Market Analysis Report on Facebook Ads Campaign Performance

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Summary

This report analyzes the performance of recent marketing campaigns using Power BI dashboards. The objective is to identify trends, evaluate campaign effectiveness, and provide data-driven recommendations.

There was a total of eleven campaigns, where campaign 8 was the best-performing campaign with the highest CTR% (28.08) compared to campaign 9, which had the lowest CTR% (7.65).

Introduction

This report analyzes the performance of the Facebook Ads campaign and identifies the campaign with the worst performance. The insights are derived from graphical data showcasing key metrics such as reach, engagement, conversions, and cost efficiency. The goal is to evaluate the campaign's effectiveness.
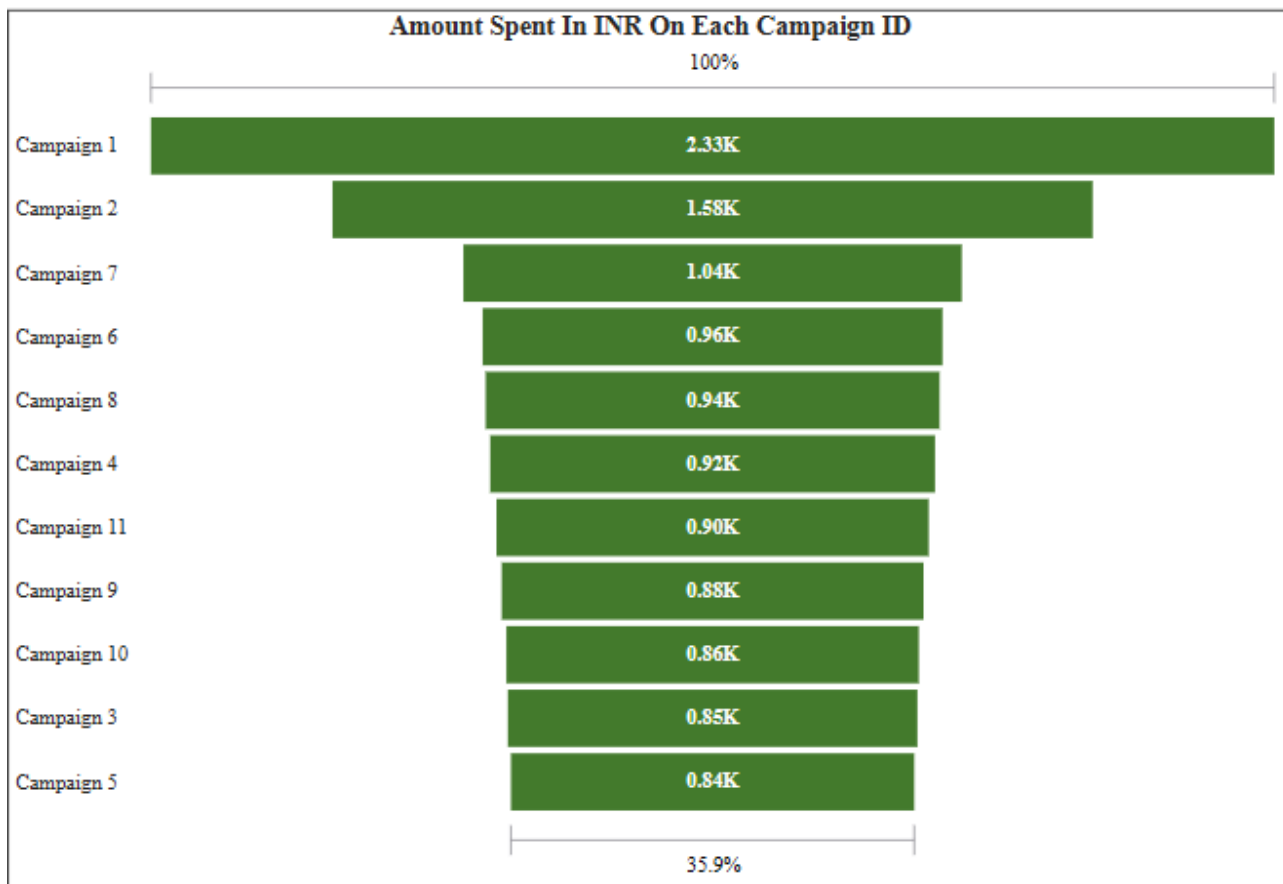
To identify one ad campaign that should be discontinued, we analyzed the performance metrics based on engagement, amount spent, and poor returns. The following were used as the key variables: CTR%, unique CTR%, amount spent, CPC, CPR, reach, impressions, frequency, and unique link clicks

Amount Spent in INR And Clicks by campaign ID
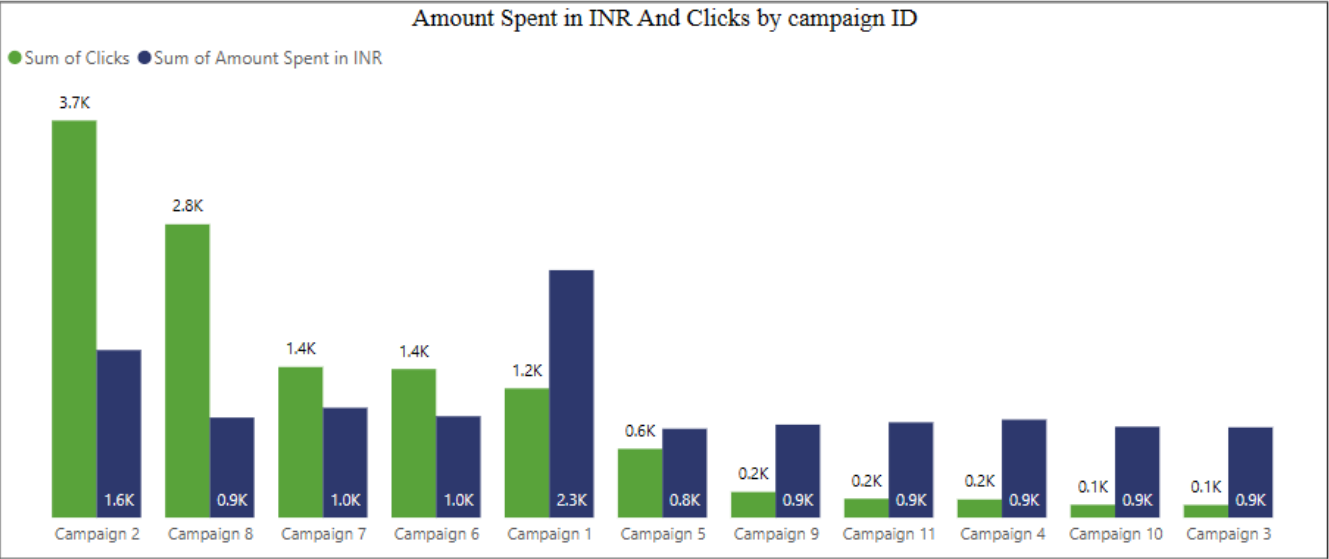
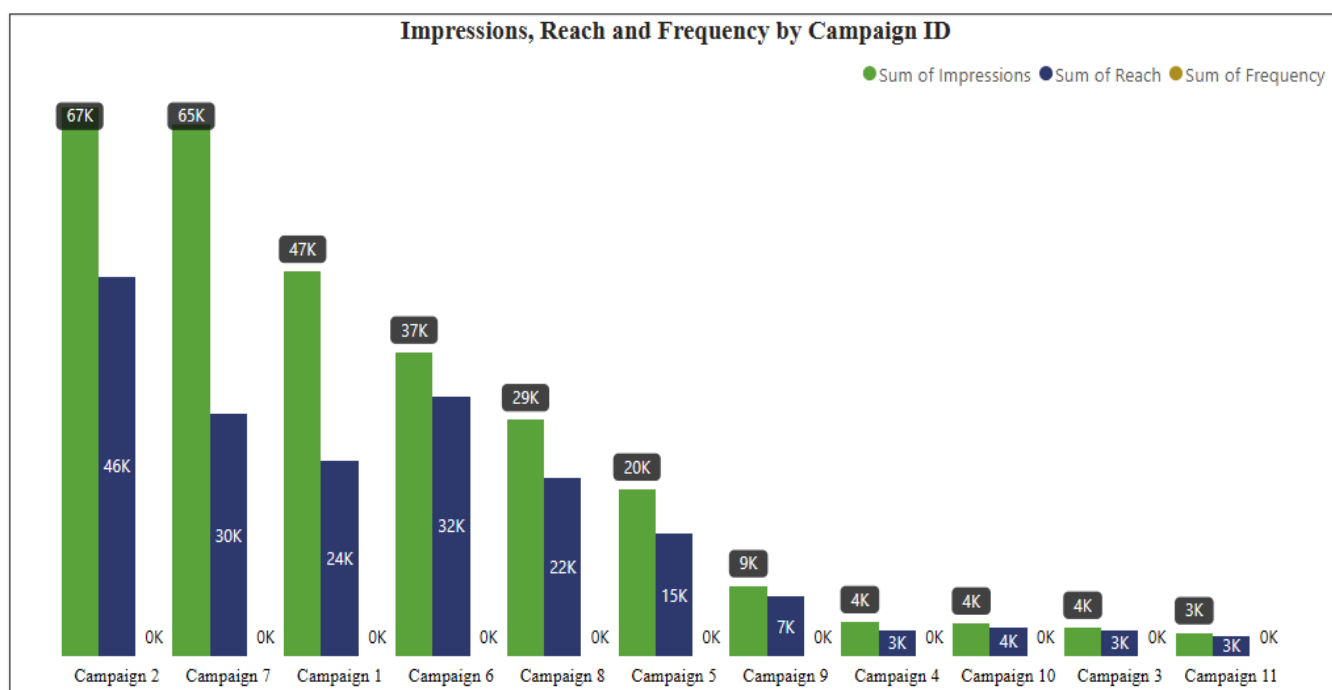Campaign 1 spent the highest amount but did not generate proportional clicks, indicating poor cost efficiency. Campaign 2 achieved the most clicks despite moderate spending, suggesting better audience targeting or ad relevance.
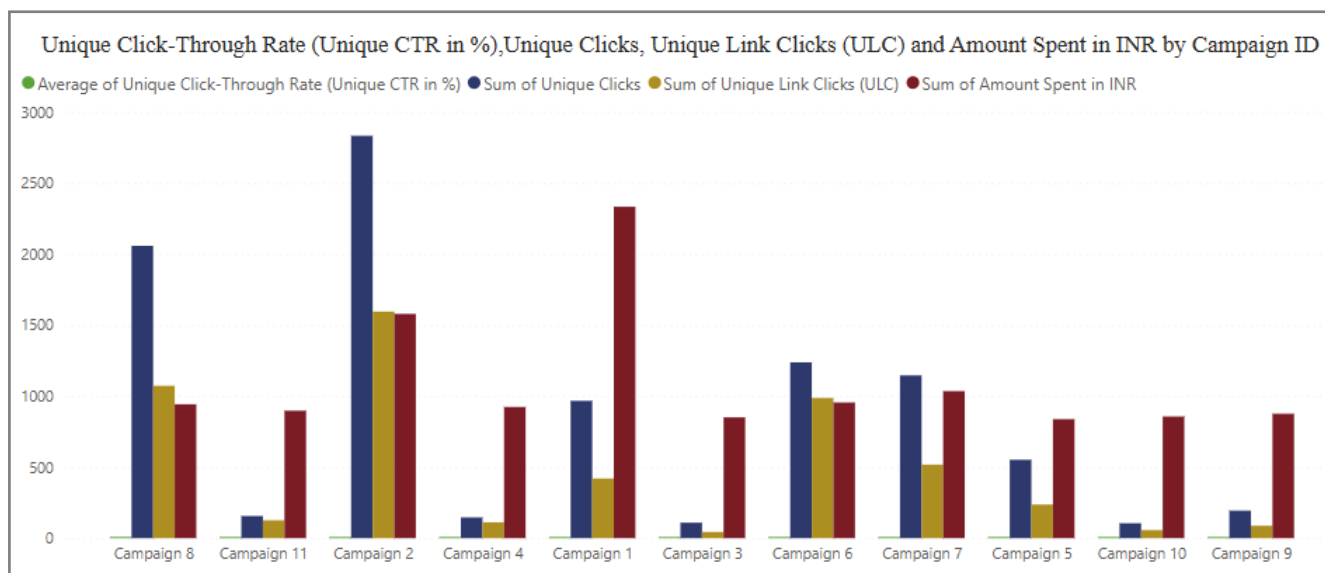

Clicks by campaign ID
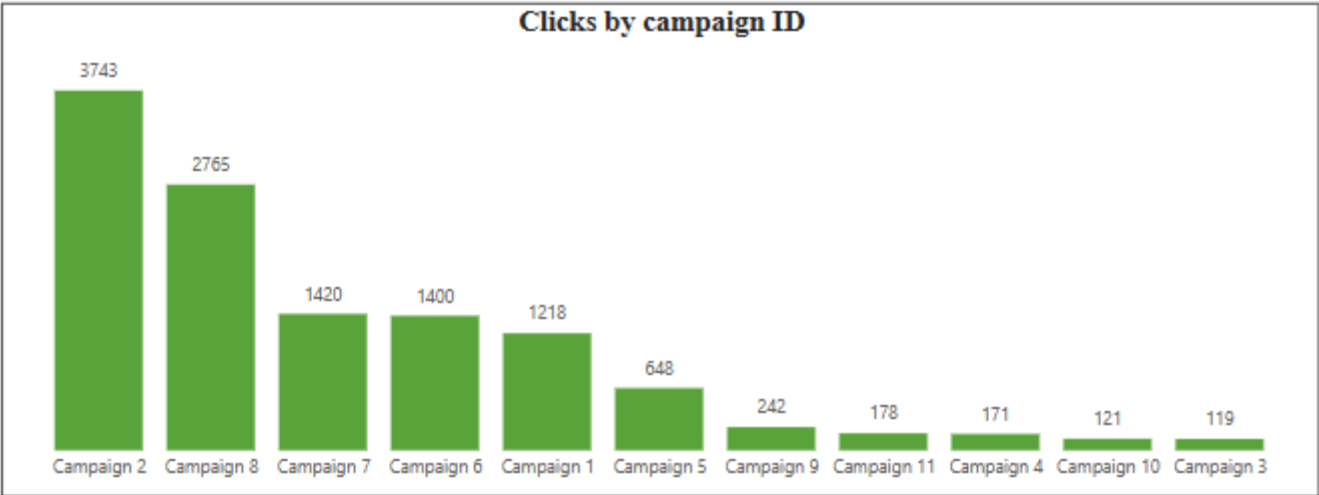
Campaigns 2, 8 drive the majority of results, while others underperform. Campaign 9 contributes minimally to overall success, justifying discontinuation.

Amount Spent In INR On Each Campaign ID

100%

Campaign	Amount
Campaign 1	2.33K
Campaign 2	1.58K
Campaign 7	1.04K
Campaign 6	0.96K
Campaign 8	0.94K
Campaign 4	0.92K
Campaign 11	0.90K
Campaign 9	0.88K
Campaign 10	0.86K
Campaign 3	0.85K
Campaign 5	0.84K

35.9%

Significant drop-off occurs between the impressions → clicks, → conversions stages. Campaign 8 (best CTR: 28.08%) likely maintains a healthier funnel, while Campaign 9 (worst CTR: 7.65%) shows severe leakage.

Impressions, Reach and Frequency by Campaign ID

● Sum of Impressions ● Sum of Reach ● Sum of Frequency

Campaign	Impressions	Reach
Campaign 2	67K	46K
Campaign 7	65K	30K
Campaign 1	47K	24K
Campaign 6	37K	32K
Campaign 8	29K	22K
Campaign 5	20K	15K
Campaign 9	9K	7K
Campaign 4	4K	3K
Campaign 10	4K	4K
Campaign 3	4K	3K
Campaign 11	3K	3K

Unique Click-Through Rate (Unique CTR in %), Unique Clicks, Unique Link Clicks (ULC) and Amount Spent in INR by Campaign ID

● Average of Unique Click-Through Rate (Unique CTR in %) ● Sum of Unique Clicks ● Sum of Unique Link Clicks (ULC) ● Sum of Amount Spent in INR

Peaks in engagement correlate with specific days/times, suggesting optimal posting schedules. Campaign 8's consistent performance aligns with sustained audience interest.

CPC (Cost Per Click) and CPR (Cost Per Result) vary widely: High-CPR campaigns (e.g., Campaign 1) indicate inefficient spending. Low-CPR campaigns (e.g., Campaign 8) deliver better ROI.

Recommendations

- Campaign 9 (lowest CTR) and Campaign 1 (high spend, low returns) should be paused or revised.
- Allocate more budget to Campaigns 2 and 8, which show high clicks and conversions.
- Improve post-click experiences (e.g., landing pages) for campaigns with high drop-offs.

Conclusion

- The data clearly highlights Campaign 8 as the standout performer and Campaign 9 as the weakest link. By reallocating resources and addressing funnel inefficiencies, the team can significantly improve ROI.
- From the above results, campaign 9 should be discontinued.