

# Facebook Ad Campaign Analysis

Conversion rate

33.53%

Cost per mille(CPM)

\$0.291

Cost per click(CPC)

\$1.495

Click through rate(CTR)

0.020%

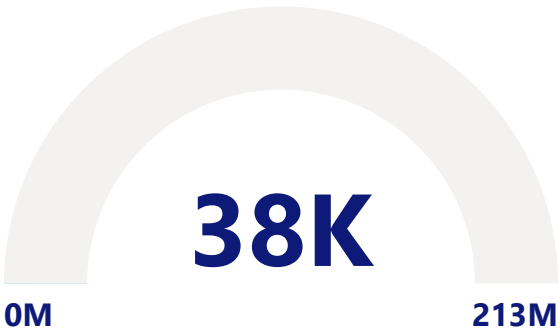
Click per action(CPA)

\$25.221

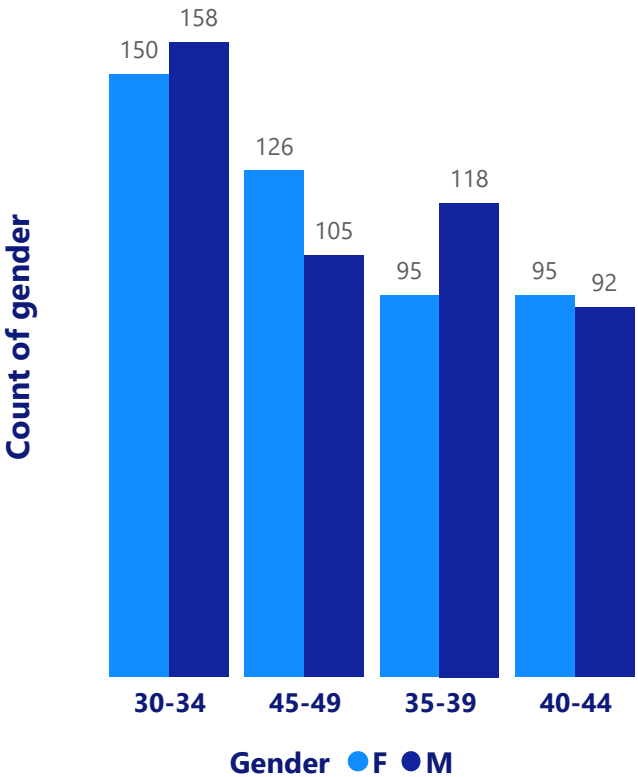
Total Sales



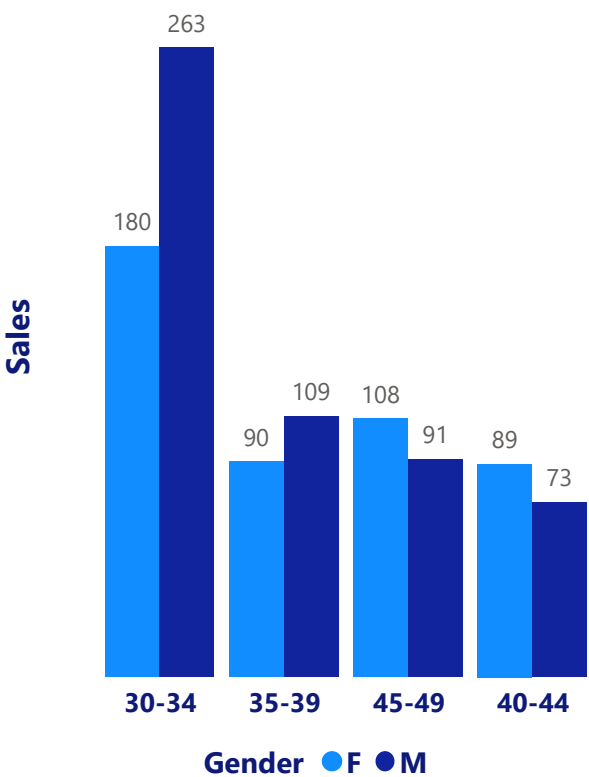
Total Clicks Vs Impression



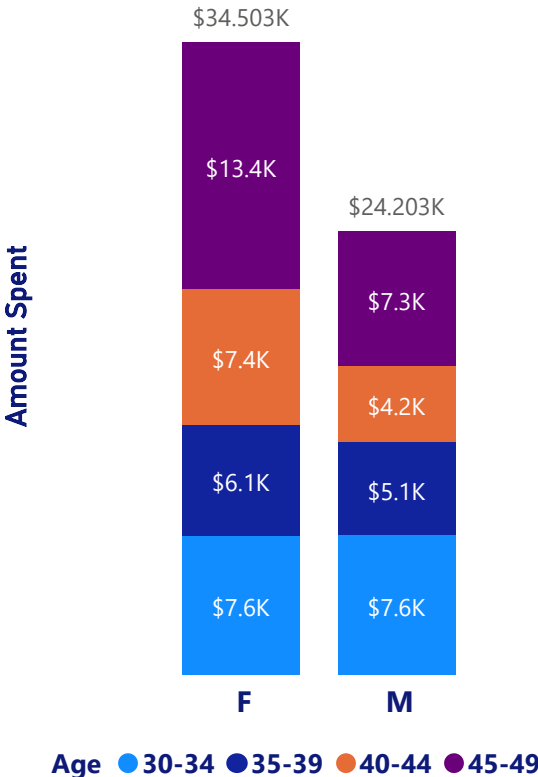
Gender wise Age Group



Age - Gender wise sales



Gender - Age wise Amount spent



Target Customers			Top 5 Target Category		
M gender	40-44 age	43.74% Average of Conversion rate	65 interest	372 Sum of Clicks	57.56% Average of Conversion rate
M gender	35-39 age	38.71% Average of Conversion rate	31 interest	195 Sum of Clicks	51.47% Average of Conversion rate
F gender	35-39 age	32.99% Average of Conversion rate	32 interest	1138 Sum of Clicks	50.28% Average of Conversion rate
F gender	40-44 age	27.32% Average of Conversion rate	101 interest	524 Sum of Clicks	47.21% Average of Conversion rate
F gender	40-44 age	27.32% Average of Conversion rate	102 interest	150 Sum of Clicks	42.86% Average of Conversion rate

Impressions Distribution by Age & Gender			Top Selling Ad		
<div> <div> </div> </div>			777105 ad_id	100.00% Average of Conversio...	\$0.180 Sum of Spent
			776416 ad_id	100.00% Average of Conversio...	\$0.490 Sum of Spent
			776663 ad_id	100.00% Average of Conversio...	\$0.570 Sum of Spent
			778626 ad_id	100.00% Average of Conversio...	\$0.720 Sum of Spent
			738307 ad_id	100.00% Average of Conversio...	\$0.860 Sum of Spent
			747401 ad_id	100.00% Average of Conversio...	\$0.980 Sum of Spent
			777235 ad_id	100.00% Average of Conversio...	\$0.990 Sum of Spent