

WI-MK-015 ??????????????  
Facebook

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- [illegible]

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1.   MK Nopadol Panich : 399910596739083  
2.  (  )  
3.  Facebook

Facebook Ads 3

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- The diagram illustrates the relationship between various marketing metrics and the stages of the marketing funnel. The funnel stages are Awareness, Consideration, and Engagement. Metrics are represented by horizontal bars of varying lengths, with some bars highlighted in red to indicate their alignment with specific funnel stages.
- 1. (Awareness)**: A single bar representing awareness.
  - 2. (Awareness)**: Three bars representing awareness.
  - 1. (Reach)**: A single bar representing reach.
  - 2. (Consideration)**: Three bars representing consideration.
  - 1. (Engagement)**: A single bar representing engagement.
  - 2. (App Install)**: Three bars representing app install.
  - 3. (Video View)**: Three bars representing video view.
  - 1. ThruPlay**: A single bar representing thruplay.
  - 2. 10 - Second Video View**: Two bars representing 10-second video view.

### 3. 2 - Second Video View

2

4. (Lead Generation)

5. (Message) Facebook

6. (Traffic) Facebook

URL Landing Page

3. (Conversion)

1. (Conversion)

Facebook Pixel

2. (Catalog Sale) Facebook

Shopee

Lazada

CPAS

Shopee

Facebook

Facebook

Shopee

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3. (Store Traffic)

\* Facebook

Future skill, Content shifu Digital tips

\*\* Metrics

Metrics

(Frequency)

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**1-2**

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business.facebook.com

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Facebook

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