

Meta Ad Performance Dashboard



Impressions
339.8K

Clicks
40.1K

Shares
2.0K

Comments
4.1K

Purchases
2.0K

Engagements
46.1K

CTR (Click Through Rate)
11.79%

Engagement Rate
13.58%

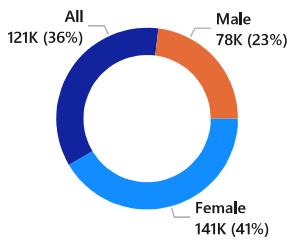
Conversion Rate
5.07%

Purchase Rate
0.60%

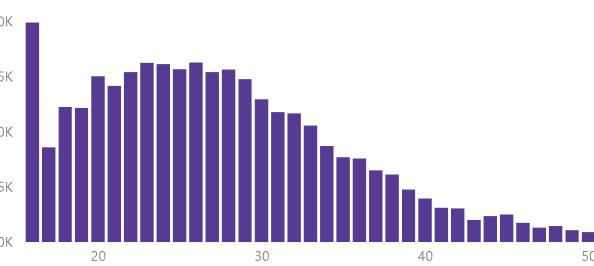
Total Budget
\$2.5M

Avg. Budget per...
\$50.7K

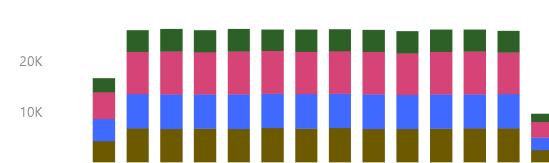
Impresions by Gender



Impresions by Age



Weekly Impressions Trend



Hourly Impressions Trend



Impresions by Country



Analysis by Month

Month

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Analysis by Ad Type

ad_type	IMPR	CLKS	CTR	PR	ER	CR
Stories	36.2K	4.1K	11.31%	0.63%	13.09%	5.57%
Image	29.1K	3.4K	11.62%	0.58%	13.35%	4.96%
Carousel	28.7K	3.3K	11.35%	0.56%	13.16%	4.94%
Video	18.4K	2.2K	11.80%	0.66%	13.68%	5.56%

Meta



Facebook



Instagram

Select Dynamic Measure

Impressions

Campaign Name

All

Target Interest

All

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