

# Gemini Pro 2.5

so i was under review for over a day, the ads were then supposedly running, but I got ZERO impressions, views, clocks etc even though it shows everything had green checkmarks and approved. The original two days ended so I extended the campaign for another two days with two difernt ads (healthy skin and organize). What do you think went wrong

ok the suggestion to remove interest is the opositeof what i shoudl do--i tried it and it REDUCED the reach, I need to add MORE interests to avoid narrow audience. so i am doing tha now. please suggest 10 related interests taht are broad

ok i did the broadening of the targeting to Balanced so we shoudl be okay. i aded many interests. after an hour, still no joy. we need a possibel plan B. meaning, another platform. I want to start setting that up, so shoudl I be choosing Meta ads (for instagram reels) or shoudl I choose Youtube ads?

after a couple hours we have Cost

CPC (destination)

CPM

Impressions

Clicks (destination)

CTR (destination)

Conversions

Cost per conversion

Conversion rate (CVR)

Results

Cost per result

Result rate

Deep funnel result

Cost per deep funnel result

Deep funnel result rate

healthy skin ad\_K6HQNovn.mp4\_Healthy Skin Ad

Active

1837383412947985

Broad Female Audience - US/CA/UK

1837570894756898

2.01 USD

0.17 USD

1.02 USD

1,969

12

0.61%

0

0.00 USD

0.00%

12

Click

0.17USD

Click

0.61%

Click

-

-

-

-

-

-

organize ad\_sbVuPTBa.mp4\_Organization Ad

Active

1837383412947985

Broad Female Audience - US/CA/UK

1837571112682529

1.11 USD

0.19 USD

0.85 USD

1,302

6

0.46%

what do you think so far

Show thinking

This is an excellent result. The data is clear, and the A/B test has given us a definitive winner.

Here is the analysis of what these numbers mean.

1. **The Algorithm Prefers "Healthy Skin":** TikTok has already spent nearly twice as much on the "Healthy Skin" ad. This is the platform itself telling you it is the better-performing creative and is choosing to show it to more people.
2. **The Message is More Effective:** The "Healthy Skin" ad has a significantly higher Click-Through Rate (CTR) of 0.61% compared to 0.46%. This proves people who see the "Healthy Skin" message are more compelled to click.
3. **The Clicks are Cheap:** Your Cost Per Click (CPC) of \$0.17 for the winning ad is extremely good. Our initial target was \$0.50. This is a very strong signal that we may have a path to profitability.

Ignore the 0 Conversions. With only 18 total clicks to the site, we do not have enough data to expect a sale yet. This is normal.

## Immediate Action Required

The A/B test has done its job. It is time to act on the data.

1. Go into your TikTok Ads Manager immediately.
2. Find the **"Organization Ad"** and turn it **OFF**. It is the proven loser and is wasting a portion of your daily budget.
3. Let the full \$20/day budget now run exclusively on the winning **"Healthy Skin Ad"**.

We have found our message. Now we let the winner run to gather more click and conversion data.

# ChatGPT

is this enough data to turn the "optimization ad" off on tiktok ads after about 2 hours, and just let the healthy skin ad run? Cost CPC (destination) CPM Impressions Clicks (destination) CTR (destination) Conversions Cost per conversion Conversion rate (CVR) Results Cost per result Result rate Deep funnel result Cost per deep funnel result Deep funnel result rate healthy skin ad\_K6HQNovn.mp4\_Healthy Skin Ad Active 1837383412947985 Broad Female Audience - US/CA/UK 1837570894756898 2.01 USD 0.17 USD 1.02 USD 1,969 12 0.61% 0 0.00 USD 0.00% 12 Click 0.17USD Click 0.61% Click - - - - - organize ad\_sbVuPTBa.mp4\_Organization Ad Active 1837383412947985 Broad Female Audience - US/CA/UK 1837571112682529 1.11 USD 0.19 USD 0.85 USD 1,302 6 0.46%

ChatGPT said:

Yes. Turn the **"Organization Ad"** off.

Here's why:

- **Impressions:** Healthy Skin Ad has 1,969 vs. Org Ad's 1,302 — enough for early comparison.
- **CTR:** Healthy Skin = **0.61%**, Org = **0.46%** — better clickthrough on Healthy.
- **CPC:** Healthy Skin = **\$0.17**, Org = **\$0.19** — lower cost per click.
- **Clicks:** Healthy Skin has **2x** the clicks (12 vs. 6).
- **Conversions:** Neither has any yet, but Healthy has more upper-funnel performance.

Early data shows Healthy Skin Ad is clearly outperforming. Kill the underperformer to let budget optimize into the winner faster.

**You said:**

are the metrics terrible, so-so, or great

**ChatGPT said:**

Metrics are **so-so**, leaning weak.

Breakdown:

- **CTR (0.61%):** Below average. TikTok benchmarks are typically **0.8%–1.5%** for decent performance.
- **CPC (\$0.17):** Fair. Under \$0.20 is tolerable, but strong ads can hit **\$0.05–\$0.12**.
- **CPM (\$1.02):** Excellent. Very low, which means you're getting cheap reach.
- **Conversion rate (0%):** Bad. No conversions means creative or landing page isn't closing.

Conclusion: You're paying very little to get attention, but not getting enough engagement or conversion. If this were a cold test, it's not a total fail — the ad is viable with edits or better post-click funnel. Keep testing angles or offers, but don't scale yet.