Meta Ad Performance Analysis

DASHBOARD INSIGHTS

<mark>KPI Metrics</mark>

- **Impressions: 216K:** Total times the ads were shown. Good reach.
- **Clicks: 25.4K**: Number of people who clicked on the ads.
- **Shares: 1.3K, Comments: 2.6K:** Indicators of organic engagement (beyond paid

reach).

- **Purchases (Conversions): 1.3K:** Real customer acquisitions from ads.
- **Engagements: 29K**: Sum of clicks, likes, shares, comments.
- **CTR (Click-Through Rate): 11.76%:** Strong performance (above industry average

~1-2%). Ads are very attractive.

- **Engagement Rate: 13.56**%: Very healthy; content resonates with the audience.
- **Conversion Rate: 5.21%:** Out of all clicks, 5.21% converted into purchases. Good

but could improve with landing page optimization.

- **Purchase Rate: 0.61%:** Out of impressions, only 0.61% resulted in purchases. Low

conversion funnel efficiency (room to optimize).

- **Total Budget:** 2.5M: Total ad spends.
- **Avg Budget per Campaign:** 50.7K: Suggests multiple campaigns were run.

Insight: Ads are performing strongly in visibility and engagement, but actual **purchase

efficiency is weak**: need to optimize targeting/landing pages.

• **High CTR (11.76%) and Engagement Rate (13.56%)** → clearly indicate that the ad

creatives, messaging, and targeting at the top of the funnel are very effective.

People are interested enough to click, like, share, or comment.

• Low Purchase Rate (0.61%) and only 1.3K conversions out of 216K impressions

→ shows a sharp drop-off in the lower funnel. This is a classic case of "awareness

and interest" being strong but "action (purchase)" being weak.

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Developed by: Swapnjeet S (Lead Data Analyst, 10.5 yrs Exp.) My website: https://topmate.io/data_tutorials

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Engagement Breakdown

• By Gender (Donut Chart)

o Female: 13K (43%)

o Male: 6K (22%)

o Other/Not Specified: 10K (35%)

Females engage more than males; campaigns could be tailored toward female audiences.

• By Target Age (Bar Chart)

o Peak engagement: 20–30 age group (especially early 20s).

o Drops significantly after 35+.

Primary audience = Young adults.

Insight: Target ads towards females aged 18–30 for better ROI.

Geographic Distribution

• Top Engaged Countries

o US, India, Brazil, Germany, UK are major contributors..

Insight: Focus campaigns in India & US (high potential, high engagement), and premium campaigns in Germany/UK (better conversion potential due to higher purchasing power).

Time-Based Trends

• Weekly Engagement Trend (Stacked Bar)

o Fairly consistent across weeks, with no sharp drop.

o Steady engagement shows ads maintain attention.

• Hourly Engagement Trend (Line Chart)

o Peaks around late afternoon & evening (~15–20 hours).

o Lowest engagement early morning (~0–5 hours).

Insight: Schedule ad delivery during afternoons & evenings for maximum impact.

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Calendar View

• Engagements are mapped to days in June.

• Certain dates (like 19th–21st, 25th–27th) show higher highlights.

Campaign activity peaks on specific days, possibly due to launches/promotions.

Insight: Weekly promotions/events significantly drive engagement.

Final Insights & Recommendations

1. Strong awareness & engagement (high CTR & ER), but low purchase funnel

efficiency : need better conversion strategy.

2. Target audience: Females, 18–30, especially in India & Brazil.
3. Best ad formats: Video > Stories > Carousel/Image.
4. Timing: Schedule ads in the afternoon & evening slots.
5. Budget Optimization: Shift more spend to high-performing geographies and ad

formats.

6. Action: Improve landing pages, offers, retargeting campaigns to lift purchase rate