

Facebook Ad Campaign Performance Overview

Campaign



Ads Analysis



Optimization



Age

Total Impressions

79M

Total Conversions

585

Total Spend

19.62K

Total Clicks

12K

Gender

CTR

0

CPC

1.68

ROI

-73.31

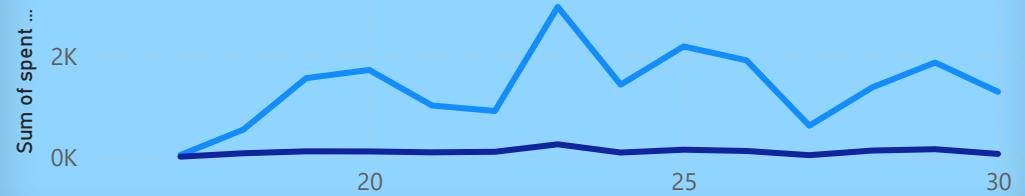
Conversion Rate

5

Campaign Id

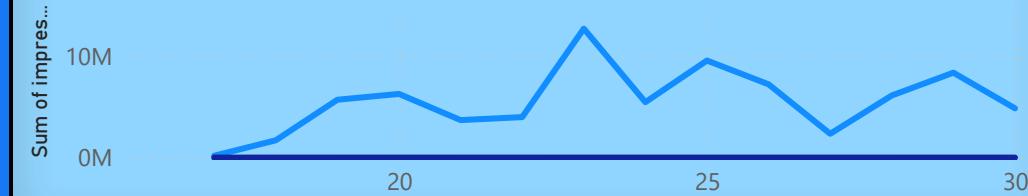
Sum of spent and Sum of total_conversion by Day

- Sum of spent
- Sum of total_conversion



Sum of impressions and Sum of clicks by Day

- Sum of impressions
- Sum of clicks



CampaignSummary

The ads received 78,513,588 impressions and 11,674 clicks, resulting in 585 approved conversions. The click-through rate (CTR) is 0.01% with a cost per click (CPC) of \$1.68. The estimated ROI is -73.31%.



Campaign & Audience Breakdown

Age

All

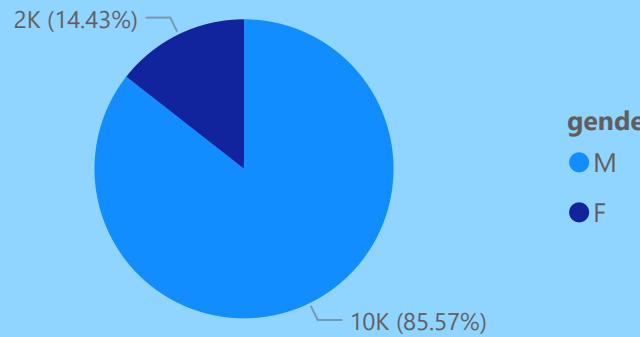
Gender

All

Campaign Id

All

Sum of clicks by gender

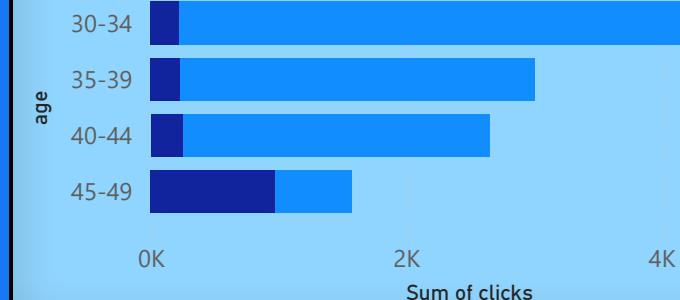


Sum of impressions and Sum of clicks by Day

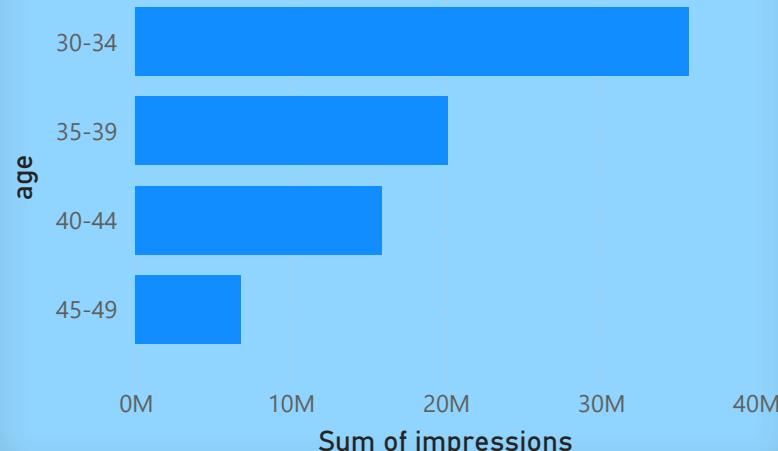


Sum of clicks by age and gender

gender ● F ● M

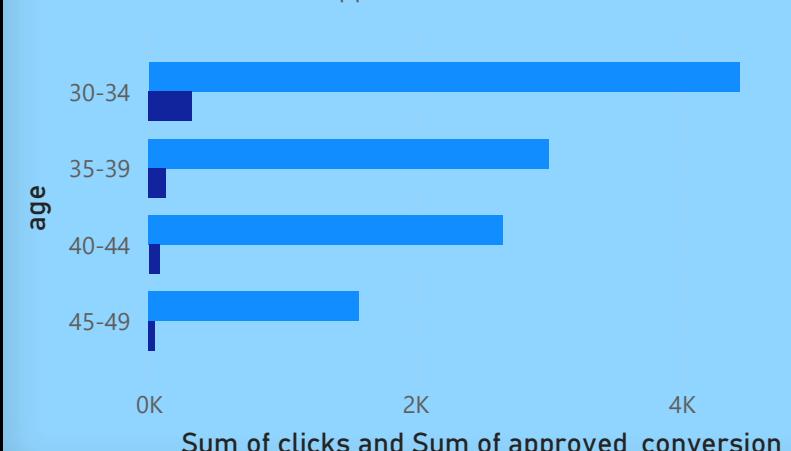


Sum of impressions by age



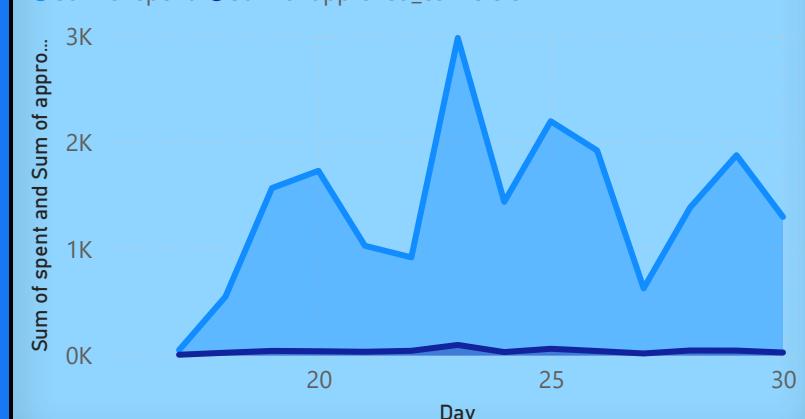
Sum of clicks and Sum of approved_conversion by age

● Sum of clicks ● Sum of approved_conversion



Sum of spent and Sum of approved_conversion by Day

● Sum of spent ● Sum of approved_conversion





Top Ads & Performance Analysis

Age

All

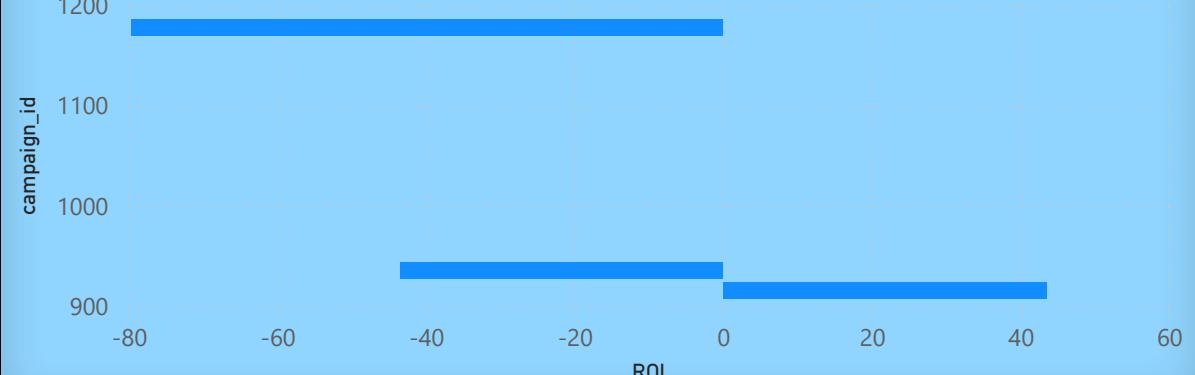
Gender

All

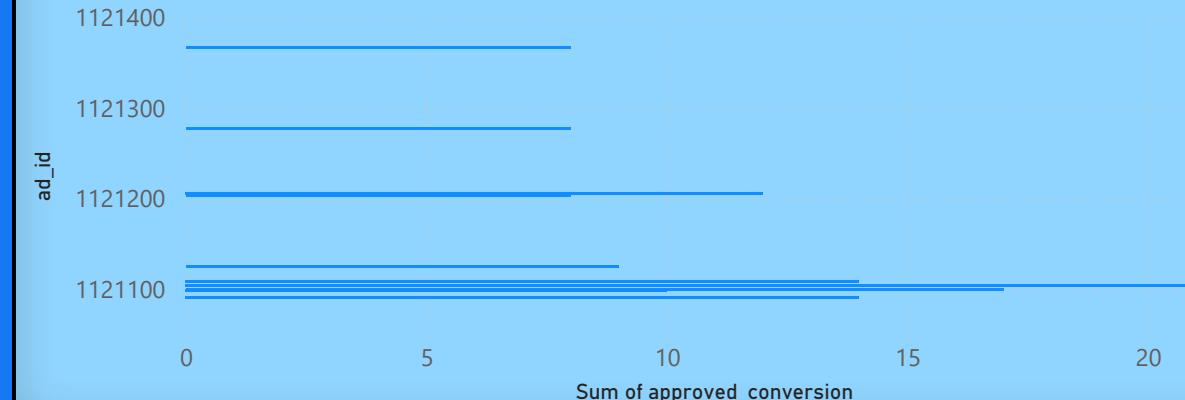
Campaign Id

All

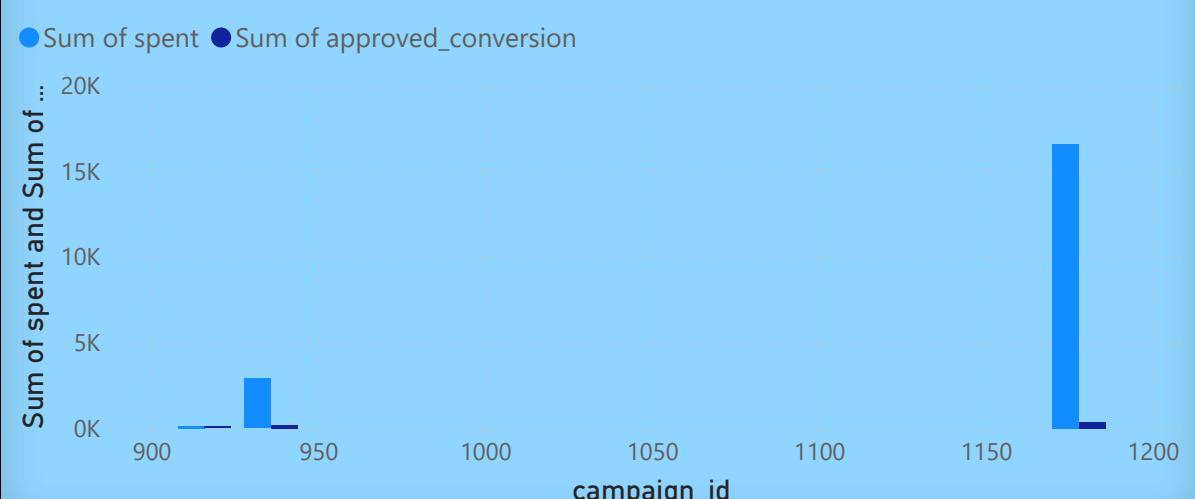
ROI by campaign_id



Sum of approved_conversion by ad_id



Sum of spent and Sum of approved_conversion by campaign_id



ad_id	Sum of spent	Sum of clicks	Sum of approved_conversion	CPC	CTR
708746</td					



Optimization & Recommendations

Age

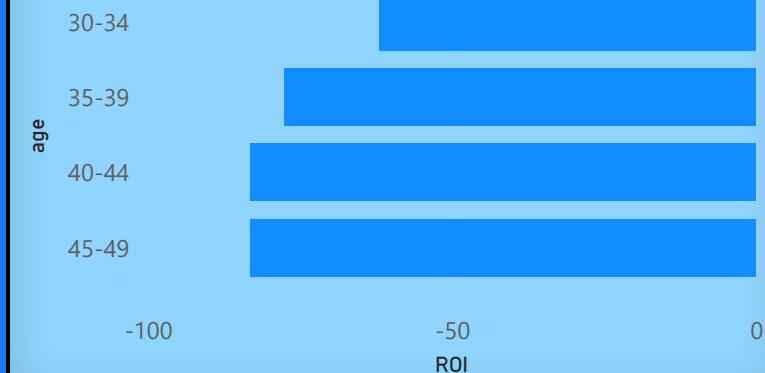
All

ad_id	spent	approved_conversion	ROI	
777105	0.18		1	4,872.22
776416	0.49		1	1,726.53
776663	0.57		1	1,470.18
778626	0.72		1	1,143.06
951391	1.59		2	1,025.79
738307	0.86		1	940.70
747401	0.98		1	813.27
777235	0.99		1	804.04
Total	19,620.24		585	-73.31

Gender

All

ROI by age



Campaign Id

All

gender	F				M				Total			
age	approved_conversion	ROI	spent	clicks	approved_conversion	ROI	spent	clicks	approved_conversion	ROI	spent	clicks
30-34	43	27.47	301.92	222	285	-65.49	7,391.30	4211	328	-61.84	7,693.22	4433
35-39	23	-36.35	323.41	232	106	-80.33	4,822.11	2773	129	-77.56	5,145.52	3005
40-44	13	-69.12	376.84	258	69	-84.41	3,960.79	2402	82	-83.08	4,337.63	2660
45-49	25	-84.55	1,448.04	973	21	-81.13	995.83	603	46	-83.15	2,443.87	1576
Total	104	-62.01	2,450.21	1685	481	-74.93	17,170.03	9989	585	-73.31	19,620.24	11674

OptimizationSummary

Best Performing Campaign: Campaign 916 had the highest ROI of 43.48%.

Underperforming Age Group: Low CTR in age group(s) 30-34, 35-39, 40-44, 45-49. Consider reducing spend or testing new creatives.

Suggestion: Some segments have ROI below 5%. Consider reallocation of budget or creative testing.

Average Cost Per Click (CPC): \$1.68.