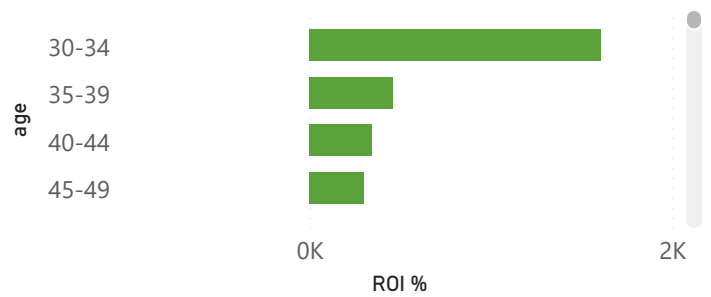
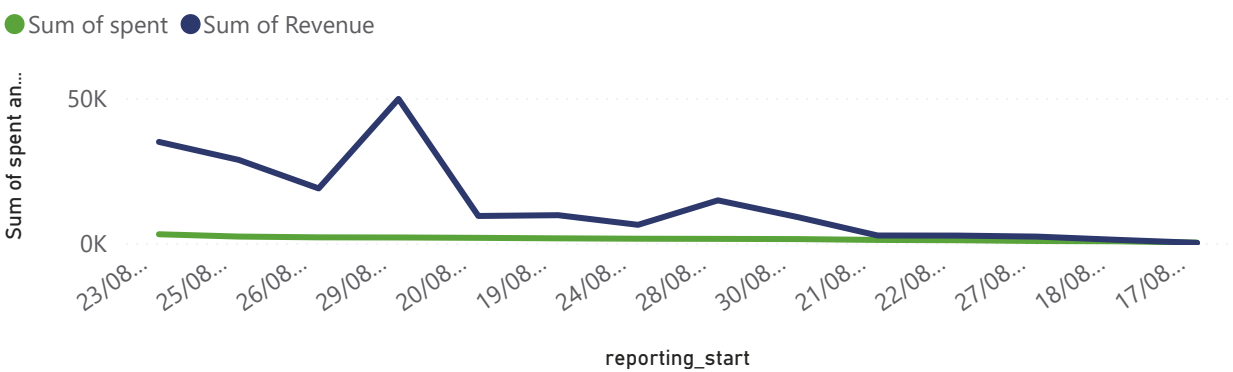


189,298.93	20,114.24	78552681	13293	0.02	1.51	0.02
Sum of Revenue	Sum of spent	Sum of impressions	Sum of clicks	Click Rate %	CPC	CTR %

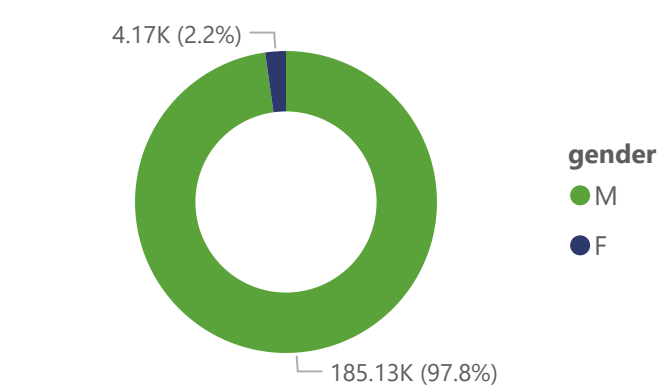
ROI % by age



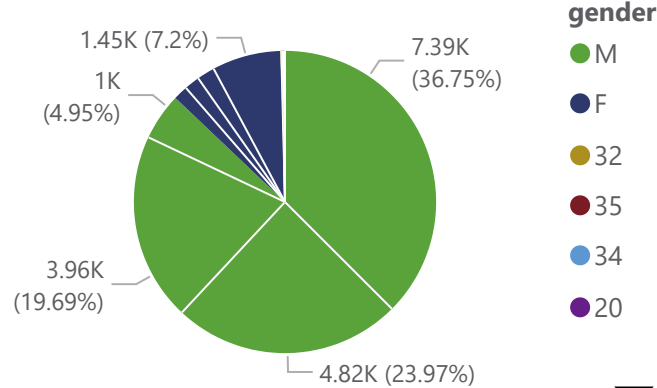
Sum of spent and Sum of Revenue by reporting_start



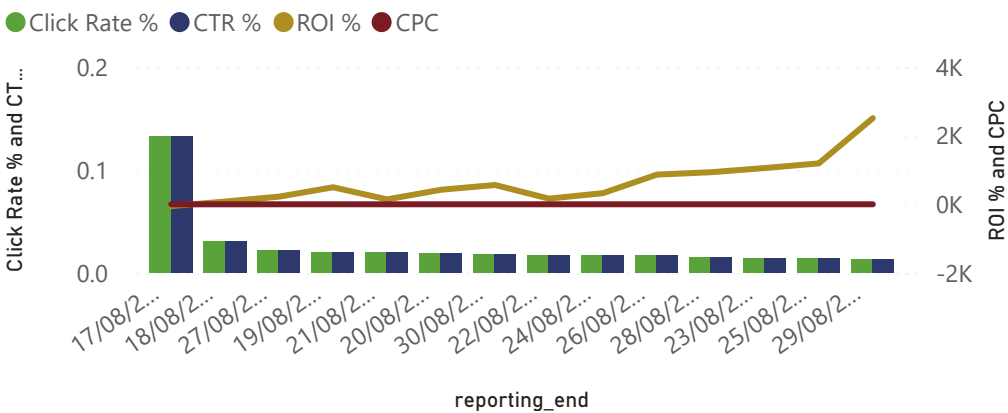
Sum of Revenue by gender



Sum of spent by gender and age



Click Rate %, CTR %, ROI % and CPC by reporting_end



SUMMARY

Total Impressions:	~78.55 million
Total Clicks:	13,293
Average Click-Through Rate (CTR):	0.0169% (very low)
Total Spent:	20,114.24
Total Revenue :	189299
Total Approved Conversions:	585
Average Return On Investment (ROI):	~58,400%

Top 3 performing ads

FB campaign ID	Clicks	CTR (%)	ROI (%)
1121100	340	0.0111	1600
1121367	233	0.0161	700
1121593	221	0.0188	200

- Many ads have **high spend but below-average CTR** — e.g., FB Campaign ID **1121091** spent **254** but achieved only **0.0118% CTR**.
- Gender observations: **Male (M)**: 486 entries **Female (F)**: 275 entries

RECOMMENDATIONS

1. Refining targets to focus on audiences with proven higher engagement through adjusting age target group.
2. Reviewing creative content for low CTR ads to ensure headlines, visuals, and calls-to-action are compelling.
3. Pause or reallocate budget from low CTR, high spend ads to high ROI campaigns.
4. Ad testing before scaling spend