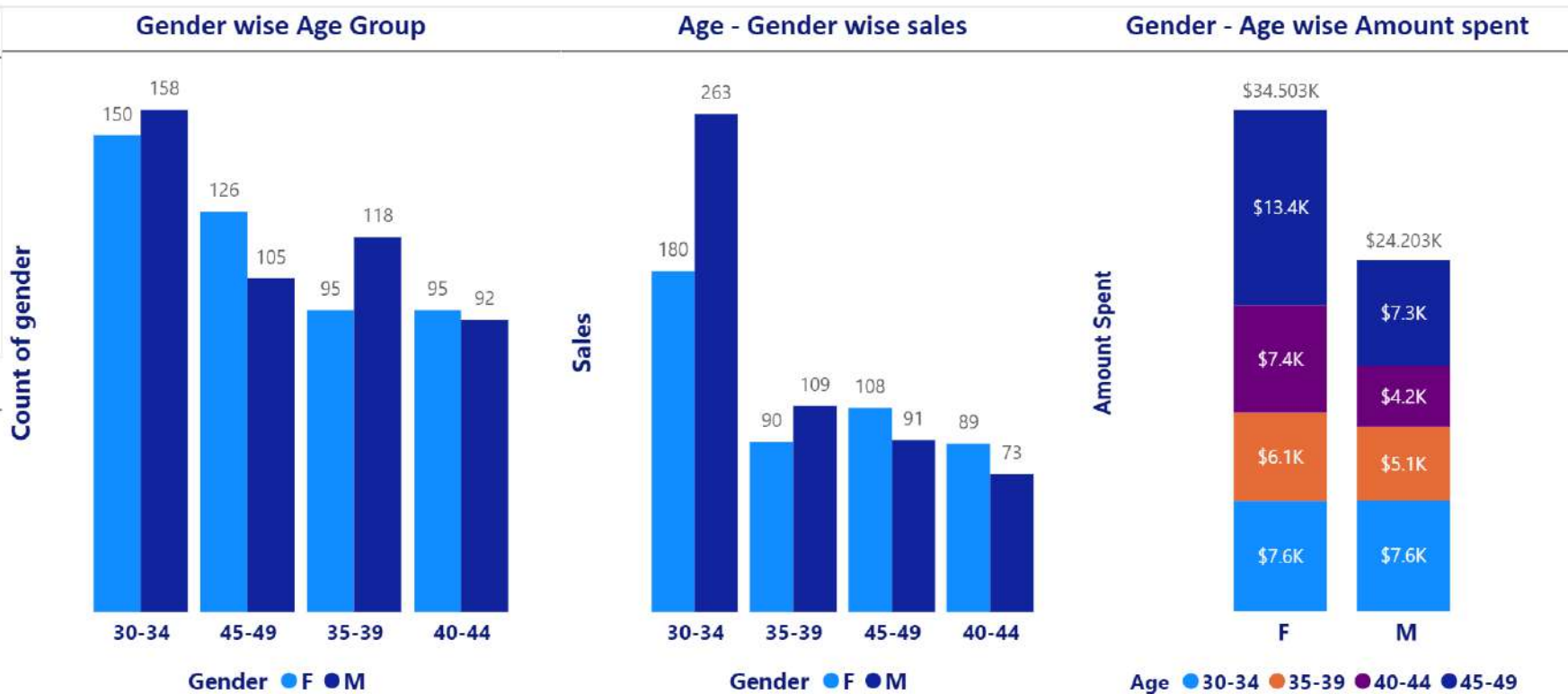
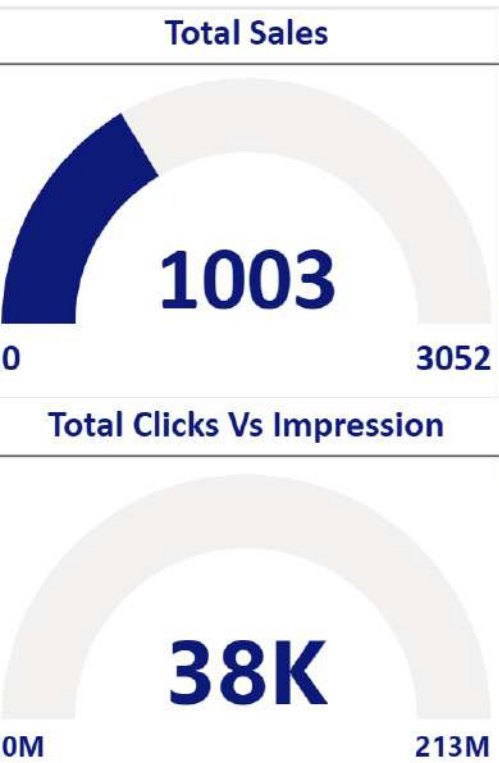
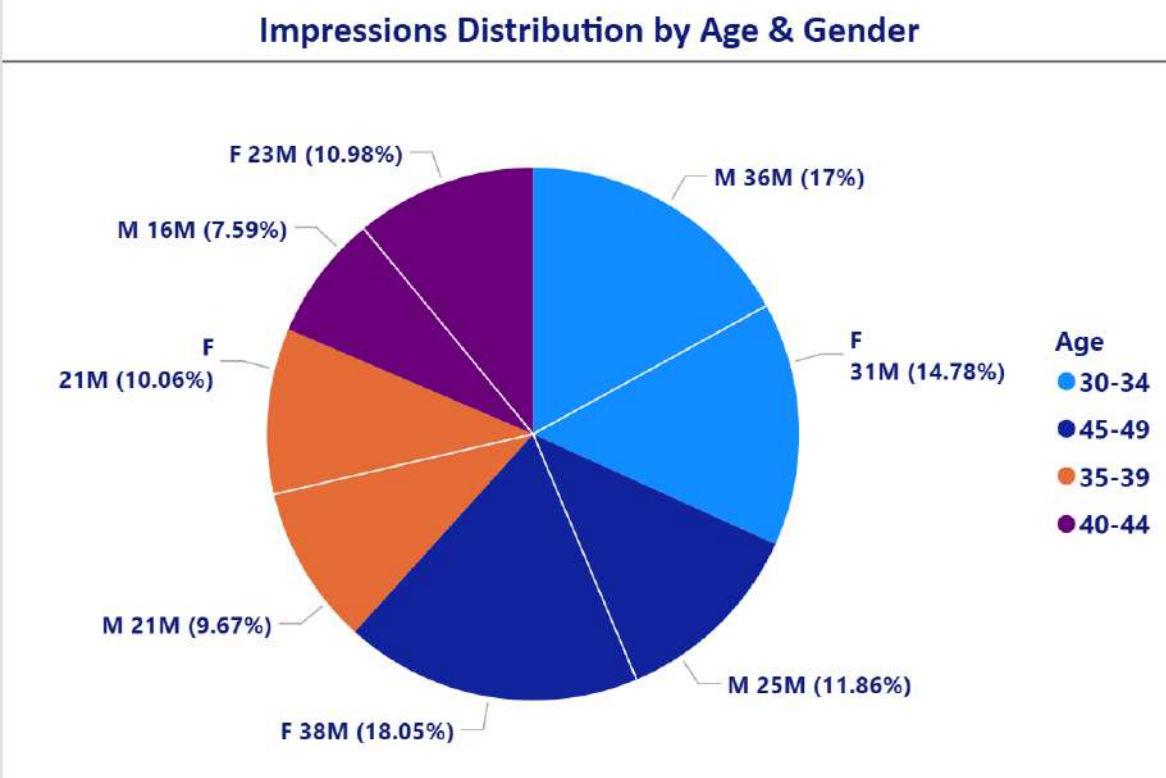


# Facebook Ad Campaign Analysis

Conversion rate	Cost per mille(CPM)	Cost per click(CPC)	Click through rate(CTR)	Click per action(CPA)
33.53%	\$0.291	\$1.495	0.020%	\$25.221



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
			102 interest	150 Sum of Clicks	42.86% Average of Conversion rate



Top Selling Ad		
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