

AD PERFORMANCE DASHBOARD

Impressions

162.7K

Clicks

19.2K

Shares

939.0

Comments

2.0K

Purchases

974.0

Engagements

22.1K

CTR (Click Through...)

11.82%

Engagement Rate

13.60%

Conversion Rate

5.07%

Purchase Rate

0.60%

Total Budget

\$2.5M

Avg Budget Per...

\$50.7K

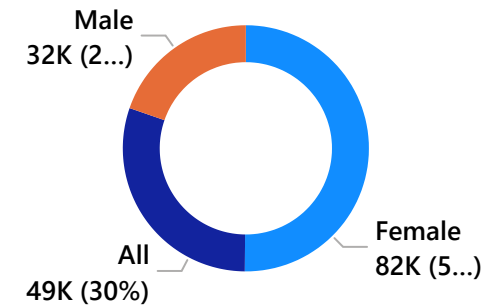


Facebook

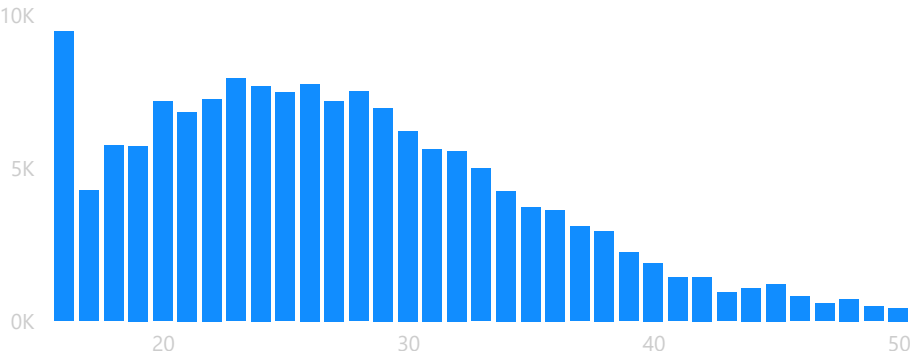


Instagram

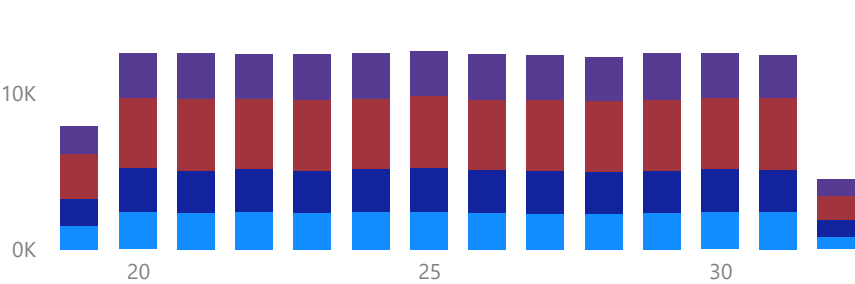
Impressions By Gender



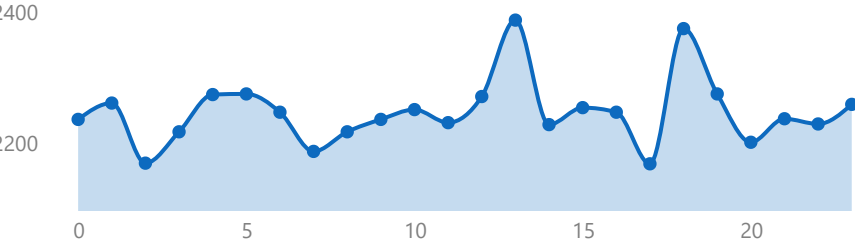
Impressions By Age



Weekly Impressions Trend

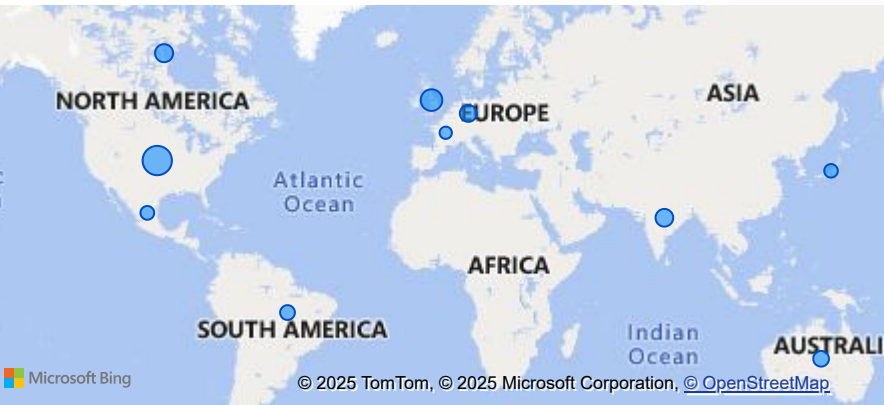


Hourly Impressions Trend

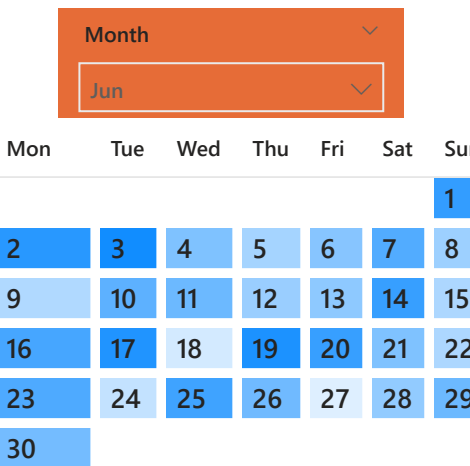


Impressions By Country

Impressions by country



Analysis By Month



Analysis By Ad Type

ad_type	IMPR	CLKS	CTR	PR	ER	CR
Carousel	10.2K	1.2K	11.59%	0.66%	13.12%	5.69%
Image	11.8K	1.3K	11.34%	0.54%	13.12%	4.77%
Stories	19.5K	2.2K	11.33%	0.66%	13.13%	5.79%
Video	12.4K	1.4K	11.33%	0.58%	13.02%	5.12%

AD PERFORMANCE DASHBOARD

Impressions

74.9K

Clicks

8.9K

Shares

431.0

Comments

911.0

Purchases

454.0

Engagements

10.2K

CTR (Click Through...)

11.82%

Engagement Rate

13.61%

Conversion Rate

5.12%

Purchase Rate

0.61%

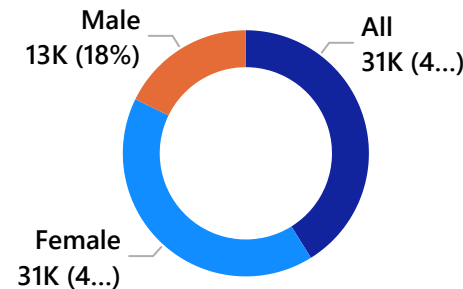
Total Budget

\$2.5M

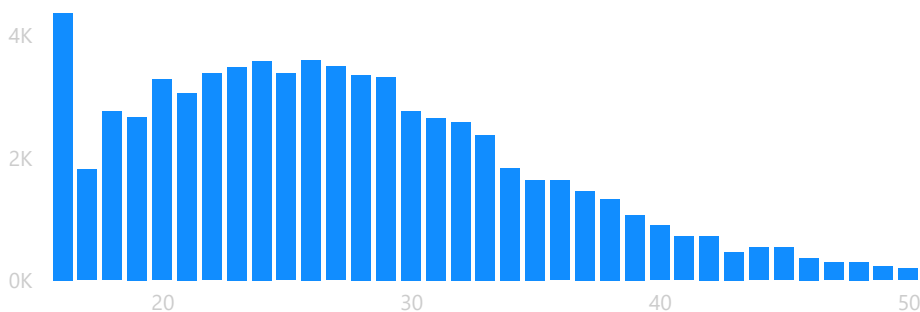
Avg Budget Per...

\$50.7K

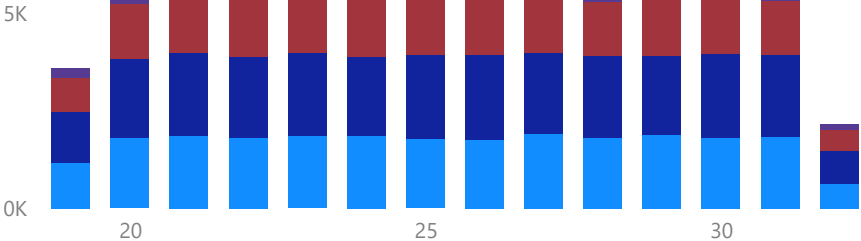
Impressions By Gender



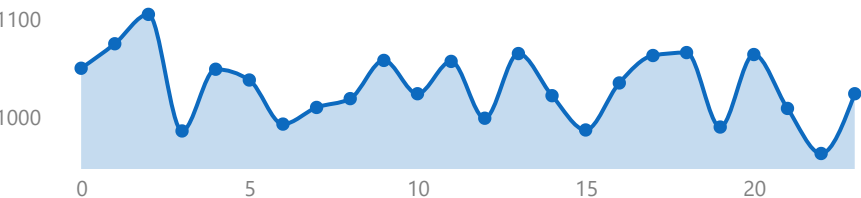
Impressions By Age



Weekly Impressions Trend

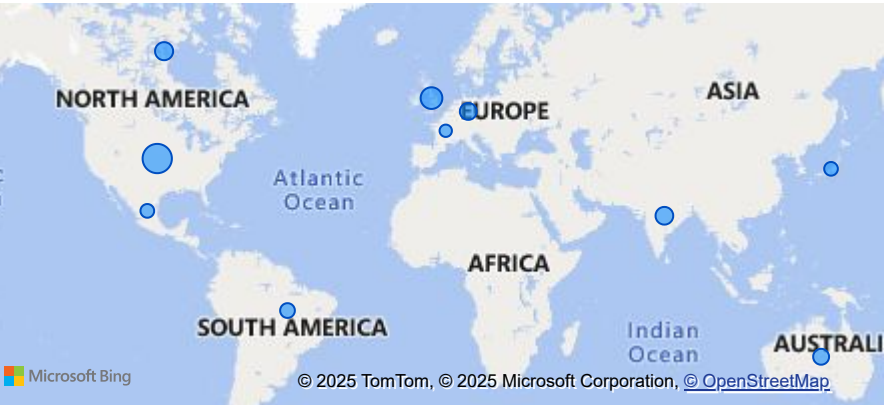


Hourly Impressions Trend

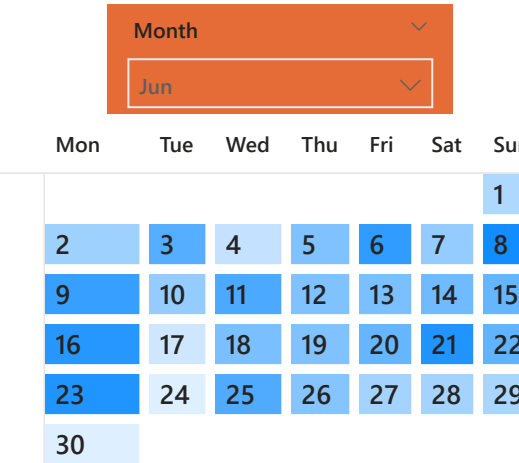


Impressions By Country

Impressions by country



Analysis By Month



Analysis By Ad Type

ad_type	IMPR	CLKS	CTR	PR	ER	CR
Video	1.7K	0.2K	12.34%	0.30%	13.95%	2.40%
Stories	6.2K	0.7K	11.49%	0.63%	13.31%	5.49%
Image	9.1K	1.0K	11.33%	0.50%	13.12%	4.46%
Carousel	7.8K	0.9K	11.60%	0.75%	13.61%	6.44%



Facebook



Instagram

Select Dynamic Measure

Impressions

Campaign Name

All

Target Interest

All