

FOR PUBLISHING

The screenshot shows a Facebook Ads 'View Results' dashboard. At the top, there are tabs for 'Overview', 'Results', and 'Settings'. The 'PERFORMANCE' section includes a table with metrics: 2,385 Link clicks, £0.18 Cost per Link Click, 40,883 People Reached, and £5.00 Daily Budget. A 'Lifetime' filter is present. A notification states 'You Have 2 Active Versions' with a 'View More Results' button. The 'CREATIVE VERSIONS' section shows two active versions. The first version has a purple background with 'APPLY NOW' text and 2,183 link clicks and 34,531 people reached. The second version features a photo of three people and has 202 link clicks and 13,024 people reached. A '+ Create New Version' button is also visible.

| PERFORMANCE | |
|--------------------------|------------------------------|
| 2,385 Link clicks | £0.18 Cost per Link Click |
| 40,883 People Reached | £5.00 Daily Budget |

CREATIVE VERSIONS

| Version | Link clicks | People Reached |
|----------------------------|-------------|----------------|
| Active (Purple background) | 2,183 | 34,531 |
| Active (Photo) | 202 | 13,024 |