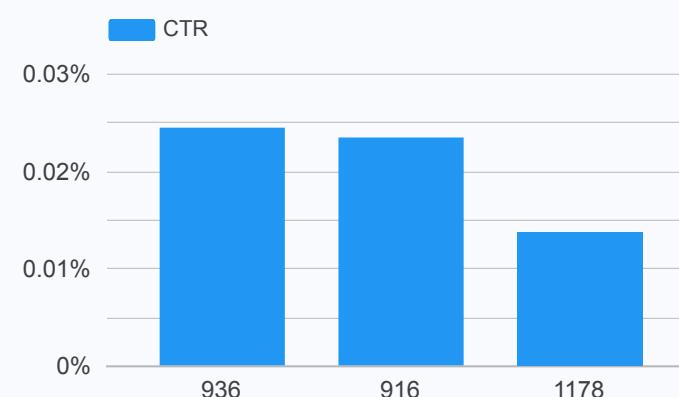


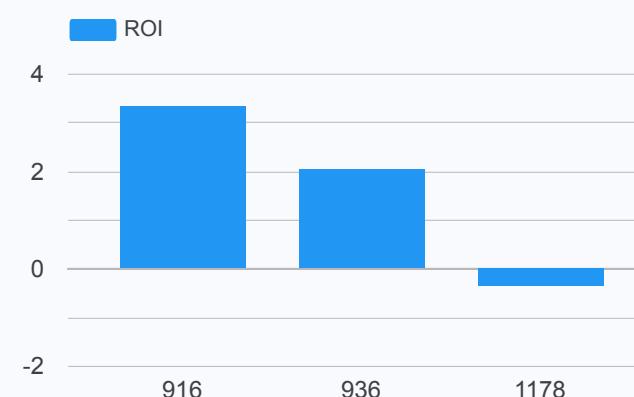
Facebook Ad Campaign Performance Dashboard

Impressions	Approved Conversions	Clicks	Spent	CTR	ROI
78,513,588	585	11,674	\$19,620.24	0.015%	236.45%

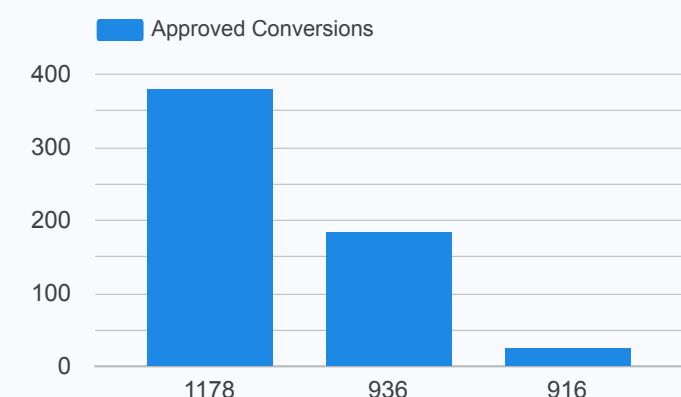
CTR by Campaign Id



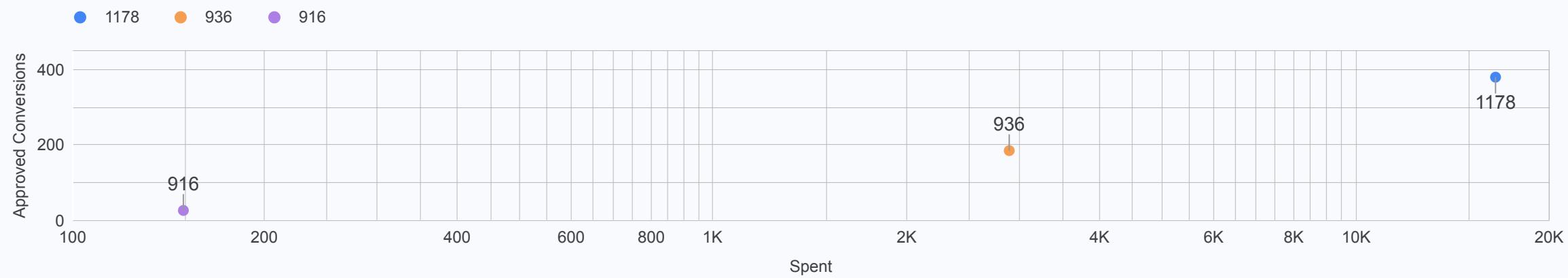
ROI by Campaign Id



Approved Conversions by Campaign Id



Spend vs Approved Conversions by Campaign



Key Insights Campaign 1178 generated the highest conversions but showed negative ROI, indicating inefficient spend at scale. Campaign 936 delivered the highest CTR and positive ROI, making it the most efficient campaign. Overall CTR is low (0.015%), suggesting a need for better targeting and creative optimisation.

Recommendations:- Reallocate budget from high-spend, low-ROI campaigns to efficiency-focused campaigns like 936. Improve ad creatives and audience targeting to increase CTR. Test narrower audience segments to balance scale with efficiency.