



FACEBOOK DASHBOARD

(it is assumed that the data in the data source is correct)

This dashboard present an overview of the most recent Adidas Facebook Advertisement Campaigns.
Start by selecting a Adidas Campaign ID..

Filter Adidas Campaign ID

All

916

936

1178

* Graph adapts to chosen Adidas Campaign ID

SUMMARY

\$58,705.23

Total
Spent

213,434,828

Total Impressions

3,264

Total Conversions

Top 10 Impressions for each Adidas Campaign*

Adidas Cam..	Facebook Cam..	
1178	144624	5,528,364
	144674	5,187,106
	144532	4,737,422
	144599	4,221,211
	144724	3,792,019
	144659	3,659,405
	144734	3,571,465
	144585	3,562,251
	144636	3,409,471
	144533	3,243,802
936	115485	670,539
	109850	585,832
	111006	290,445
	115487	261,730
	115569	247,119
	115715	216,967
	116183	186,883
	115512	175,389
	109813	167,392
	116367	164,754
916	104205	60,319
	104133	47,224
	104229	38,726
	104013	27,715
	104109	23,817
	104265	22,221
	103989	21,026
	104061	19,113
	103917	17,861
	104438	17,572

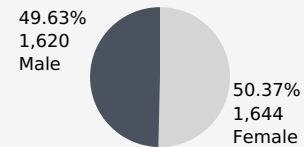
This graph shows the Facebook Campaign IDs with the the highest impressions for each Adidas Campaign.

Top 10 Conversions For Each Adidas Campaign*

Adidas Cam..	Facebook Cam..	
1178	144532	94
	144533	73
	144554	66
	144659	63
	144531	58
	144552	47
	144674	43
	144636	43
	144661	39
	144599	38
936	111006	9
	123601	6
	109850	6
	109813	6
	115715	5
	115547	5
	110982	5
	109859	5
	108762	4
	108668	4
916	104013	3
	104396	2
	104205	2
	104085	2
	104012	2
	103989	2
	103965	2
	103928	2
	103917	2
	103916	2

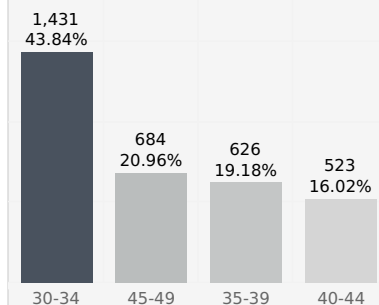
This graph shows the Facebook Campaign IDs with the highest conversions for each Adidas Campaign.

Conversions by Gender*



This graph shows the percentage of campaigns that either targeted female or male.

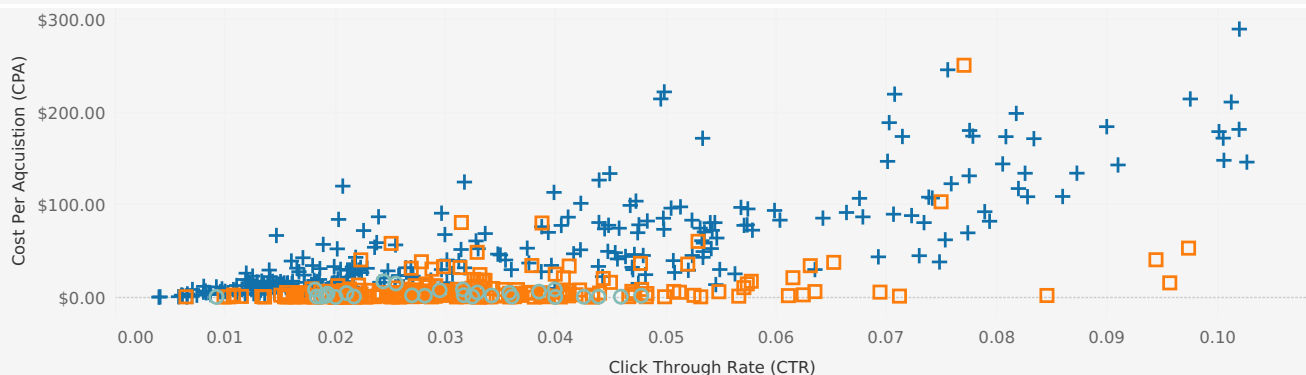
Conversions by Age Group Target*



This graph shows the percentage of campaigns that targeted each age group.

Facebook Campaign Effectiveness*

The effectiveness of an campaign is defined by a high CTR and a low CPA**



A high click-through-rate (CTR) indicates that a high percentage of all people who have seen it (impressions) actually clicked on the link. A CPA means that the cost for each of acquiring the new conversions is relative low.

** $CTR = (Number\ of\ clicks / Number\ of\ impressions) \times 100$
 $CPA = Cost\ to\ an\ Advertiser / (Number\ of\ conversions)$
Campaigns that were over \$300 are excluded in this graph