



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%

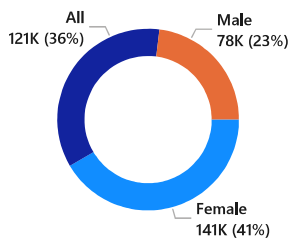
Conversion Rate
5.07%

Purchase Rate
0.60%

Total Budget
\$2.5M

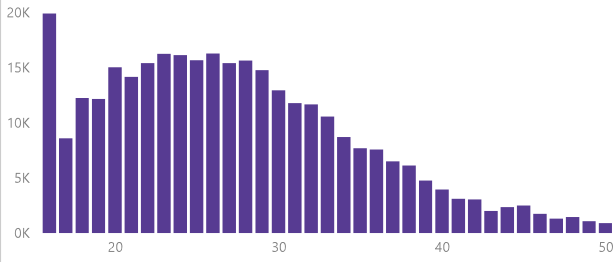
Avg. Budget per...
\$50.7K

Impresions by Gender



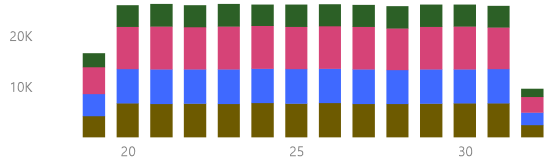
Gender	Impressions	Percentage
All	121K	36%
Male	78K	23%
Female	141K	41%

Impresions by Age



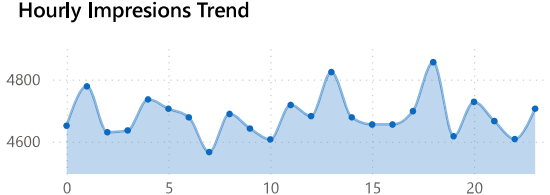
Age Group	Impressions
20	18K
21	12K
22	12K
23	15K
24	14K
25	14K
26	15K
27	16K
28	16K
29	15K
30	14K
31	12K
32	11K
33	10K
34	8K
35	7K
36	7K
37	6K
38	5K
39	4K
40	3K
41	2K
42	2K
43	2K
44	1K
45	1K
46	1K
47	1K
48	1K
49	1K
50	1K

Weekly Impressions Trend




Day	Impressions
20	15K
21	15K
22	15K
23	15K
24	15K
25	15K
26	15K
27	15K
28	15K
29	15K
30	15K
31	15K

Hourly Impressions Trend



Hour	Impressions
0	4650
1	4750
2	4650
3	4650
4	4700
5	4650
6	4600
7	4700
8	4650
9	4600
10	4700
11	4650
12	4800
13	4650
14	4650
15	4650
16	4700
17	4850
18	4600
19	4700
20	4650
21	4600
22	4650
23	4600
24	4700

Impresions by Country



Country	Impressions
North America	121K
South America	141K
Europe	78K
Africa	121K
Asia	78K
Australia	121K





Analysis by Month

Month: Jun


Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							1
2	2	3	4	5	6	7	8
9	9	10	11	12	13	14	15
16	16	17	18	19	20	21	22
23	23	24	25	26	27	28	29


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



Meta Ad Performance Dashboard



Impressions

123.8K

Clicks

14.7K

Shares

682.0

Comments

1.5K

Purchases

708.0

Engagements

16.8K

CTR (Click Through Rate)

11.86%

Engagement Rate

13.60%

Conversion Rate

4.82%

Purchase Rate

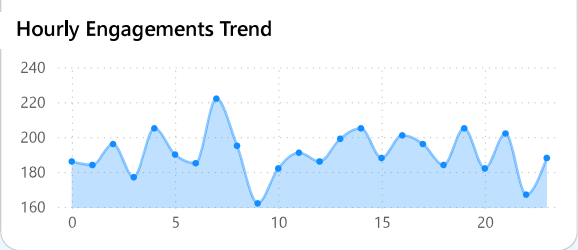
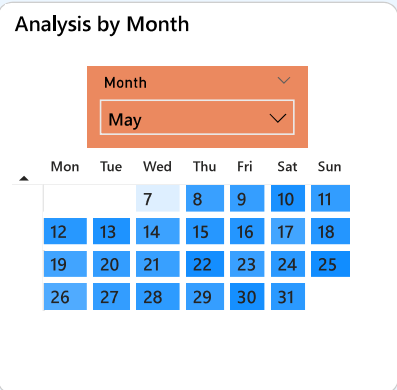
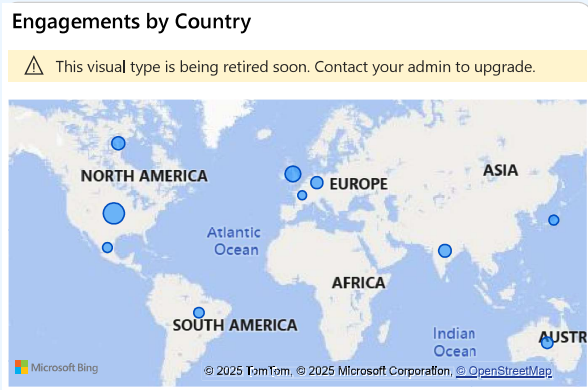
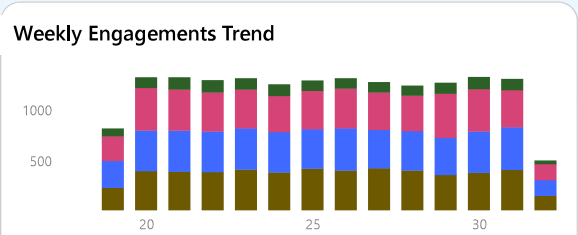
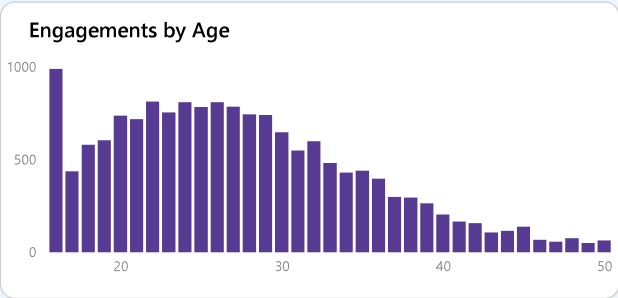
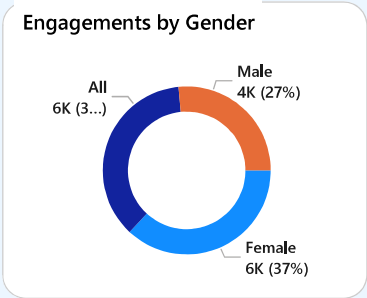
0.57%

Total Budget

\$2.5M

Avg. Budget per...

\$50.7K



Analysis by Ad Type

ad_type	IMPR	CLKS	CTR	PR	ER	CR
Image	10.0K	1.3K	12.49%	0.53%	14.13%	4.23%
Video	2.7K	0.3K	12.63%	0.55%	14.46%	4.34%
Carousel	10.5K	1.2K	11.59%	0.62%	13.13%	5.35%
Stories	10.1K	1.2K	12.05%	0.64%	13.78%	5.28%

Meta

Facebook

Instagram

Select Dynamic Measure

Engagements

Campaign Name

All

Target Interest

All