

Facebook Ads Performance & Optimization Analysis



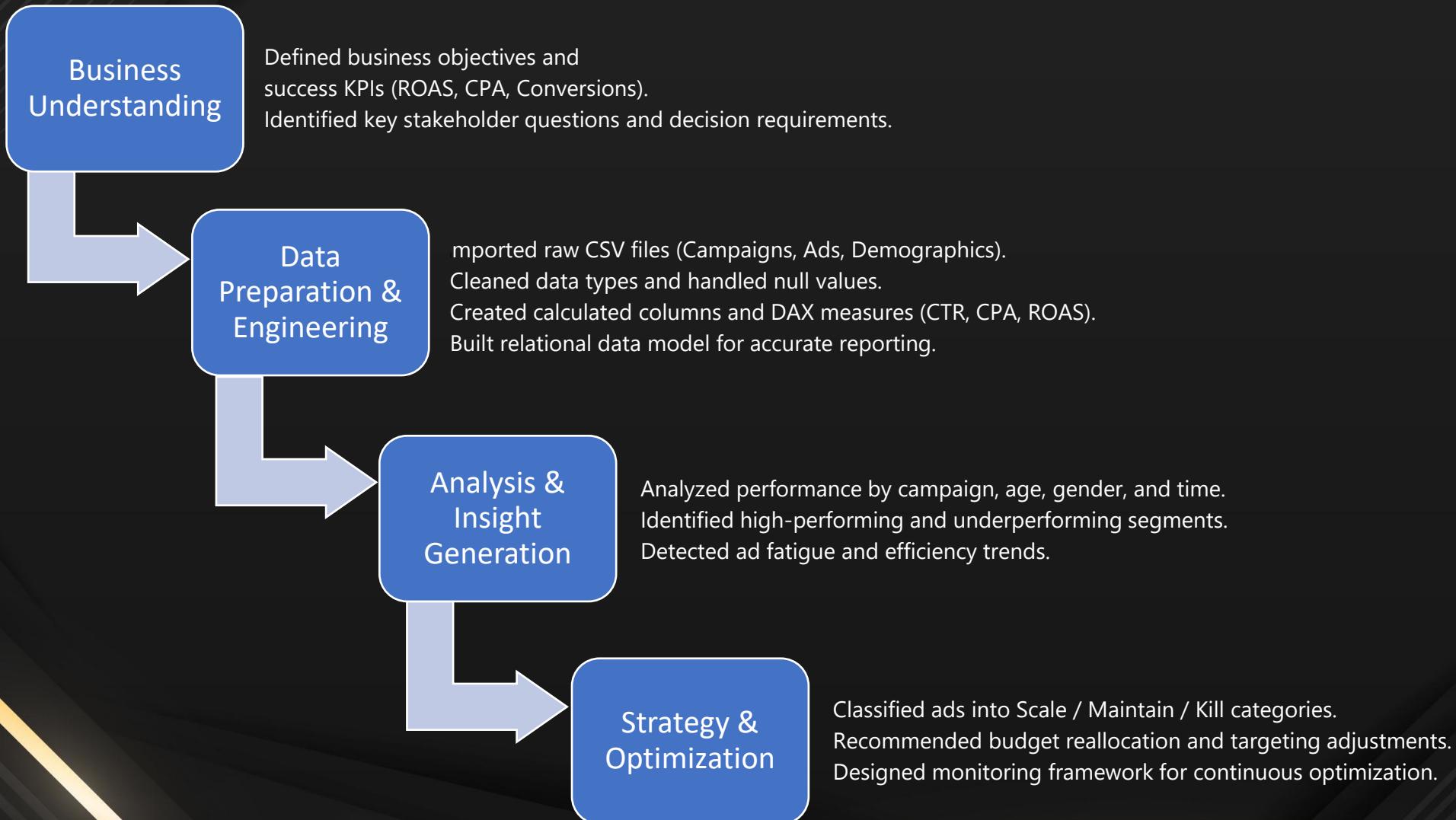
Data-Driven Strategies to Maximize ROAS and User Acquisition

Business Problem & Goals:

Key Business Questions:

- **Performance:** How effective was the total ad spend?
- **Engagement:** Which demographics and ads drive the most interest?
- **Efficiency:** What are the trends in CTR and ROI over time?
- **Strategy:** Which specific ads should we **Scale** and which should we **Kill**?

Data Methodology & Tech Stack:



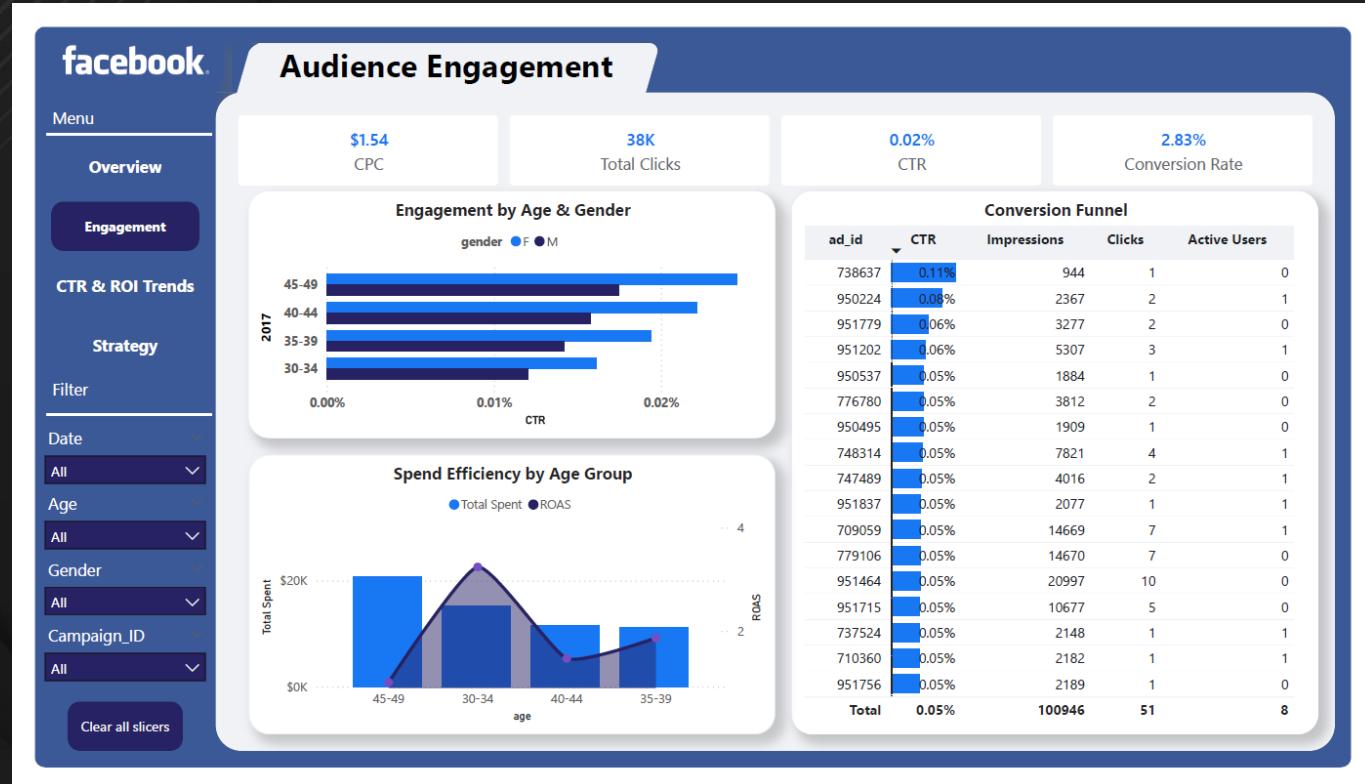
Overall Campaign Performance:

Key Insights:

- **Total Investment:** The campaign spent **\$58.7K** to acquire **1,079 Active Users**.
- **Efficiency:** The overall **ROAS is 1.84**, meaning for every \$1 spent, we generated \$1.84 in value.
- **Acquisition Cost:** The average **CPA is \$54.41**, which is well within the profitable range (assuming \$100 LTV).
- **Volume Driver:** **Campaign 1178** accounts for ~95% of total spend but operates at a lower efficiency compared to smaller campaigns.



Demographic Behavior & Targeting Analysis:



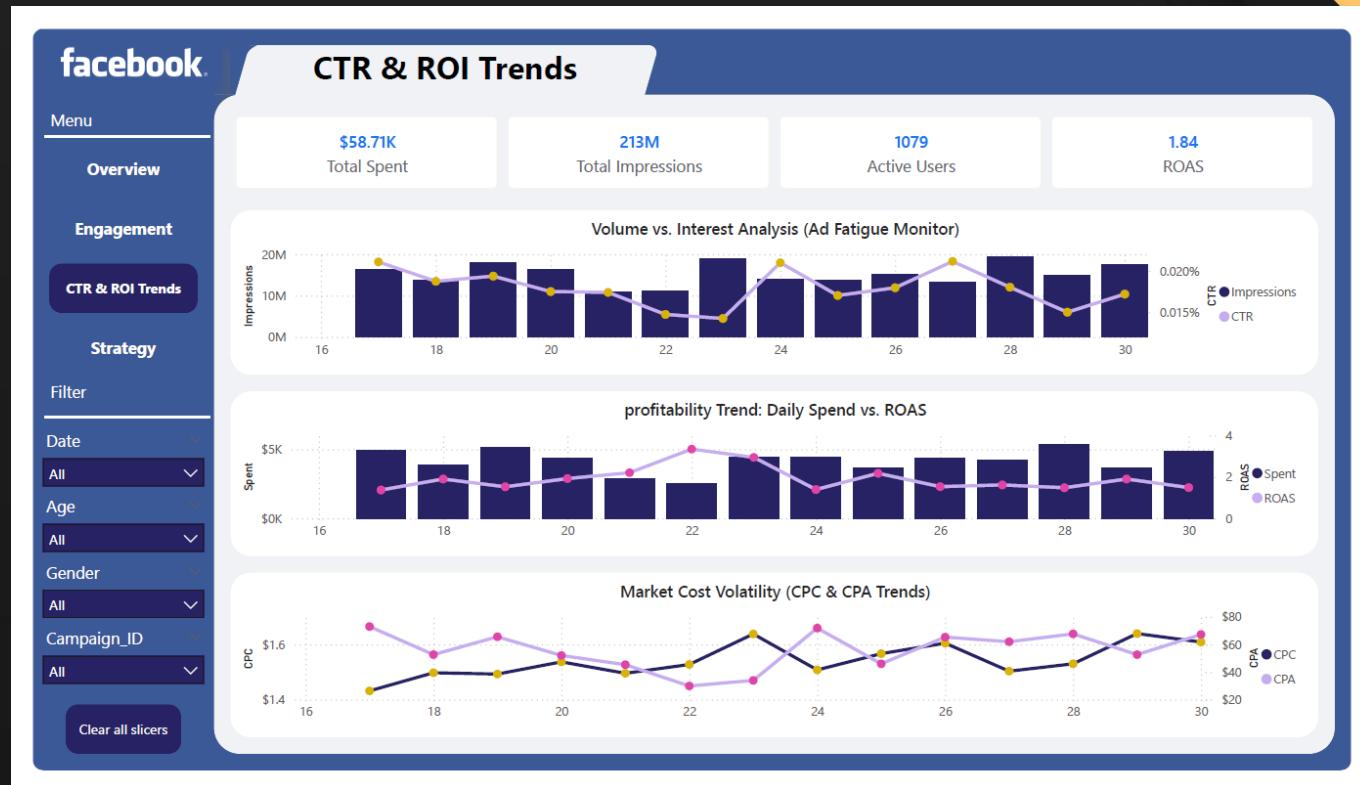
Key Insights:

- Age Dynamics:** The **30-34 Age Group** generates the highest volume of clicks (38k) but has a lower ROAS compared to older groups.
- Gender Split:** Females consistently show a higher **Conversion Rate** than Males, despite similar click volumes.
- Ad Fatigue:** Top ads show high impressions but declining CTR, indicating the need for creative refreshes.

Temporal Trends & Ad Fatigue Détection:

Key Insights:

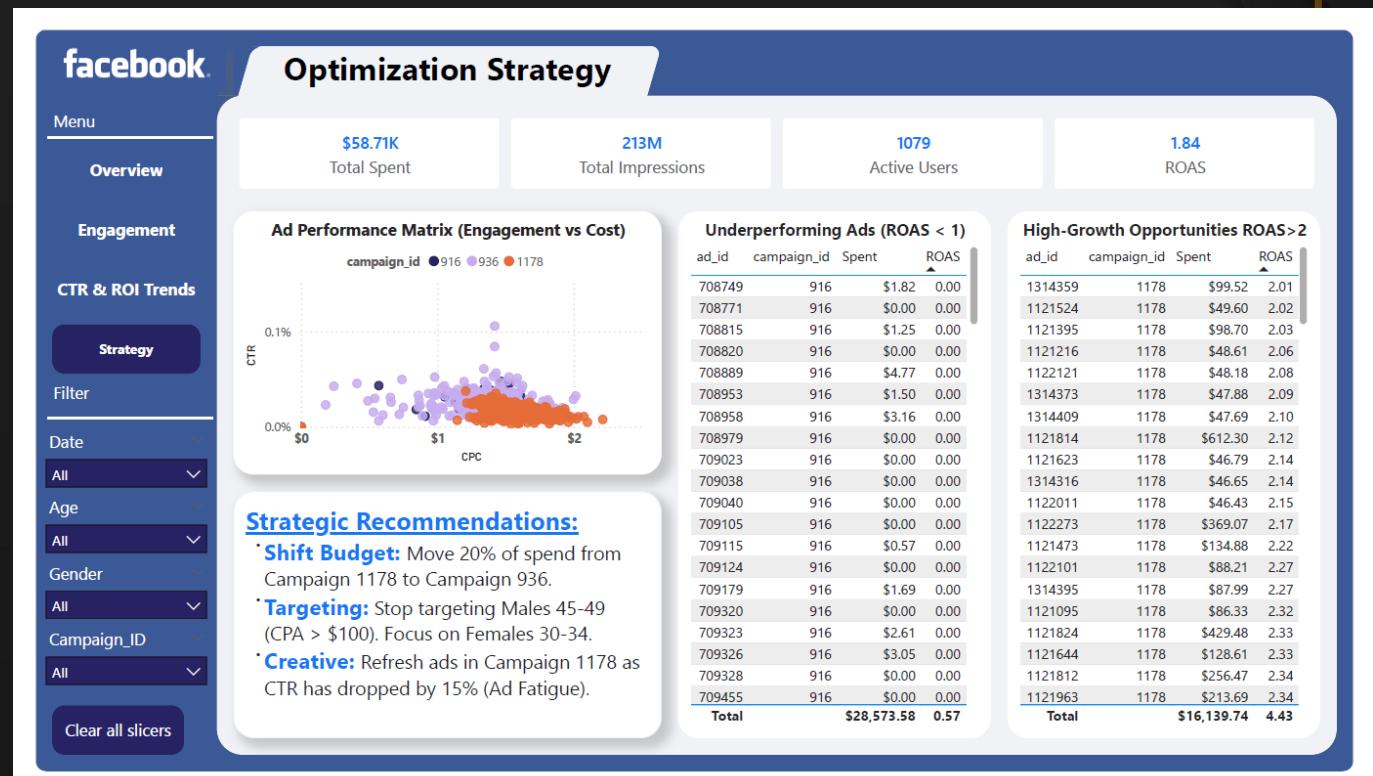
- **Ad Fatigue Signal:** In late August, **Impressions remained high** while **CTR began to decline**, a classic indicator that the audience is saturated and bored with the current ad visuals.
- **Diminishing Returns:** On days where daily ad spend exceeded **\$500**, the overall ROAS dropped below **1.5**, suggesting that scaling budget aggressively without broadening the audience hurts profitability.
- **Cost Volatility:** The **Cost Per Acquisition (CPA)** spikes significantly on weekends, indicating that weekday advertising is more efficient for this specific banking product



Strategic Recommendations:

Key Insights:

- **The "Hidden Gems" (Scale):** Identified **5 specific Ad IDs** in the top-left quadrant (Low Cost / High CTR) that are currently under-budgeted. Increasing spend here offers the highest growth potential.
- **The "Kill Zone" (Stop):** Identified segments targeting **Males 45-49** within Campaign 1178 where the CPA exceeds **\$100** (Unprofitable). These ads are draining the budget.
- **Budget Reallocation:** Approximately **20% of the budget** currently allocated to Campaign 1178 should be immediately shifted to Campaign 936 to capitalize on its 6x ROI potential.



Forecasted Performance Gains Post-Optimization:

Efficiency Gain (ROAS):

Current State: Overall ROAS is **1.84**.

Projected State: By shifting 20% budget to Campaign 936, we project the overall ROAS to increase to **2.2+**.

Financial Impact: This would generate an additional **~\$5,000 revenue** without spending a single extra dollar.

Cost Reduction (CPA):

Current State: \$54.41 per user.

Projected State: By eliminating the "Male 45-49" segment (CPA > 45.00**).

Savings: Estimated savings of **15%** on wasted ad spend.

Volume Growth:

Scaling the "Hidden Gems" (Top-Left quadrant ads) allows us to tap into cheaper traffic, potentially increasing daily App Installs by **~25%**.

Executive Conclusion:

The analysis confirms that the campaign's path to profitability lies in **optimization, not just scale**. By resolving the inefficiencies in Campaign 1178 and eliminating high-CPA demographic segments, the business can project a significant increase in ROAS without increasing the total budget.



Thank You
