

Meta Ads Performance (Facebook & Instagram)

Dashboard – Executive Summary

Business Objective

The objective of this analysis was to evaluate the performance of advertising campaigns across Meta platforms (Facebook & Instagram). The dashboards were designed to help stakeholders measure user engagement, identify the most responsive audience groups, analyze geographic reach, and understand which ad formats and timeframes contribute most to awareness and conversion. The insights aim to guide future budget allocation, audience targeting, and campaign strategy to maximize return on advertising spend.

Data Overview

The analysis is based on campaign-level and event-level Meta ad performance data from the month of May to the month of August. The datasets include:

- Impressions, clicks, shares, comments, purchases, and engagement actions
- Ad types, campaign details, and budget allocation
- User demographics such as age, gender, and country
- Time granularity for hourly and weekly trend analysis

The data was integrated, cleaned, and transformed to support accurate performance measurement and platform-specific insights.

Key Performance Indicators (KPIs)

Separate dashboards were created for Facebook and Instagram to analyze each platform individually.

Facebook KPIs

- Impressions: 216K
- Clicks: 25.4K
- Shares: 1.3K
- Comments: 2.6K
- Engagements: 29.3K
- Purchases: 1.3K
- Click-Through Rate (CTR): 11.76%
- Engagement Rate: 13.56%
- Conversion Rate (CR): 5.21%

- Purchase Rate: 0.61%

Instagram KPIs

- Impressions: 123.8K
- Clicks: 14.7K
- Shares: 682
- Comments: 1.5K
- Engagements: 16.8K
- Purchases: 708
- CTR: 11.86%
- Engagement Rate: 13.60%
- CR: 4.82%
- Purchase Rate: 0.57%

Key Insights

- **Facebook outperforms Instagram** across all major conversion-driving activities including clicks, engagements, comments, shares, and purchases, establishing it as the stronger channel for generating actions and revenue.
- **Young female users (ages 20–35)** represent the most responsive demographic on both platforms, contributing the largest share of clicks, engagements, and purchases.
- Ad performance decreases steadily after age 35, indicating a narrower interest funnel for older audiences.
- **Europe and North America** show the highest user activity volume, making them the primary commercial opportunity regions.
- **Stories** are the strongest ad format across CTR, engagement rate, and conversion rate, suggesting users respond best to immersive full-screen content.
- Hourly trend analysis reveals **peak activity during evening hours (5 PM – 10 PM)**, indicating optimal placement timing.
- Weekly trend analysis shows steady interaction growth mid-month, suggesting specific periods where user readiness to interact is higher.

Dashboard Structure

The dashboard suite consists of three interactive pages:

1. **Facebook Dashboard** – Provides a full breakdown of Facebook performance across demographics, geography, time, and ad types.

2. **Instagram Dashboard** – Mirrors the Facebook view, enabling clear platform-to-platform comparison using identical metrics.
3. **Calendar Tooltip Page (Hidden)** – Displays KPI values at a daily granularity when users hover over the calendar heatmap, offering additional contextual detail.

Each dashboard is equipped with user-controlled filters including dynamic KPI selection, campaign name, and audience target interests, allowing deeper analysis aligned with business objectives.

Business Recommendations

- **Increase investment in Facebook** for campaigns prioritized toward conversions and purchase outcomes, as the platform demonstrates greater commercial effectiveness.
- **Prioritize Stories and Carousel formats**, both of which show strong engagement and conversion metrics compared to static Image and Video placements.
- **Target female audiences aged 20–35** with refined messaging, as this group consistently delivers the highest interaction and purchase volume.
- Strengthen advertising focus in **Europe and North America**, while running lower-risk testing campaigns in emerging regions.
- **Schedule campaigns during peak evening hours** to leverage higher user activity and interaction likelihood.
- Improve performance of **Image and Video ads** by optimizing creatives with stronger call-to-action, relevance, and personalization.
- Utilize **retargeting flows** to convert high-intent users who click or engage but do not immediately purchase.

Conclusion

This analysis provides a clear and insightful understanding of advertising performance across Meta platforms. Facebook leads in driving conversions and interactions, while Instagram contributes strongly to impressions and visual brand exposure. Audience and trend insights highlight where budgets and strategies should be focused to maximize results. The dashboards offer decision-makers an actionable and data-driven view of how to optimize campaign structure, audience targeting, and ad type selection for greater marketing effectiveness and improved ROI.