

Meta Ads Performance Analysis

Total Spend (RM)

64K

Total Revenue (RM)

468K

Average ROAS

10.32

Average CTR

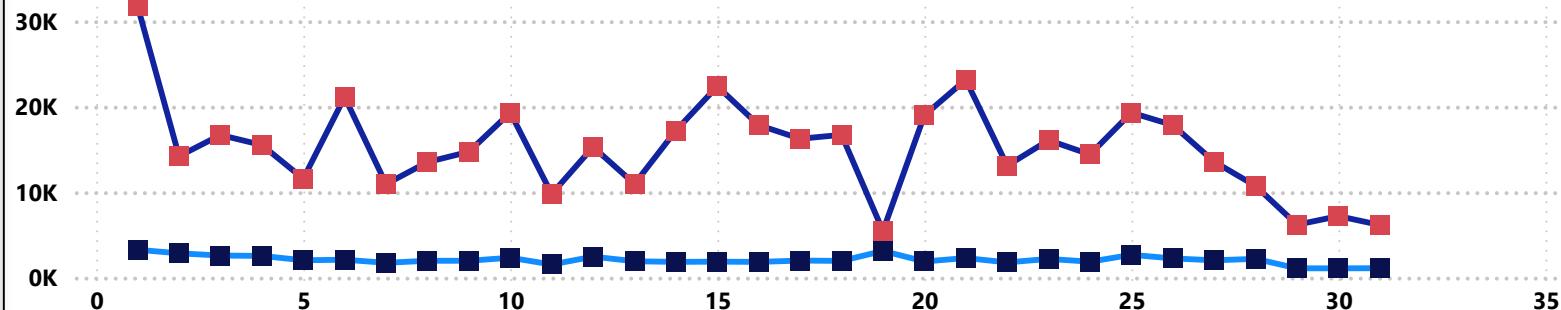
2.69%

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



0 2 4 6 8 10 12 14

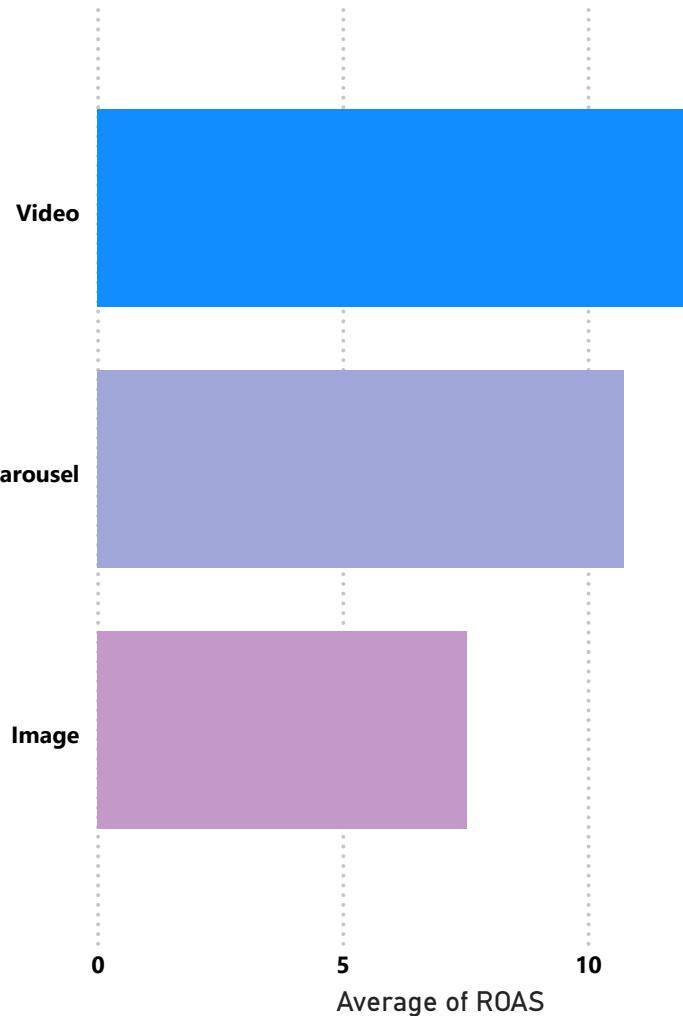


DATE

All

Performance Breakdown

Campaign Performance Table



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

Spend (RM) VS ROAS

