



# Facebook Ads Campaign Performance Dashboard



19.62K

Total Spend



79M

Total Impressions



12K

Total Clicks



1.49%

CTR

CPC

£1.68

CPC



14.09%

Conversion Rate



£12

CPA

ROAS

0.03

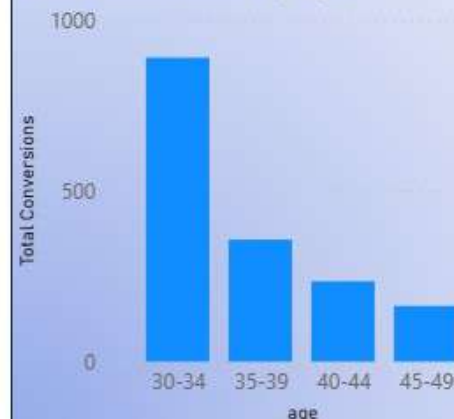
ROAS

ad_id	Sum of impressions	Sum of clicks	CTR	Sum of spent
1121593	1177535	221	£0.02	365.66
1121592	428812	66	£0.02	116.88
1121590	478480	75	£0.02	135.75
1121589	464036	77	£0.02	123.55
1121585	9773	1	£0.01	1.46
1121584	33154	5	£0.02	7.88
1121577	242234	48	£0.02	68.06
1121575	128595	23	£0.02	36.48
1121572	32574	5	£0.02	7.48
Total	78513588	11674	£0.01	19,620.24

## Performance over time



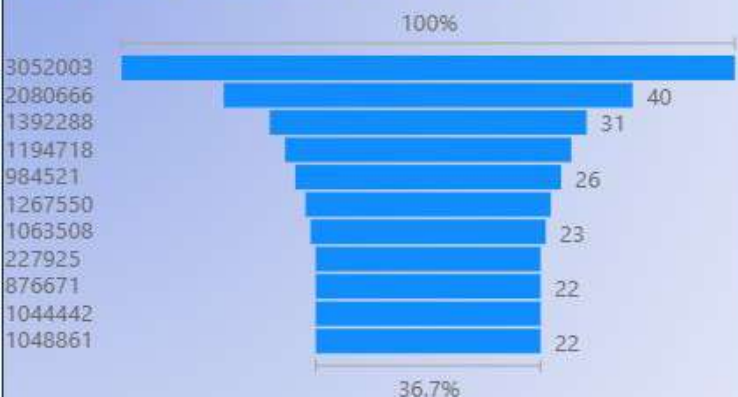
## Total Conversions by age



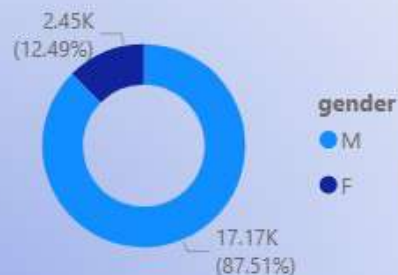
age, gender, interest1, interes...

- ☐ Select all
- ☒ 30-34
- ☒ 35-39
- ☒ 40-44
- ☒ 45-49

## Sum of total\_conversion by impressions



## Total Spend by gender



## Sum of clicks, CTR and Sum of spent by ad\_id



ad\_id, gender

- ☐ Select all
- ☒ 708746
- ☒ 708749
- ☒ 708771
- ☒ 708815
- ☒ 708818
- ☒ 708820
- ☒ 708889