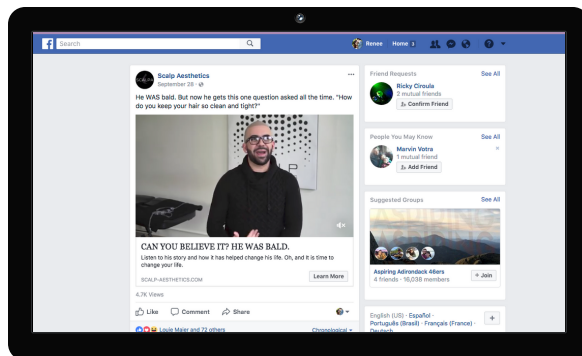


## What is it?

Conversion campaigns allows us to track results when a user performs a desired action on your website (make a purchase, submit a form, etc.). This will help us identify which one of your ads will perform the best in getting people to convert (complete your specified action).

# 1

The user sees and clicks on your ad from Facebook or a third-party network which brings them to your website.



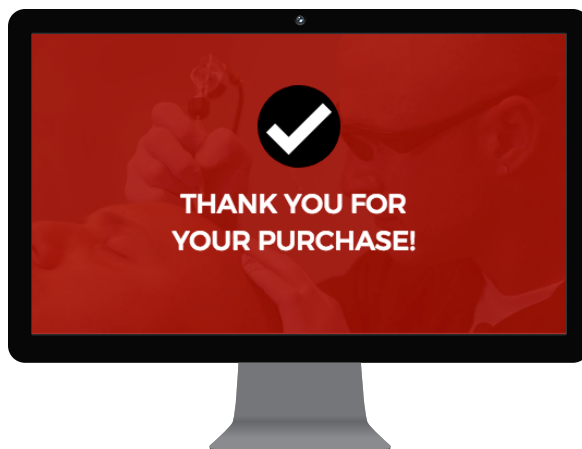
# 2

They look around your site and complete your desired action, or convert.




# 3

They are now counted as a conversion and will be added to your conversion tracking report.



## Results

Ad Name	Results ⓘ	Reach ⓘ	Impressions ⓘ	Relevance Score ⓘ
 Scalp Aesthetics - Conversions	24 Leads	19,405	29,124	8

