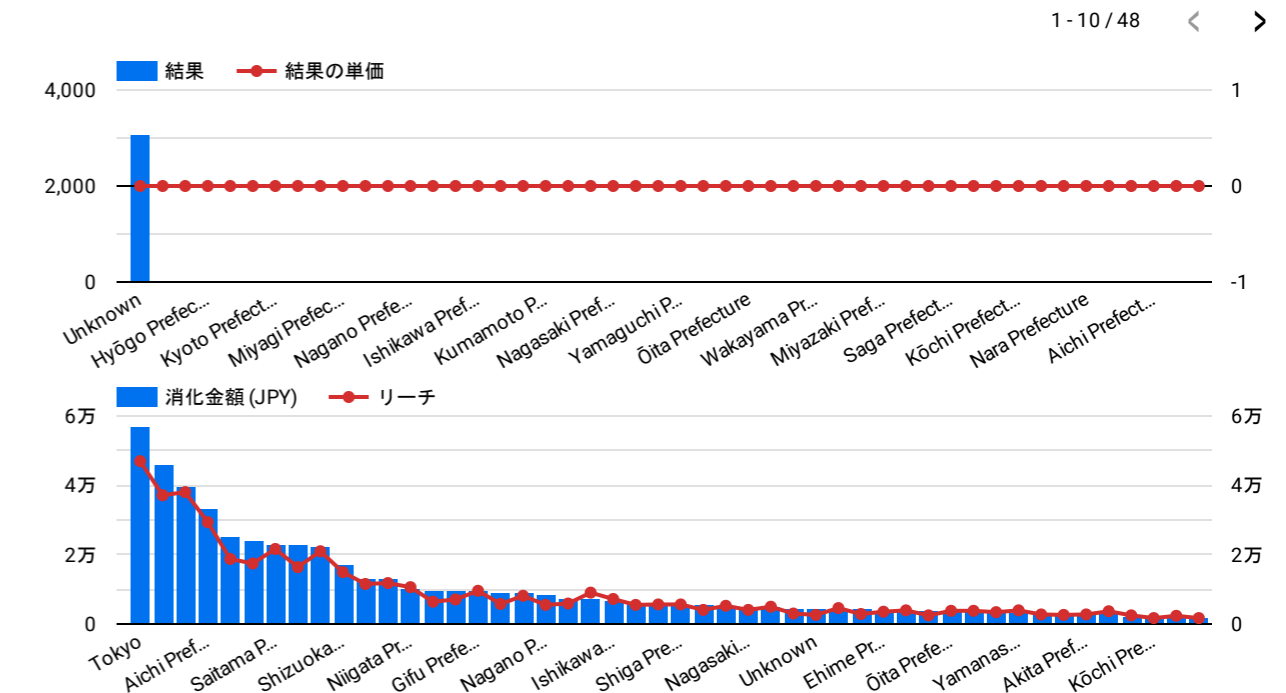
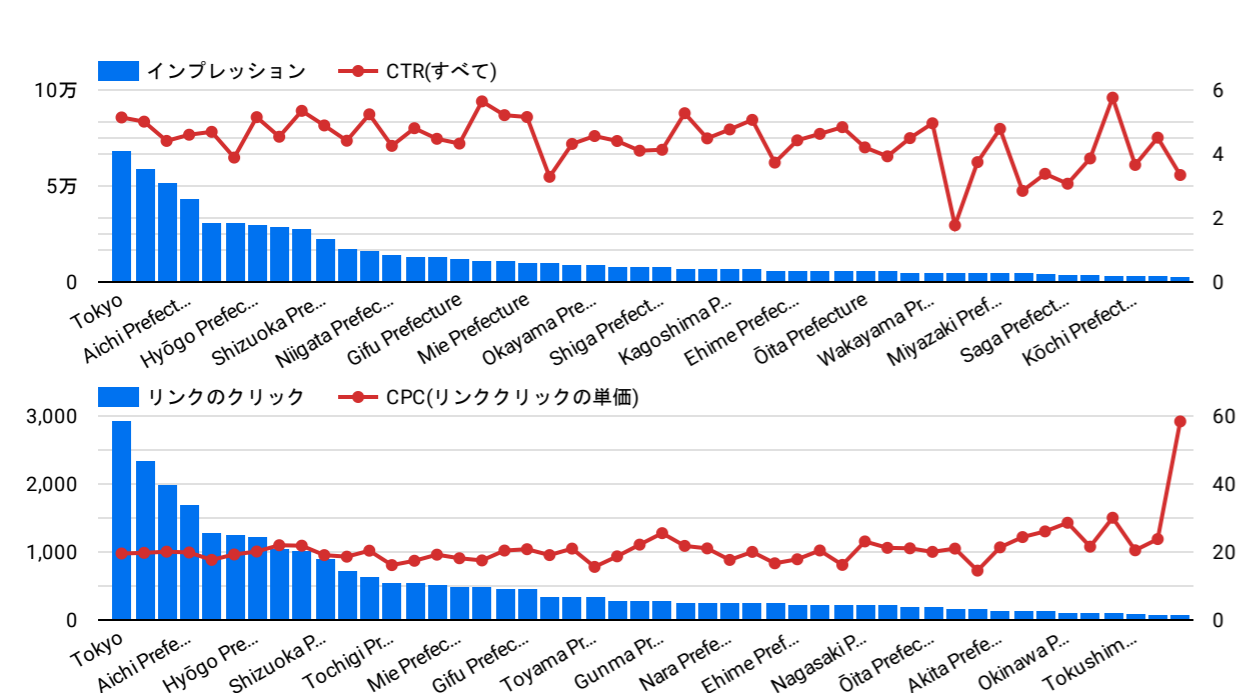




# meta 広告 - 地域

| 地域                  | インプレッション | リーチ    | リンクのクリック | CPC(リンククリックの単価) | 結果   | 結果の単価 | 消化金額 (JPY) | CTR(すべて) |
|---------------------|----------|--------|----------|-----------------|------|-------|------------|----------|
| Tokyo               | 68,732   | 46,970 | 2,927    | ¥19.56          | n... | ¥0    | ¥57,252    | 5.14     |
| Kanagawa Prefecture | 59,073   | 37,130 | 2,345    | ¥19.75          | n... | ¥0    | ¥46,314    | 5.01     |
| Osaka Prefecture    | 52,078   | 38,048 | 1,993    | ¥20.10          | n... | ¥0    | ¥40,049    | 4.41     |
| Aichi Prefecture    | 43,476   | 29,389 | 1,697    | ¥19.86          | n... | ¥0    | ¥33,710    | 4.6      |
| Fukuoka Prefecture  | 30,930   | 17,450 | 1,255    | ¥19.27          | n... | ¥0    | ¥24,182    | 4.69     |
| Hokkaido            | 30,791   | 20,992 | 1,025    | ¥21.86          | n... | ¥0    | ¥22,402    | 3.89     |
| Hyōgo Prefecture    | 30,086   | 18,762 | 1,246    | ¥20.14          | n... | ¥0    | ¥25,108    | 5.15     |
| Saitama Prefecture  | 29,266   | 21,648 | 1,058    | ¥21.99          | n... | ¥0    | ¥23,263    | 4.54     |
| Chiba Prefecture    | 28,208   | 16,400 | 1,304    | ¥17.68          | n... | ¥0    | ¥23,050    | 5.35     |
| Shizuoka Prefecture | 22,460   | 14,957 | 910      | ¥19.08          | n... | ¥0    | ¥17,368    | 4.89     |

|    |         |         |        |        |       |    |          |      |
|----|---------|---------|--------|--------|-------|----|----------|------|
| 総計 | 693,138 | 453,690 | 26,994 | ¥21.20 | 3,094 | ¥0 | ¥537,362 | 4.41 |
|----|---------|---------|--------|--------|-------|----|----------|------|



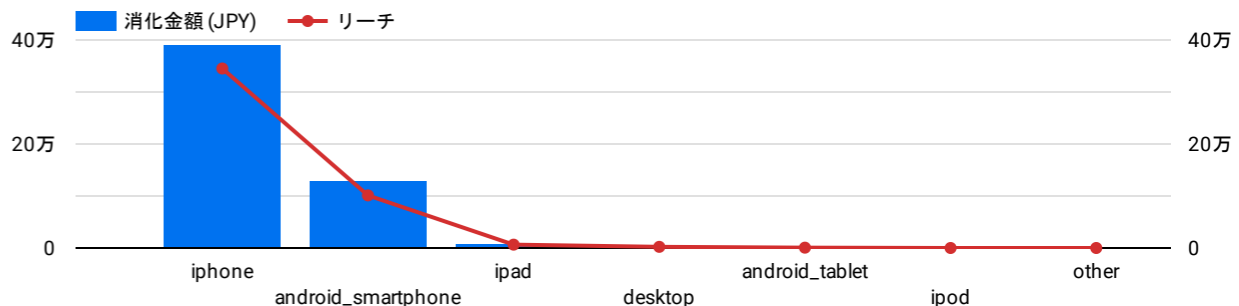
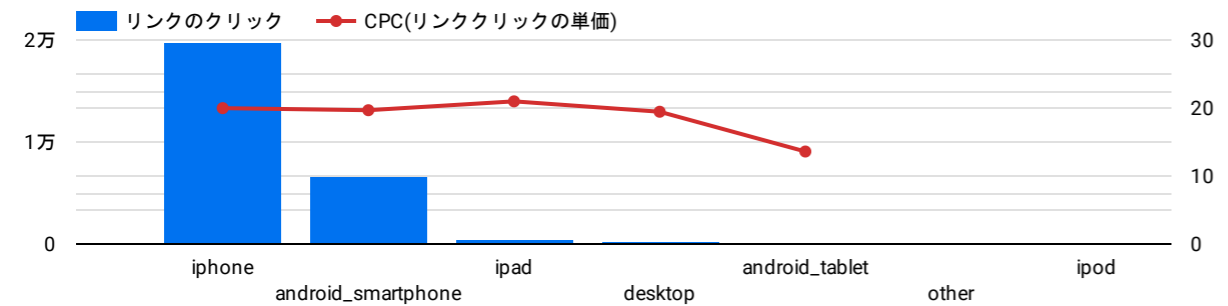
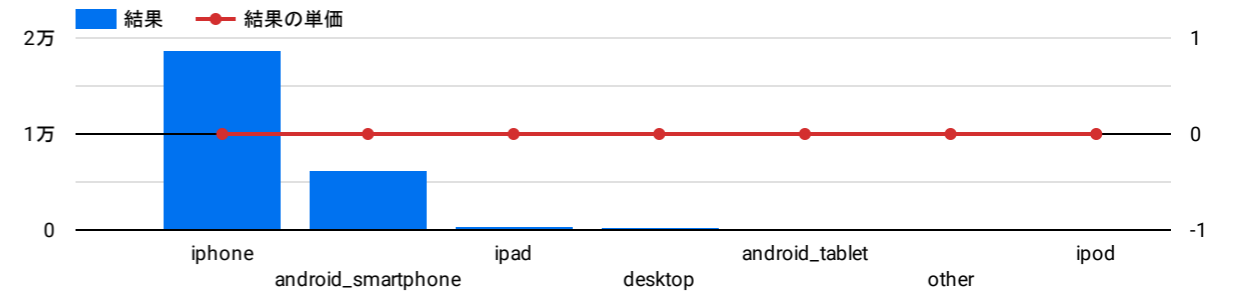
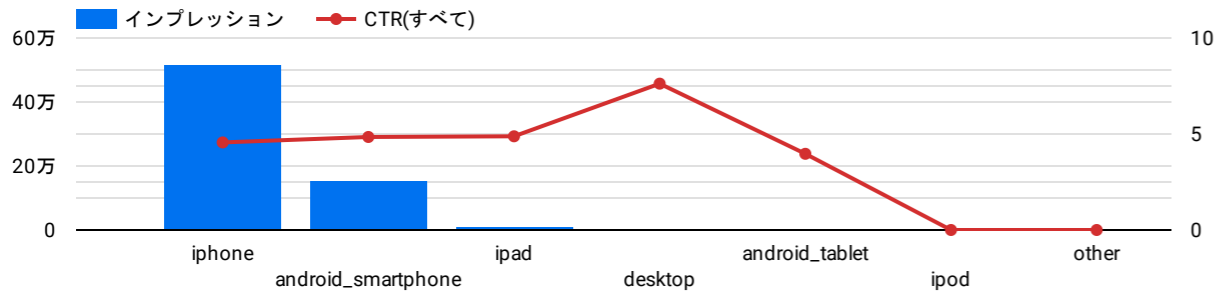


# meta 広告 - デバイス

| デバイス               | インプレッション | リーチ     | リンクのクリック | CPC(リンククリックの単価) | 結果     | 結果の単価 | 消化金額 (JPY) | CTR(すべて) |
|--------------------|----------|---------|----------|-----------------|--------|-------|------------|----------|
| iphone             | 521,044  | 345,163 | 19,721   | ¥19.98          | 18,729 | Rial0 | ¥393,977   | 4.56     |
| android_smartphone | 159,269  | 101,147 | 6,699    | ¥19.67          | 6,150  | Rial0 | ¥131,807   | 4.84     |
| ipad               | 8,905    | 6,429   | 369      | ¥20.98          | 320    | Rial0 | ¥7,741     | 4.88     |
| desktop            | 2,690    | 2,230   | 164      | ¥19.45          | 148    | Rial0 | ¥3,190     | 7.62     |
| android_tablet     | 1,033    | 656     | 41       | ¥13.60          | 25     | Rial0 | ¥558       | 3.97     |
| ipod               | 164      | 0       | null     | null            | null   | Rial0 | ¥74        | 0        |
| other              | 33       | 0       | null     | null            | null   | Rial0 | ¥8         | 0        |

総計                      693,138                      455,625                      26,994                      ¥18.74

25,371                      Rial0                      ¥537,354                      3.7



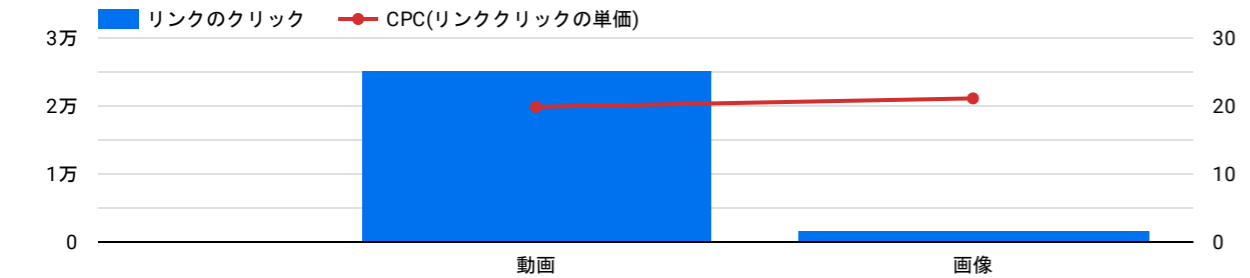
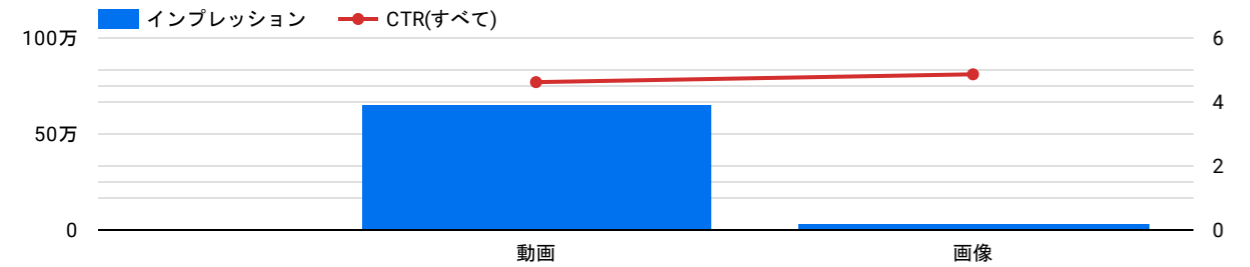




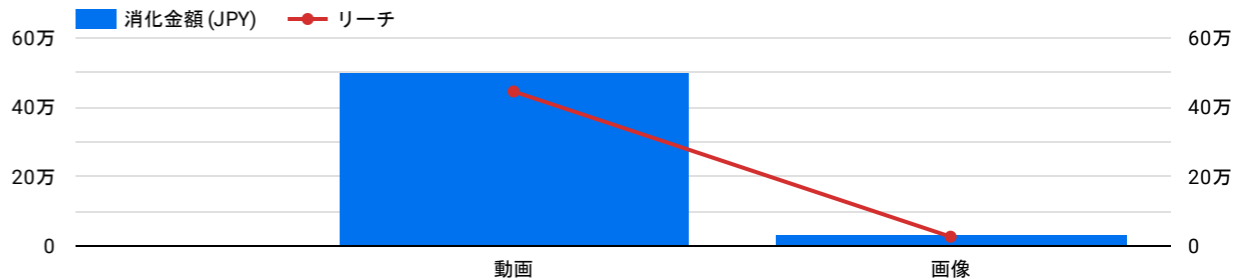
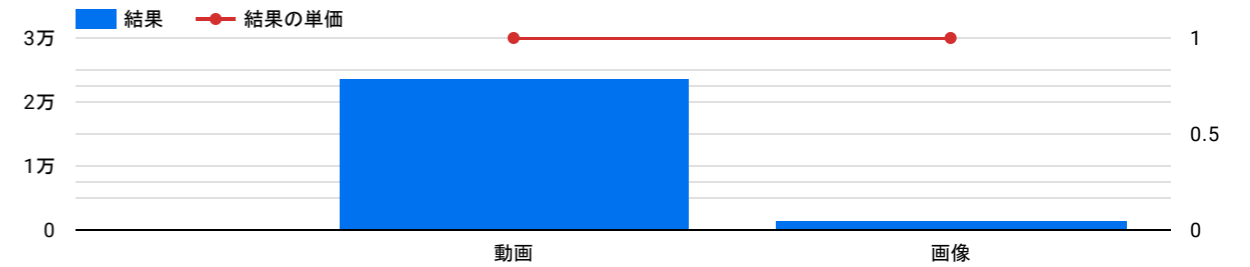
# meta 広告 -メディアタイプ

| メディアタイプ | インプレッション | リーチ     | リンクのクリック | CPC(リンククリックの単価) | 結果     | 結果の単価  | 消化金額 (JPY) | CTR(すべて) |
|---------|----------|---------|----------|-----------------|--------|--------|------------|----------|
| 動画      | 659,255  | 445,768 | 25,387   | ¥19.88          | 23,895 | ¥21.12 | ¥504,579   | 4.62     |
| 画像      | 35,900   | 26,773  | 1,656    | ¥21.12          | 1,484  | ¥23.57 | ¥34,981    | 4.87     |

総計                      695,155                      472,541                      27,044                      ¥20.50



25,379                      ¥22.34                      ¥539,560                      4.74

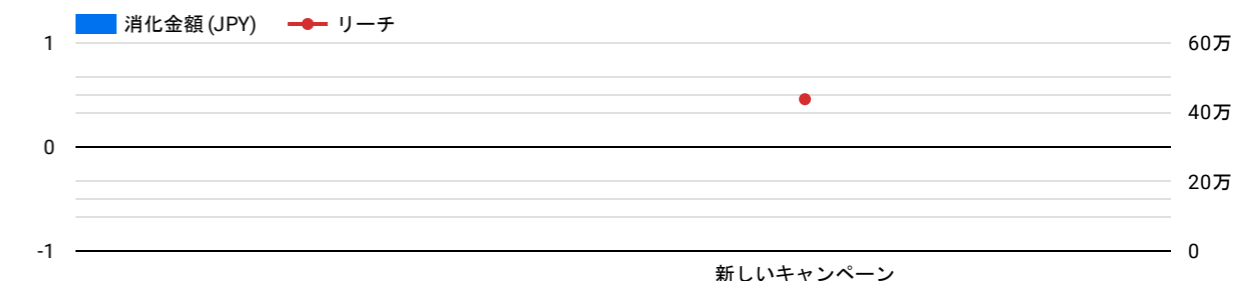
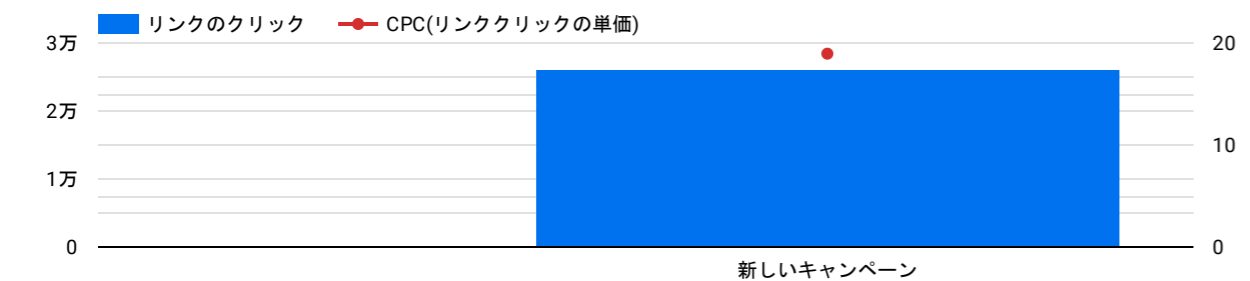
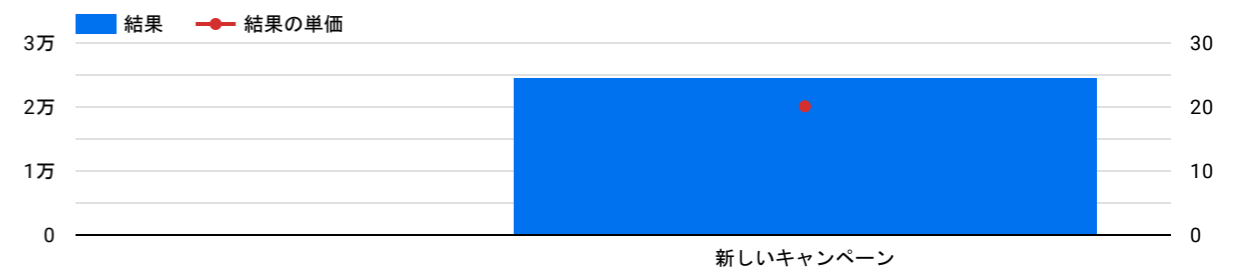
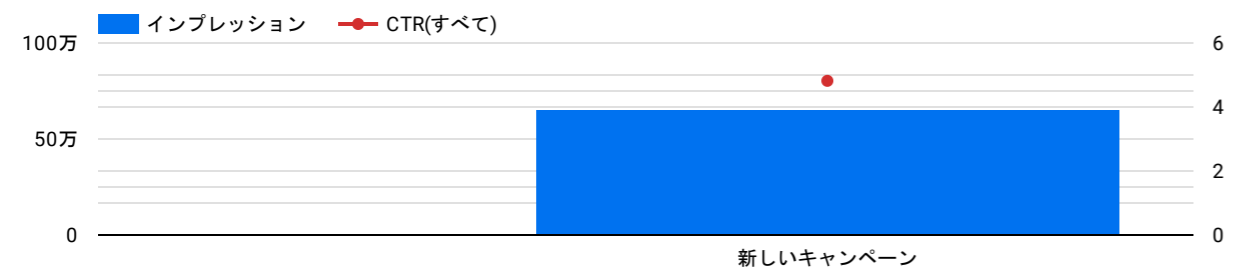


# meta 広告 - キャンペーン

| キャンペーン名   | インプレッション | リーチ     | リンクのクリック | CPC(リンククリックの単価) | 結果     | 結果の単価  | 消化金額 (JPY) | CTR(すべて) |
|-----------|----------|---------|----------|-----------------|--------|--------|------------|----------|
| 新しいキャンペーン | 652,269  | 437,872 | 26,306   | ¥18.95          | 24,789 | ¥20.11 | ¥0         | 4.82     |

総計                      652,269                      437,872                      26,306                      ¥18.95

24,789                      ¥20.11                      ¥0                      4.82





# meta 広告 - 広告 (クリエイティブ)

| 広告  | インプレッション | リーチ     | リンクのクリック | CPC(リンククリックの単価) | 結果     | 結果の単価  | 消化金額 (JPY) | CTR(すべて) |
|-----|----------|---------|----------|-----------------|--------|--------|------------|----------|
| 広告1 | 465,309  | 353,207 | 17,310   | ¥19.75          | 16,490 | ¥20.73 | ¥341,825   | 4.42     |
| 広告2 | 151,060  | 106,633 | 7,339    | ¥16.59          | 6,814  | ¥17.87 | ¥121,786   | 6.04     |
| 広告4 | 21,189   | 17,605  | 1,173    | ¥18.80          | 1,041  | ¥21.17 | ¥22,042    | 5.77     |
| 広告5 | 14,711   | 12,308  | 484      | ¥26.75          | 443    | ¥29.22 | ¥12,940    | 3.57     |
| 広告3 | 28,946   | 27,839  | 443      | ¥61.09          | 369    | ¥73.31 | ¥27,052    | 1.61     |
| 広告6 | 11,923   | 11,398  | 246      | ¥47.57          | 213    | ¥54.88 | ¥11,701    | 2.27     |

総計      693,138      528,990      26,994      ¥31.76      25,371      ¥217.18      ¥537,346      3.95

