

## Performance and Final Submission Phase

### Model Performance Metrics

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Team ID	NM2023TMID02371
Project Name	Creating a Social Media Ad Campaign in Facebook

Measuring the performance of a social media campaign is crucial to assess its effectiveness and make data-driven improvements. Here are some key performance metrics to consider:

#### 1. Engagement Metrics :

The number of likes on your posts indicates how well your content resonates with your audience.

#### 2. Click-Through Rate (CTR) :

CTR measures how many people clicked on the links you shared, indicating the effectiveness of your call-to-action.

#### 3. Conversion Rate :

Measure the percentage of social media users who take a desired action, such as making a purchase, signing up, or downloading a resource.

#### 4. Follower Growth :

Track how your social media following grows over time, indicating your campaign's ability to attract and retain an audience.

#### 5. Reach and Impressions :

Reach is the number of people who see your content, while impressions represent the total number of times your content is displayed. These metrics show your campaign's visibility.

#### 6. Clicks to Website :

Track the number of clicks that lead users to your website from social media.