

Meta Ad Performance Analysis - Dashboard Insights

PAGE 1: KPI Metrics & Overview

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 of ~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
- **Avg Budget per Campaign:** 50.7K (Suggests multiple campaigns were run.)

Key Insight:

Ads are performing strongly in visibility and engagement, but actual purchase efficiency is weak: need to optimize targeting/landing pages.

- **High CTR (11.76%) and Engagement Rate (13.56%)** → clearly indicate that the ad creatives, messaging, and targeting at the top of the funnel are very effective. People are interested enough to click, like, share, or comment.
- **Low Purchase Rate (0.61%)** → shows a sharp drop-off in the lower funnel. This is a classic case of "awareness and interest" being strong but "action (purchase)" being weak.

PAGE 2: Demographics & Trends

Engagement Breakdown

1. By Gender

- **Female:** 13K (43%)
- **Male:** 6K (22%)
- **Other/Not Specified:** 10K (35%)
- *Observation:* Females engage more than males; campaigns could be tailored toward female audiences.

2. By Target Age

- **Peak engagement:** 20-30 age group (especially early 20s).
- **Drop-off:** Significant drop after age 35+.
- **Primary audience:** Young adults.
- *Insight:* Target ads towards females aged 18-30 for better ROI.

3. Geographic Distribution

- **Top Engaged Countries:** US, India, Brazil.
- *Insight:* Focus campaigns in India & US (high potential, high engagement), and premium campaigns in Germany/UK (better conversion potential due to higher purchasing power).

4. Time-Based Trends

- **Weekly Trend:** Fairly consistent across weeks, with no sharp drop. Steady engagement shows ads maintain attention.
- **Hourly Trend:** Peaks around late afternoon & evening (~15:00 - 20:00 hours). Lowest engagement early morning (~00:00 - 05:00 hours).
- *Insight:* Schedule ad delivery during afternoons & evenings for maximum impact.

PAGE 3: Ad Type Analysis & Recommendations

Calendar View

- Engagement maps to days in June.
- Certain dates (19th-21st, 25th-27th) show higher highlights. Campaign activity peaks on specific days, possibly due to launches/promotions.
- Insight:* Weekly promotions/events significantly drive engagement.

Analysis by Ad Type

Ad Type	Impressions	Clicks	CTR	Purchase Rate	Conversion Rate	Engagement Rate
Video	46K	5K	11.9%	0.62%	5.2%	13.7%
Stories	72K	8K	11.8%	0.65%	5.2%	13.6%
Carousel	48K	6K	11.7%	0.59%	5.1%	13.4%
Image	51K	6K	11.7%	0.57%	4.9%	13.5%

- Video ads** have the highest CTR, CR, and ER (best-performing).
- Stories ads** also perform strongly with higher impressions.
- Images/Carousels** have decent performance but slightly lower conversions.
- Insight:* Focus budget more on Video & Story ads for better ROI.

💡 Final Insights & Recommendations

- Funnel Efficiency:** Strong awareness & engagement (high CTR & ER), but low purchase funnel efficiency. Need better conversion strategy.
- Target Audience:** Females, 18-30, especially in India & Brazil.
- Best Ad Formats:** Video > Stories > Carousel/Image.
- Timing:** Schedule ads in the afternoon & evening slots.
- Budget Optimization:** Shift more spend to high-performing geographies and ad formats.
- Action Plan:** Improve landing pages, offers, and retargeting campaigns to lift purchase rate.