

Meta Ad Performance Dashboard

Quick measure

Impressions
216.0K

Clicks
25.4K

Shares
1.3K

Comments
2.6K

Purchases
1.3K

Engagements
29.3K

CTR (Click Through Rate)
11.76%

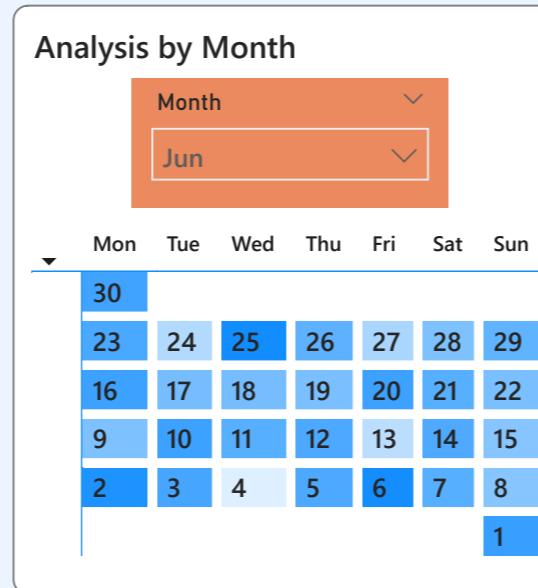
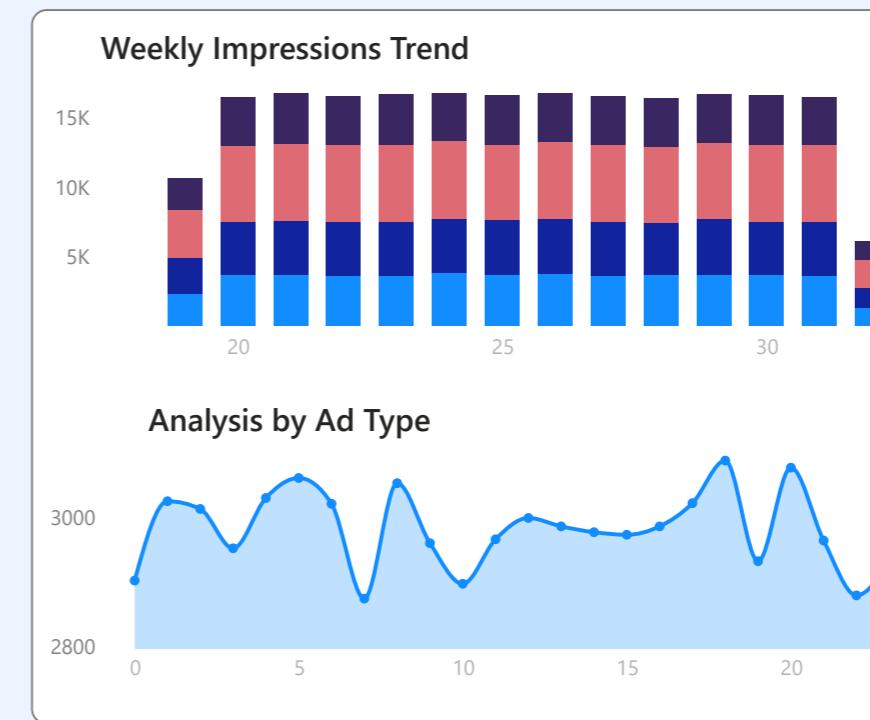
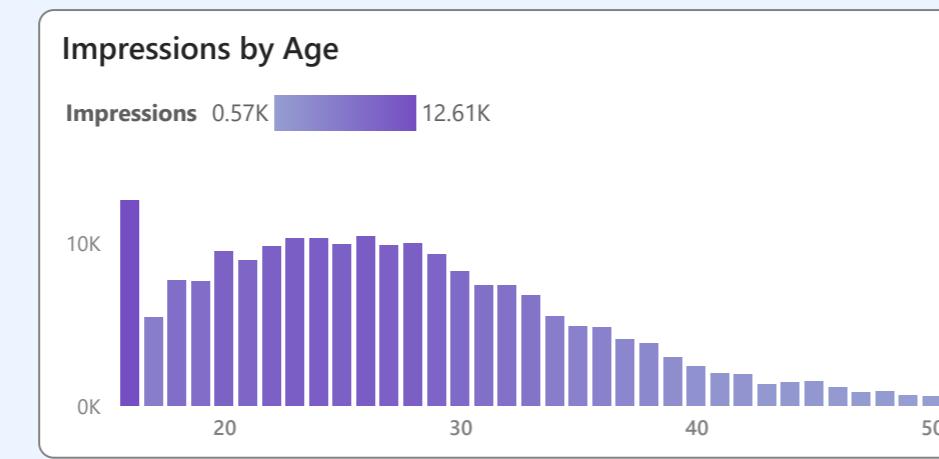
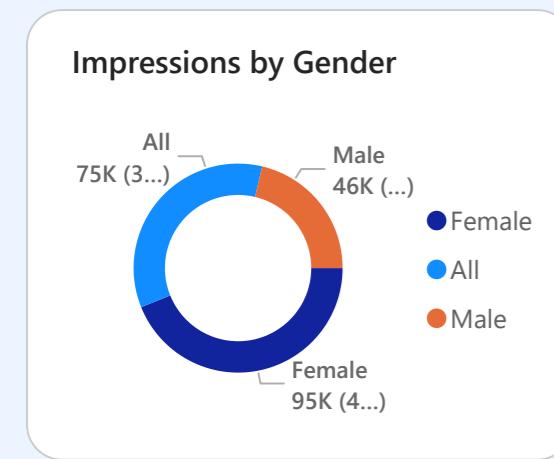
Engagement Rate
13.56%

Conversion Rate
5.21%

Purchase Rate
0.61%

Total Budget
\$2.5M

Avg. Budget /Campaign
\$50.7K



Analysis by Ad Type

ad_type	IMPR	CIKS	CTR	PR	ER	CR
Stories	23.8K	2.7K	11.35%	0.64%	13.16%	5.63%
Image	16.8K	1.9K	11.23%	0.59%	12.96%	5.23%
Carousel	15.9K	1.8K	11.08%	0.58%	12.76%	5.24%
Video	15.1K	1.8K	11.78%	0.66%	13.67%	5.56%



Meta

Facebook

Instagram

Select Dynamic Measure...

Impressions

Campaign name

All

Target Interest

All

Meta Ad Performance Dashboard

Quick measure

Impressions
123.8K

Clicks
14.7K

Shares
682.0

Comments
1.5K

Purchases
708.0

Engagements
16.8K

CTR (Click Through Rate)
11.86%

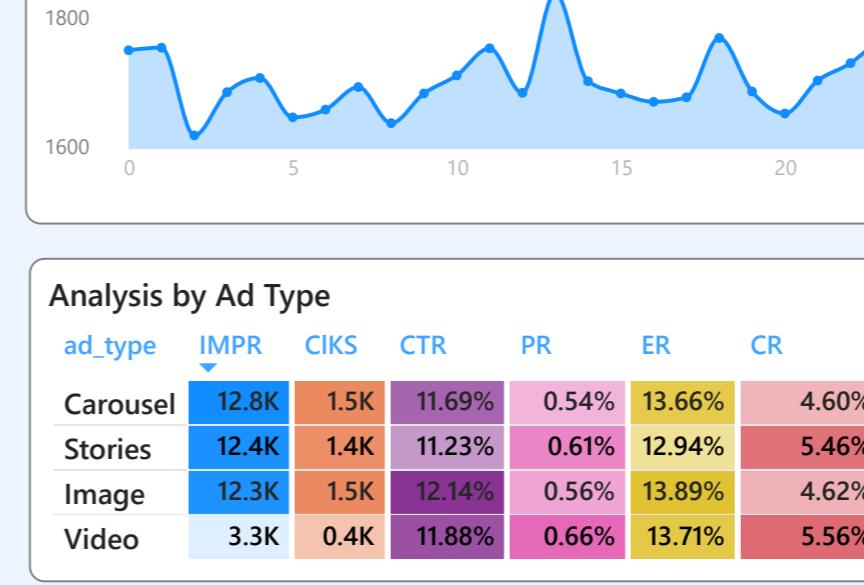
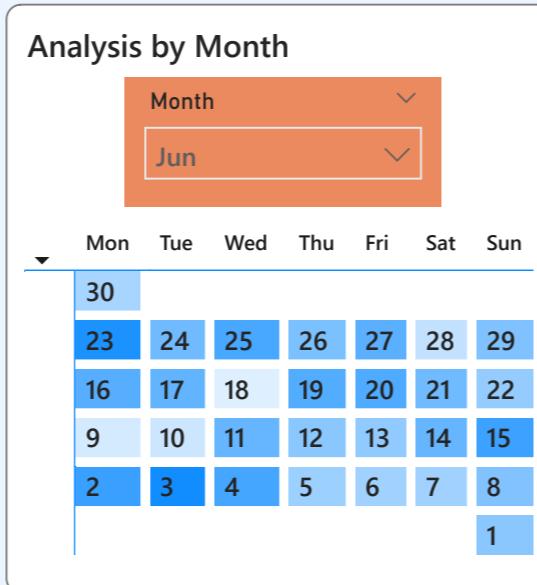
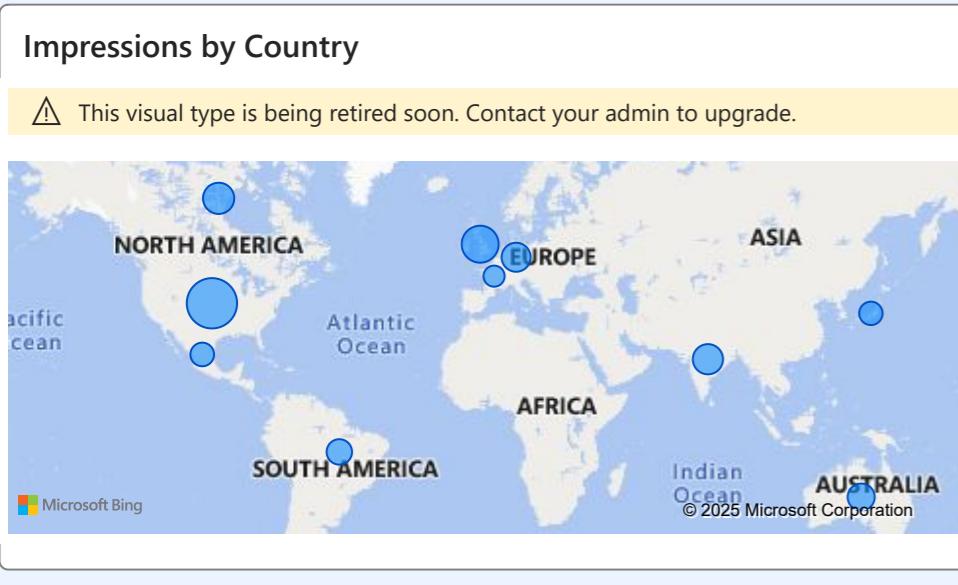
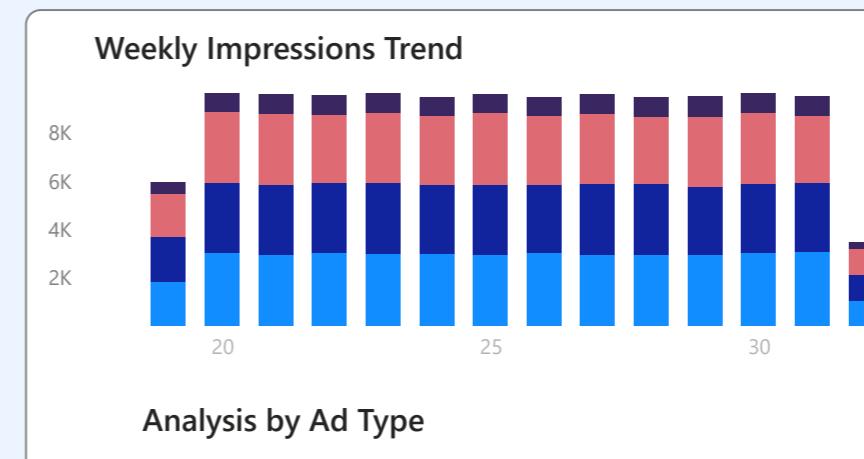
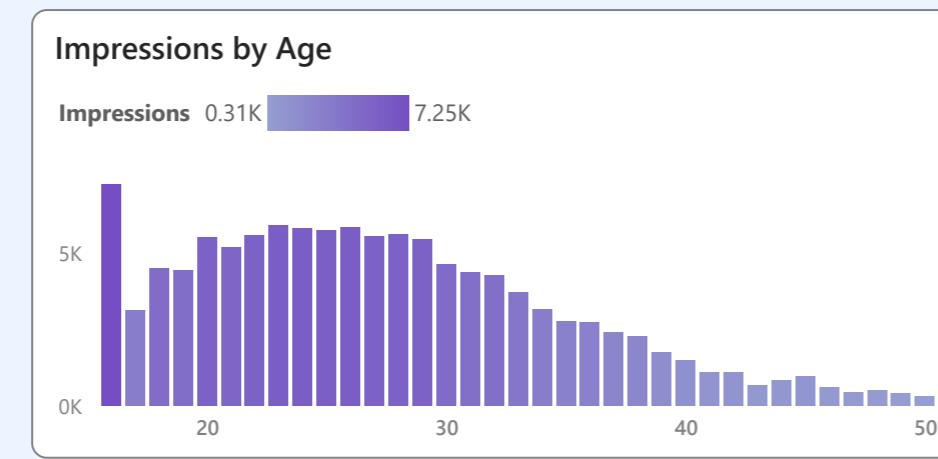
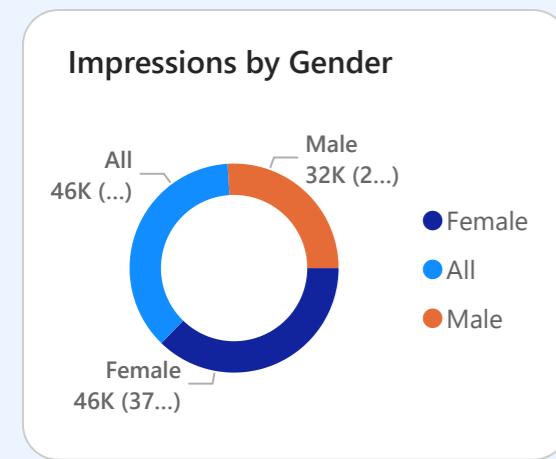
Engagement Rate
13.60%

Conversion Rate
4.82%

Purchase Rate
0.57%

Total Budget
\$2.5M

Avg. Budget /Campaign
\$50.7K



Meta



Facebook



Instagram

Select Dynamic Measure...
Impressions

Campaign name
All

Target Interest
All