

Meta Ads Performance Analysis

Total Spend (RM)

64K

Total Revenue (RM)

468K

Average ROAS

10.32

Average CTR

2.69%

Month

January

May

September

February

June

October

March

July

November

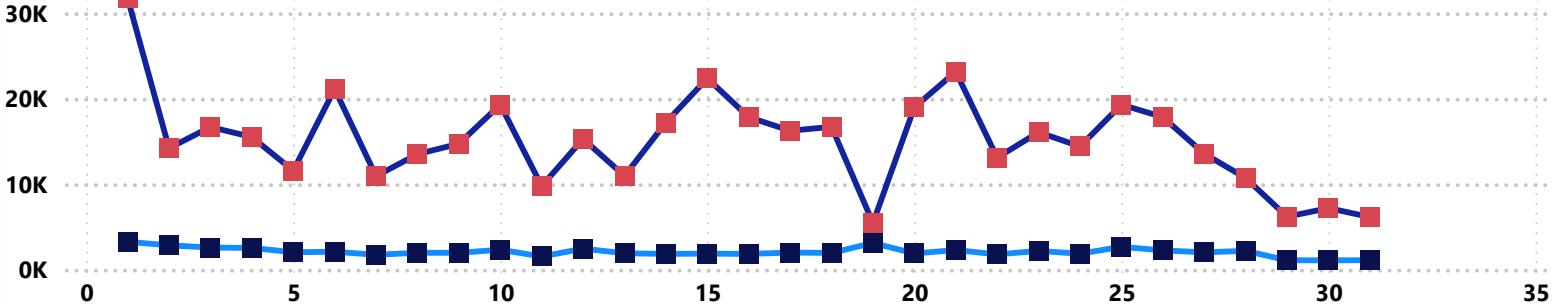
April

August

December

Spend VS Revenue

Sum of spend (RM) Sum of revenue



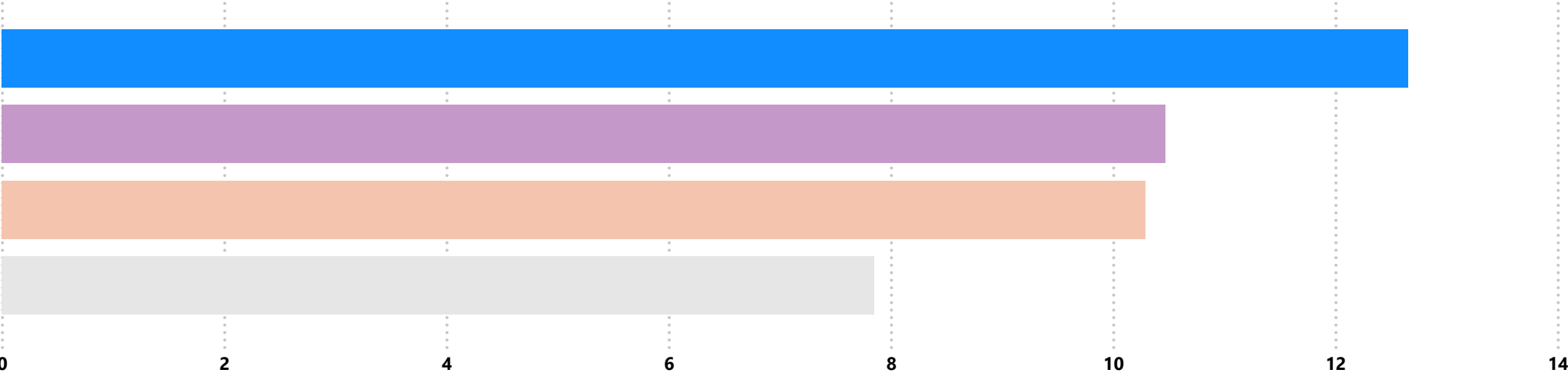
ROAS by campaign

Traffic - New Arrivals

Retargeting - Website Visitors

Conversion - Women Dresses

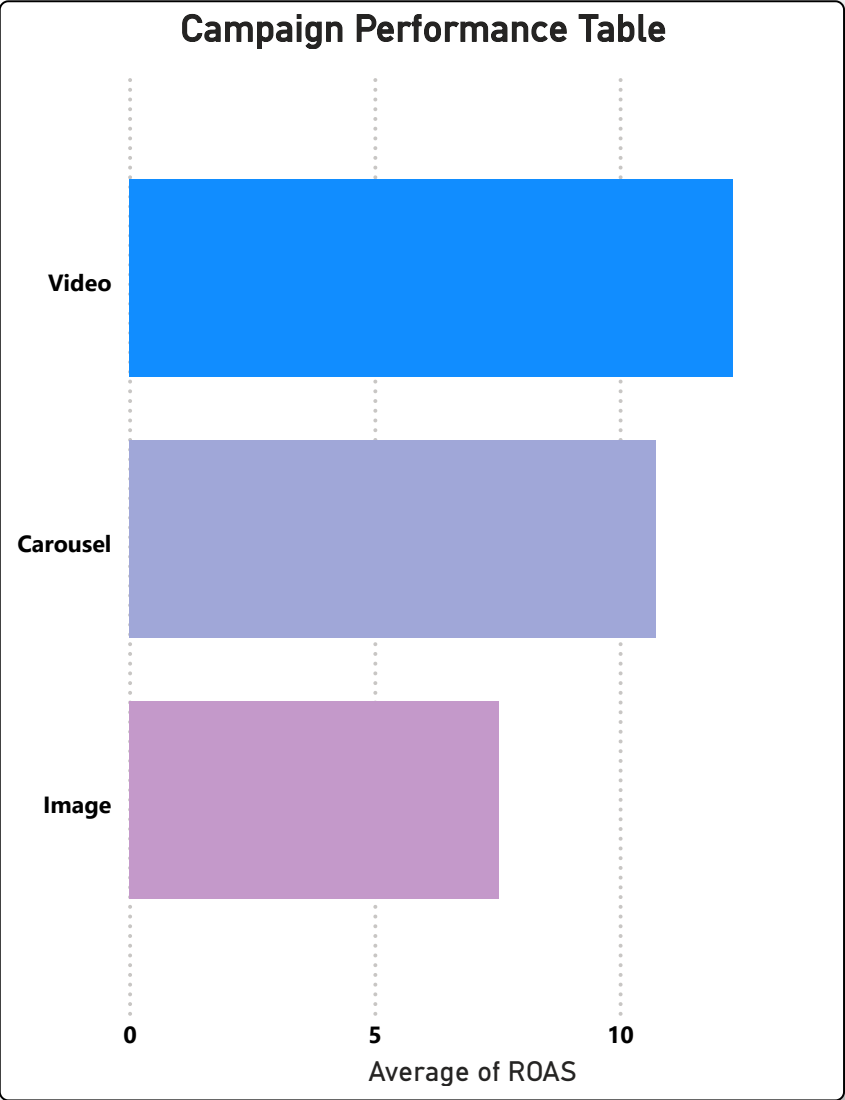
Conversion - Men Shirts





DATE

All



Performance Breakdown

Campaign Performance Table				
campaign_name	Sum of spend (RM)	Average of ROAS	Average of CTR	Average of CPC (RM)
Traffic - New Arrivals	15,761.47	12.66	2.72%	1.65
Retargeting - Website Visitors	15,172.90	10.47	2.72%	1.32
Conversion - Women Dresses	16,514.00	10.29	2.82%	1.51
Conversion - Men Shirts	16,978.72	7.85	2.52%	1.70
Total	64,427.09	10.32	2.69%	1.54

