
Meta Ad Performance Analysis: DASHBOARD INSIGHTS

KPI Metrics

- **Impressions: 216K** - Total times the ads were shown. Good reach.
- **Clicks: 25.4K** - Number of people who clicked on the ads.
- **Shares: 1.3K, Comments: 2.6K** - Indicators of organic engagement (beyond paid reach).
- **Purchases (Conversions): 1.3K** - Real customer acquisitions from ads.
- **Engagements: 29K** - Sum of clicks, likes, shares, comments.
- **CTR (Click-Through Rate): 11.76%** - Strong performance (above industry average ~1-2%). Ads are very attractive.
- **Engagement Rate: 13.56%** - Very healthy; content resonates with the audience.
- **Conversion Rate: 5.21%** - Out of all clicks, 5.21% converted into purchases. Good, but could improve with landing page optimization.
- **Purchase Rate: 0.61%** - Out of impressions, only 0.61% resulted in purchases. Low conversion funnel efficiency (room to optimize).
- **Total Budget: 2.5M** - Total ad spends.
- **Avg Budget per Campaign: 50.7K** - Suggests multiple campaigns were run.

Insight: Ads are performing strongly in visibility and engagement, but actual purchase efficiency is weak. There is a need to optimize targeting and/or landing pages. The high CTR (11.76%) and Engagement Rate (13.56%) clearly indicate that the ad creatives, messaging, and top-of-funnel targeting are very effective.

Analysis by Date

- Certain dates (like 19th-21st, 25th-27th) show higher user engagement.
- Campaign activity peaks on specific days, possibly due to launches or promotions.

Insight: Weekly promotions or events significantly drive engagement.

Analysis by Ad Type

Ad Type	Impressions	Clicks	CTR	Purchase Rate	Conversion Rate	Engagement Rate
Carousel	48K	6K	11.7%	0.59%	5.1%	13.4%
Image	51K	6K	11.7%	0.57%	4.9%	13.5%

Ad Type	Impressions	Clicks	CTR	Purchase Rate	Conversion Rate	Engagement Rate
Stories	72K	8K	11.8%	0.65%	5.2%	13.6%
Video	46K	5K	11.9%	0.62%	5.2%	13.7%

- **Video ads** have the highest CTR, Conversion Rate, and Engagement Rate, making them the best-performing ad type.
- **Stories ads** also perform strongly with higher impressions.
- **Images and Carousels** have decent performance but slightly lower conversions.

Insight: It is recommended to focus the budget more on Video and Story ads for better Return on Investment (ROI).

Final Insights & Recommendations

1. **Improve Conversion Strategy:** There is strong brand awareness and engagement (high CTR & ER), but the purchase funnel efficiency is low. A better conversion strategy is needed.
2. **Target Audience:** The data suggests focusing on females, aged 18-30, especially in India and Brazil.
3. **Best Ad Formats:** Prioritize Video and Stories, as they show the highest performance across key metrics.