



# META ADS SPECIALIST PORTFOLIO



## **HENARES, JANN KENNETH M.**

*Meta Ads Specialist*

Hi, I'm Jann Kenneth Henares a Meta Ads Specialist with 4 years of experience helping businesses grow through data-driven advertising. I focus on creating campaigns that don't just spend but actually convert. From strategy to scaling, I make sure every peso works smarter to deliver real results.

# **HOW I HELP BUSINESSES GROW**

- Meta Ads Campaign Management
- Funnel Strategy (Awareness → Conversion)
- Audience Targeting & Retargeting
- Creative Testing (Ad Copy & Visuals)
- Scaling Winning Campaigns



# ACHIEVEMENTS

PROMOTED *FB Ads Specialist*



SPEAKER | GENERAL ASSEMBLY TESTIMONY



PROMOTED *FB ADS TEAM LEADER*



I'M MORE THAN  
A META  
SPECIALIST,  
I CONTRIBUTE  
TO SHAPING  
CULTURE,  
INFLUENCING  
PERSPECTIVES,  
AND INSPIRING  
PEOPLE TO  
BECOME MORE.

# RESULTS I'VE DELIVERED

Ads Maximum: Jan 27, 2023 - Feb 27, 2026

More Columns: Performance and clicks Breakdown

	Cost per result	Budget	Amount spent	Ends	Impressions	CPM (cost per 1,000...)	Link clicks	Shop clicks	CPC (cost per link click)	CTR (link click-throu...)	Clicks (all)
Per Website Schedule	₱724.82	₱3,500.00 Daily average	₱1,452,543.62	Ongoing	4,389,274	₱330.93	72,864	—	₱19.93	1.66%	117,425
Per Website Schedule	₱834.77	₱2,033.00 Daily average	₱528,411.25	Ongoing	2,556,564	₱206.69	22,603	—	₱23.38	0.88%	40,825
Per Website Schedule	₱1,368.78	₱1,500.00 Daily average	₱503,711.77	Ongoing	1,968,795	₱255.85	19,239	—	₱26.18	0.98%	33,070
Per Website Schedule	₱1,071.72	₱3,050.00 Daily average	₱305,440.95	Ongoing	835,255	₱365.69	13,647	—	₱22.38	1.63%	21,808
Per Website Schedule	₱957.19	₱2,700.00 Daily average	₱241,212.77	Ongoing	781,304	₱308.73	13,743	—	₱17.55	1.76%	18,100
Per Website Schedule	₱1,258.85	₱1,700.00 Daily average	₱215,263.74	Ongoing	699,314	₱307.82	13,904	—	₱15.48	1.99%	19,383
Per Website Schedule	₱1,696.61	₱3,918.00 Daily average	₱195,110.27	Ongoing	455,627	₱428.22	6,325	—	₱30.85	1.39%	10,125
Per Website Schedule	₱1,732.63	₱1,200.00 Daily average	₱169,797.63	Ongoing	533,982	₱317.98	7,890	—	₱21.52	1.48%	11,518
Per Website Schedule	₱1,631.55	₱2,000.00 Daily average	₱151,734.51	Ongoing	350,562	₱432.83	5,174	—	₱29.33	1.48%	7,761
Per Website Schedule	₱1,276.43	Using ad set bu...	₱140,406.91	Ongoing	863,582	₱162.59	7,649	—	₱18.36	0.89%	13,323
Per Website Schedule	₱850.48	₱2,133.00 Daily average	₱139,478.66	Ongoing	607,181	₱229.72	6,173	—	₱22.59	1.02%	10,400
Per Website Schedule	₱2,586.82	₱1,100.00 Daily average	₱67,257.23	Ongoing	102,008	₱659.33	2,151	—	₱31.27	2.11%	2,918
Per Website Schedule	₱2,065.78	₱1,500.00 Daily average	₱66,104.84	Ongoing	151,085	₱437.53	1,743	—	₱37.93	1.15%	2,749
Multiple conversions	—	—	₱4,886,415.18 Total spent	—	16,625,582 Total	₱293.91 Per 1,000 Impressions	244,809 Total	— Total	₱19.96 Per Action	1.47% Per Impressions	375,521 Total

# RESULTS I'VE DELIVERED

Ads														Maximum: Jan 27, 2023 - Feb 27, 2026							
More														Columns: Performance and clicks		Breakdown					
Cost per result	Budget	Amount spent		Impressio...	CPM (cost per 1,000...	Link clicks		CPC (cost per link...	CTR (link click-...	Clicks (all)	CTR (all)	CPC (all)									
₱5,394.95 Per Website Sched...	₱650.00 Daily average	₱5,394.95	O...	16,459	₱327.78	136	—	₱39.67	0.83%	389	2.36%	₱13.87									
₱3,173.08 Per Website Sched...	₱650.00 Daily average	₱6,346.15	O...	14,376	₱441.44	217	—	₱29.24	1.51%	444	3.09%	₱14.29									
₱1,840.39 Per Lead	₱1,000.00 Daily average	₱5,521.18	O...	16,141	₱342.06	537	—	₱10.28	3.33%	757	4.69%	₱7.29									
₱1,406.93 Per Website Sched...	Using ad set bu...	₱43,614.97	O...	102,896	₱423.87	2,065	—	₱21.12	2.01%	3,244	3.15%	₱13.44									
₱1,278.21 Per Website Sched...	Using ad set bu...	₱109,926.42	O...	453,107	₱242.61	4,221	—	₱26.04	0.93%	7,541	1.66%	₱14.58									
₱1,218.80 Per Website Sched...	Using ad set bu...	₱157,225.58	O...	491,517	₱319.88	6,199	—	₱25.36	1.26%	11,612	2.36%	₱13.54									
₱1,153.86 Per Lead (Form)	₱520.00 Daily average	₱2,307.72	O...	4,797	₱481.08	64	—	₱36.06	1.33%	126	2.63%	₱18.32									
₱668.34 Per Lead	₱1,000.00 Daily average	₱8,020.05	O...	31,377	₱255.60	566	—	₱14.17	1.80%	904	2.88%	₱8.87									
₱415.85 Per Messaging Con...	₱400.00 Daily average	₱415.85	O...	1,232	₱337.54	10	—	₱41.59	0.81%	35	2.84%	₱11.88									
₱352.96 Per Lead (Form)	₱400.00 Daily average	₱2,823.71	O...	10,570	₱267.14	132	—	₱21.39	1.25%	249	2.36%	₱11.34									
₱275.34 Per Messaging Con...	₱1,430.00 Daily average	₱22,027.57	O...	80,774	₱272.71	722	—	₱30.51	0.89%	1,295	1.60%	₱17.01									
₱246.05 Per Messaging Con...	₱600.00 Daily average	₱4,675.04	O...	23,986	₱194.91	336	—	₱13.91	1.40%	621	2.59%	₱7.53									
₱217.79 Per Messaging Con...	₱963.00 Daily average	₱6,315.80	O...	18,114	₱348.67	163	—	₱38.75	0.90%	296	1.63%	₱21.34									
— Multiple conversions	₱51,000.00	₱872,923.89 Total spent		3,651,594 Total	₱239.05 Per 1,000 Impressio...	38,784 Total	To...	₱22.51 Per Action	1.06% Per Impressions	79,656 Total	2.18% Per Impressions	₱10.96 Per Click									

# RESULTS I'VE DELIVERED

Search to filter by: name, ID or metrics

<input type="checkbox"/>	Off / On	Cost per result	Budget	Amount spent	Cost per messagin...	Messaging conversa...	Results ROAS	Purchase ROAS...	Frequency	Impressio...	Reach	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	₱677.16 Per Meta Purchase	₱400.00 Daily average	₱677.16	₱17.82	38	1.62 Value, Meta Purchase	1.62	—	1.16	6,560	5,633
<input type="checkbox"/>	<input checked="" type="checkbox"/>	₱206.01 Per Meta Purchase	₱500.00 Daily average	₱824.02	₱16.82	49	5.21 Value, Meta Purchase	5.21	—	1.09	9,642	9,428
<input type="checkbox"/>	<input checked="" type="checkbox"/>	₱419.65 Per Meta Purchase	₱1,500.00 Daily average	₱2,517.91	₱13.83	182	3.54 Value, Meta Purchase	3.54	—	1.06	33,158	31,359
<input type="checkbox"/>	<input checked="" type="checkbox"/>	₱366.90 Per Meta Purchase	₱400.00 Daily average	₱1,100.71	₱19.31	57	2.90 Value, Meta Purchase	2.90	—	1.17	14,856	12,704
<input type="checkbox"/>	<input checked="" type="checkbox"/>	₱208.75 Per Meta Purchase	₱870.00 Daily average	₱2,713.70	₱13.37	203	4.92 Value, Meta Purchase	4.92	—	1.08	40,619	38,348
<input type="checkbox"/>	<input checked="" type="checkbox"/>	₱287.84 Per Meta Purchase	₱500.00 Daily average	₱2,878.36	₱16.08	179	3.88 Value, Meta Purchase	3.88	—	1.15	30,734	26,622
<input type="checkbox"/>	<input checked="" type="checkbox"/>	₱163.87 Per Meta Purchase	₱300.00 Daily average	₱3,441.37	₱17.83	193	6.74 Value, Meta Purchase	6.74	—	1.11	40,934	38,305
		Res	—	₱2,250,518.38 Total spent	₱21.57 Per Action	104,321 Total	— Multiple conversions	4.11 Average	Avera	3.44 Per Accounts Cente...	22,386,182 Total	6,510,692 Accounts Center ac...

# 2025 DATA

Month	Spent	INQ	CPM	Sale	CPP
Jan 2025	9,971,124.41	899,262	11.09	173,805	57.37
Feb 2025	6,424,040.85	558,617	11.50	104,256	61.62
Mar 2025	8,679,038.66	734,161	11.82	132,767	65.37
Apr 2025	9,917,740.50	911,186	10.88	158,085	62.74
May 2025	10,473,193.31	977,677	10.71	167,537	62.51
Jun 2025	6,452,210.93	645,941	9.99	102,522	62.93
Jul 2025	6,752,957.31	757,603	8.91	99,033	68.19
Aug 2025	9,715,490.38	920,862	10.55	145,523	66.76
Sep 2025	6,835,835.78	650,860	10.50	108,781	62.84
Oct 2025	6,408,588.27	574,504	11.15	96,280	66.56
Nov 2025	4,123,274.29	390,893	10.55	66,686	61.83

# AD CREATIVES / SAMPLE WORK



**MADAMI NANG GUMAGAMIT  
NITO! TRY MO NA DIN!**



# WHY WORK WITH ME

- DATA-DRIVEN DECISIONS
- FOCUSED ON ROI, NOT JUST TRAFFIC
- CLEAR COMMUNICATION
- CONTINUOUS TESTING & OPTIMIZATION



# LET'S WORK TOGETHER

## CONTACT ME:

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