

# Meta Ad Performance Dashboard

Impression  
**543,0**

Clicks  
**67,0**

Shares  
**1,0**

Comments  
**6,0**

Purchases  
**5,0**

Engagements  
**74,0**

CTR (click through impression ratio)  
**12,3 %**

Engagement Ratio  
**13,6 %**

Conversion Rate  
**7,5 %**

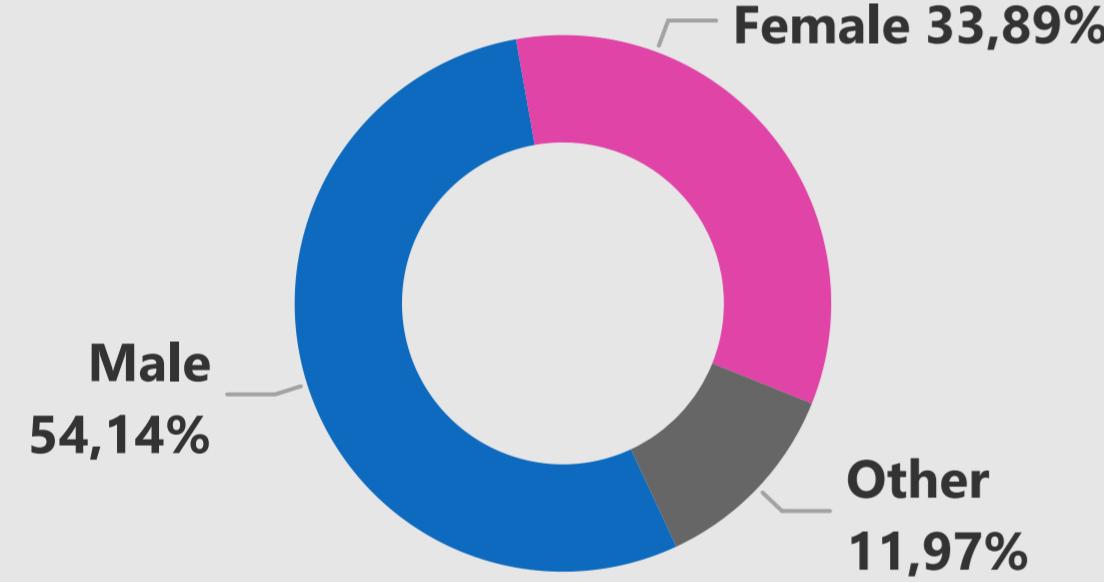
Purchase Rate  
**0,9 %**

Total Budget  
**2,9M**

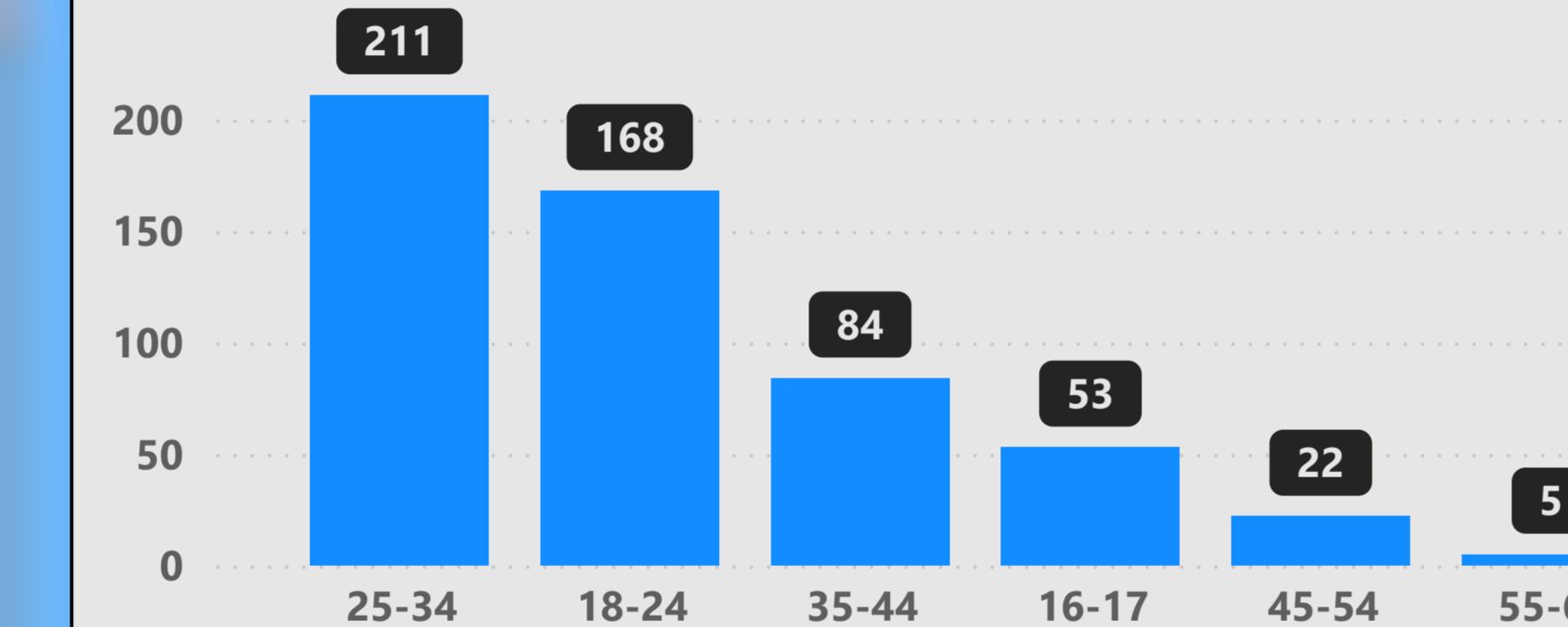
Avg. Total Budget  
**2,9M**



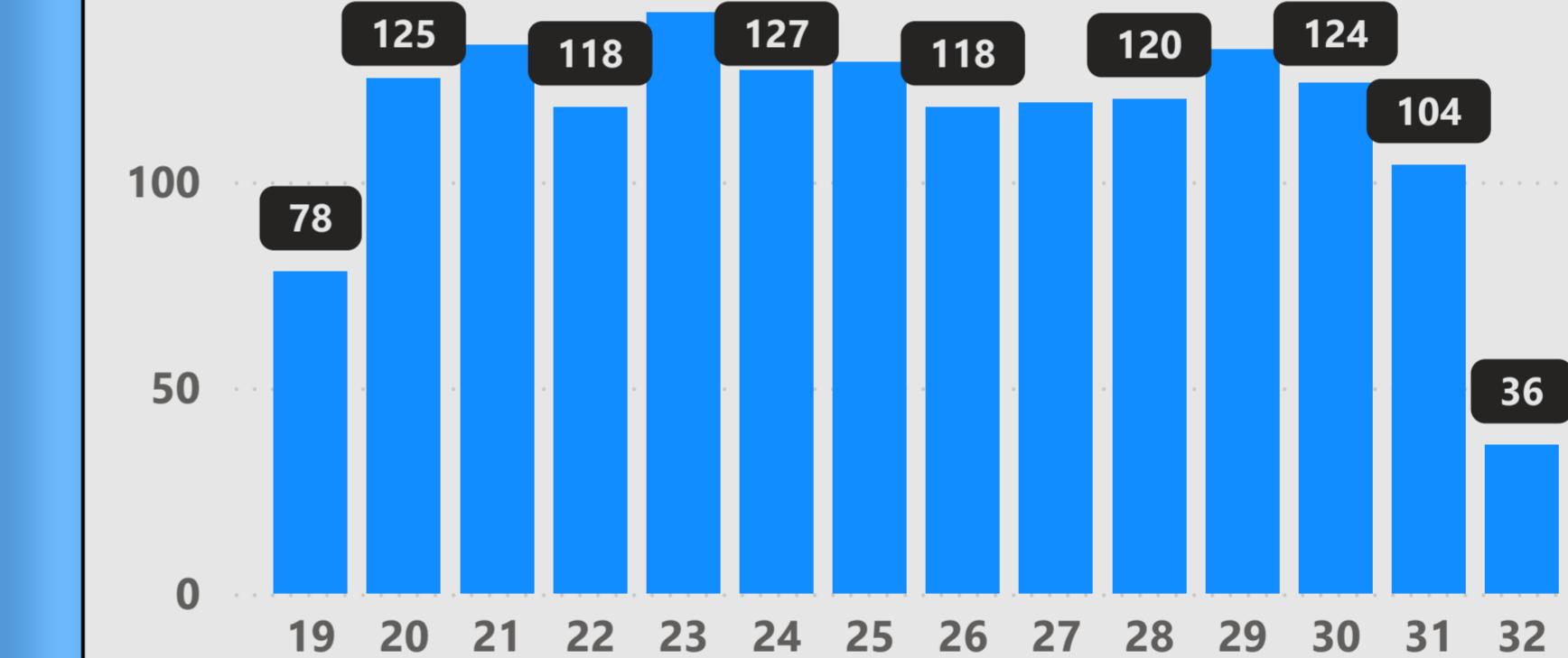
Impression by Gender



Impression by Age Group



Impression by Week Number



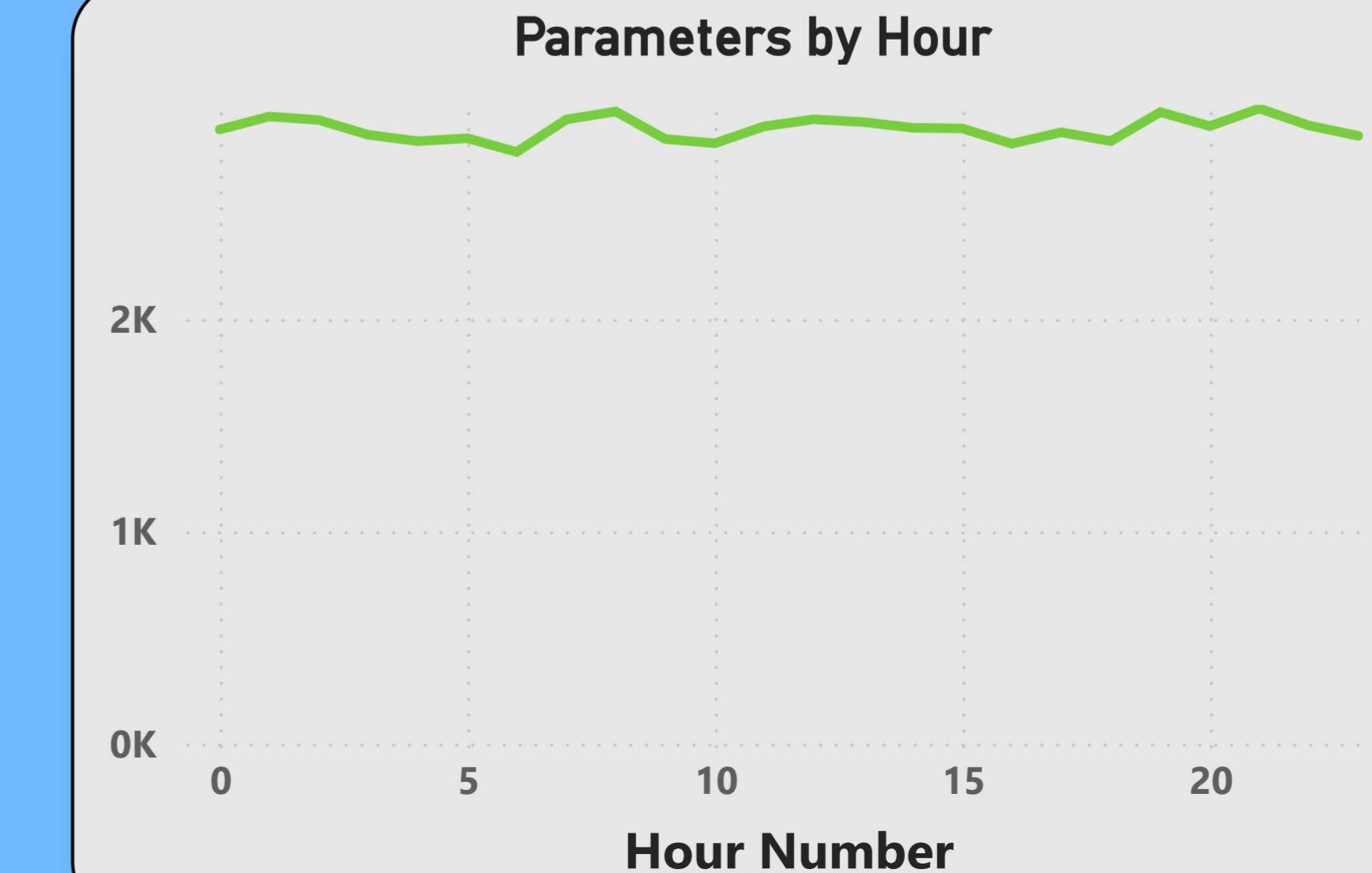
Country by Parameter



July

Week Num	Mon	Tue	Wed	Thu	Fri	Sat	Sun
27		1	2	3	4	5	6
28		7	8	9	10	11	12
29		14	15	16	17	18	19
30		21	22	23	24	25	26
31		28	29	30	31		

Parameters by Hour

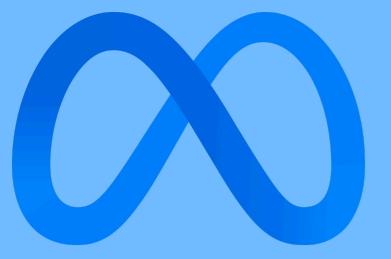


Campaign Name

Campaign\_49\_Winter

Target Interests

All



# Meta Ad Performance Dashboard

Impression  
**559,0**

Clicks  
**62,0**

Shares  
**1,0**

Comments  
**4,0**

Purchases  
**1,0**

Engagements  
**67,0**

CTR (click through impression ratio)  
**11,1 %**

Engagement Ratio  
**12,0 %**

Conversion Rate  
**1,6 %**

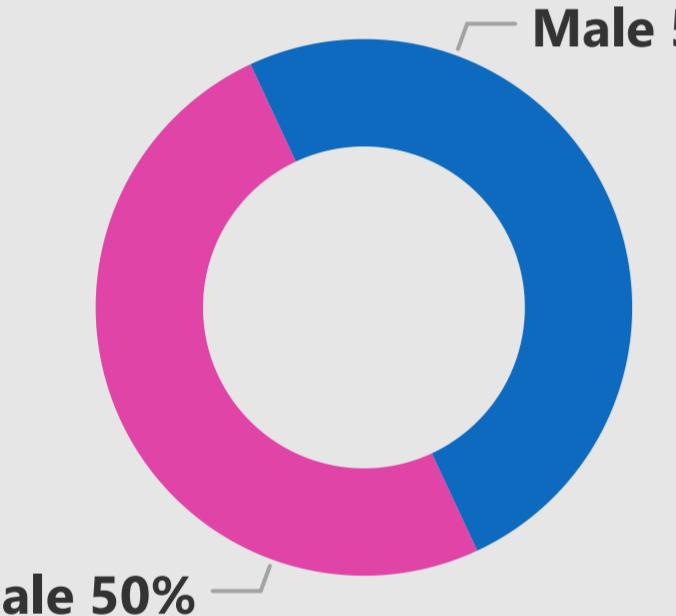
Purchase Rate  
**0,2 %**

Total Budget  
**0,4M**

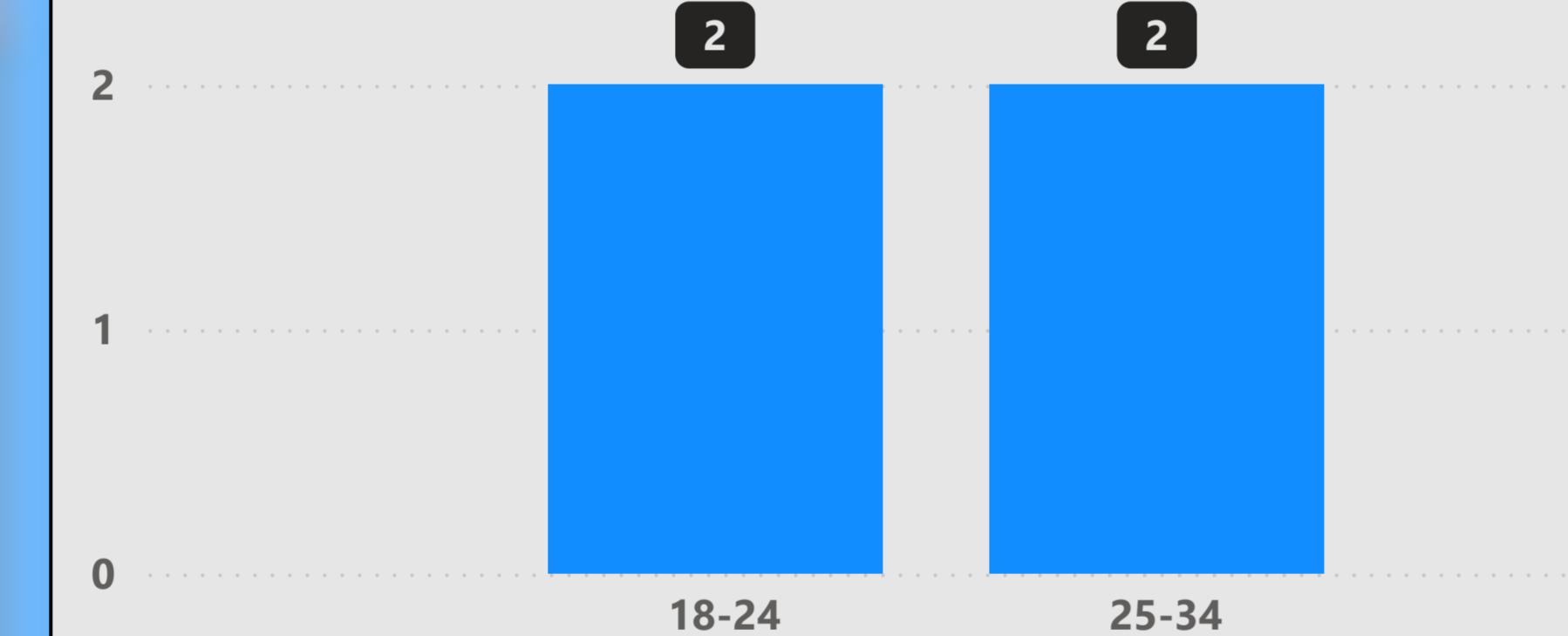
Avg. Total Budget  
**0,4M**



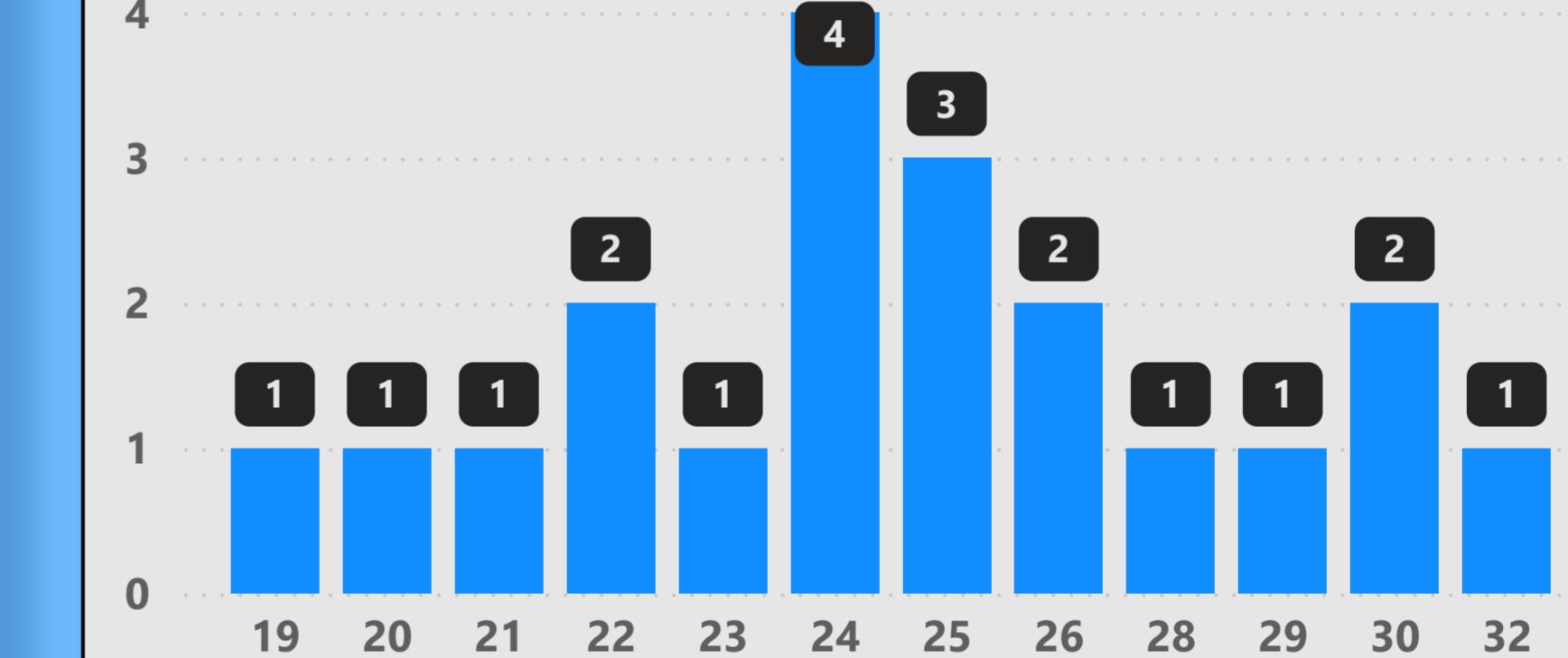
Comments by Gender



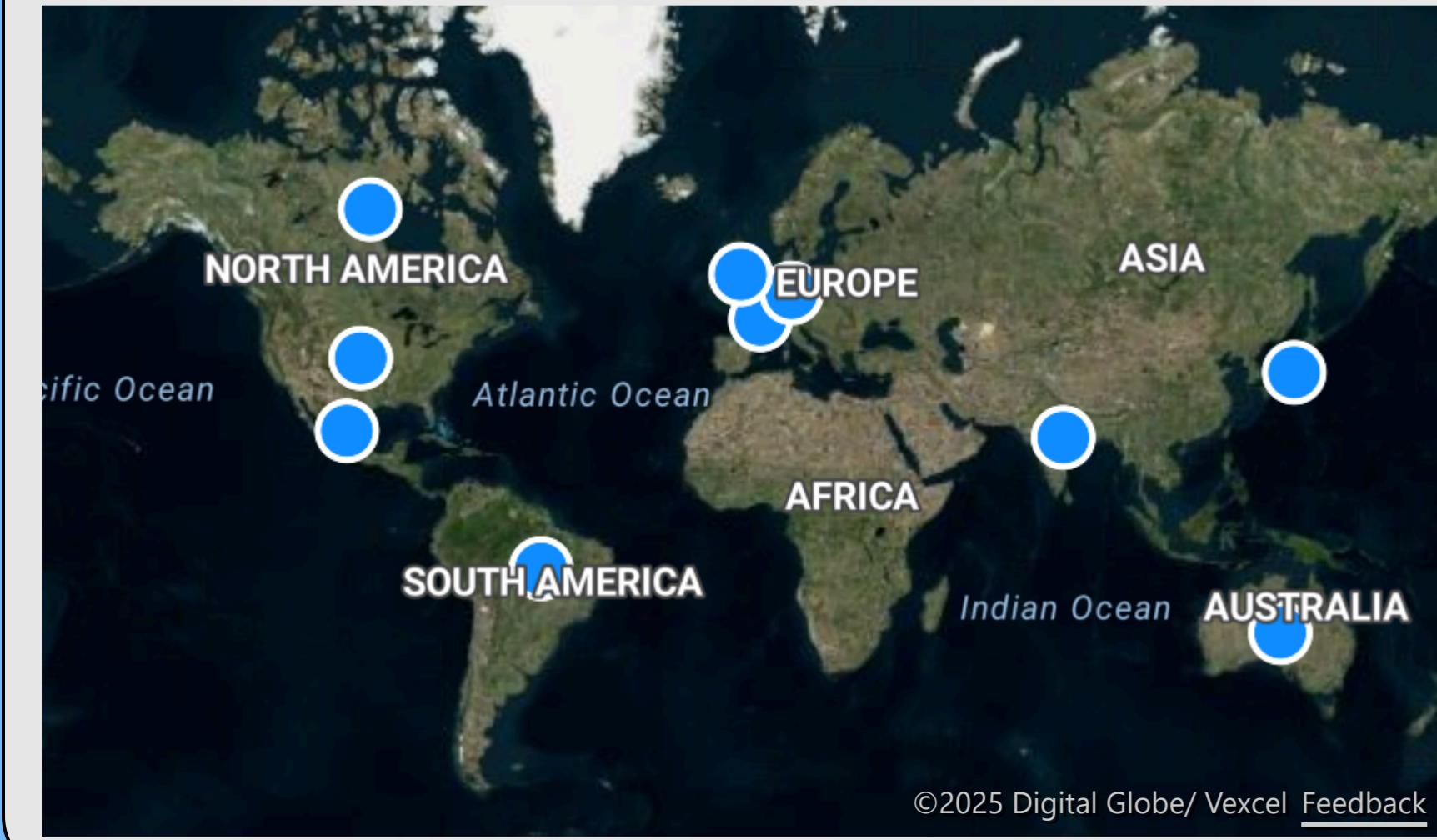
Comments by Age Group



Comments by Week Number



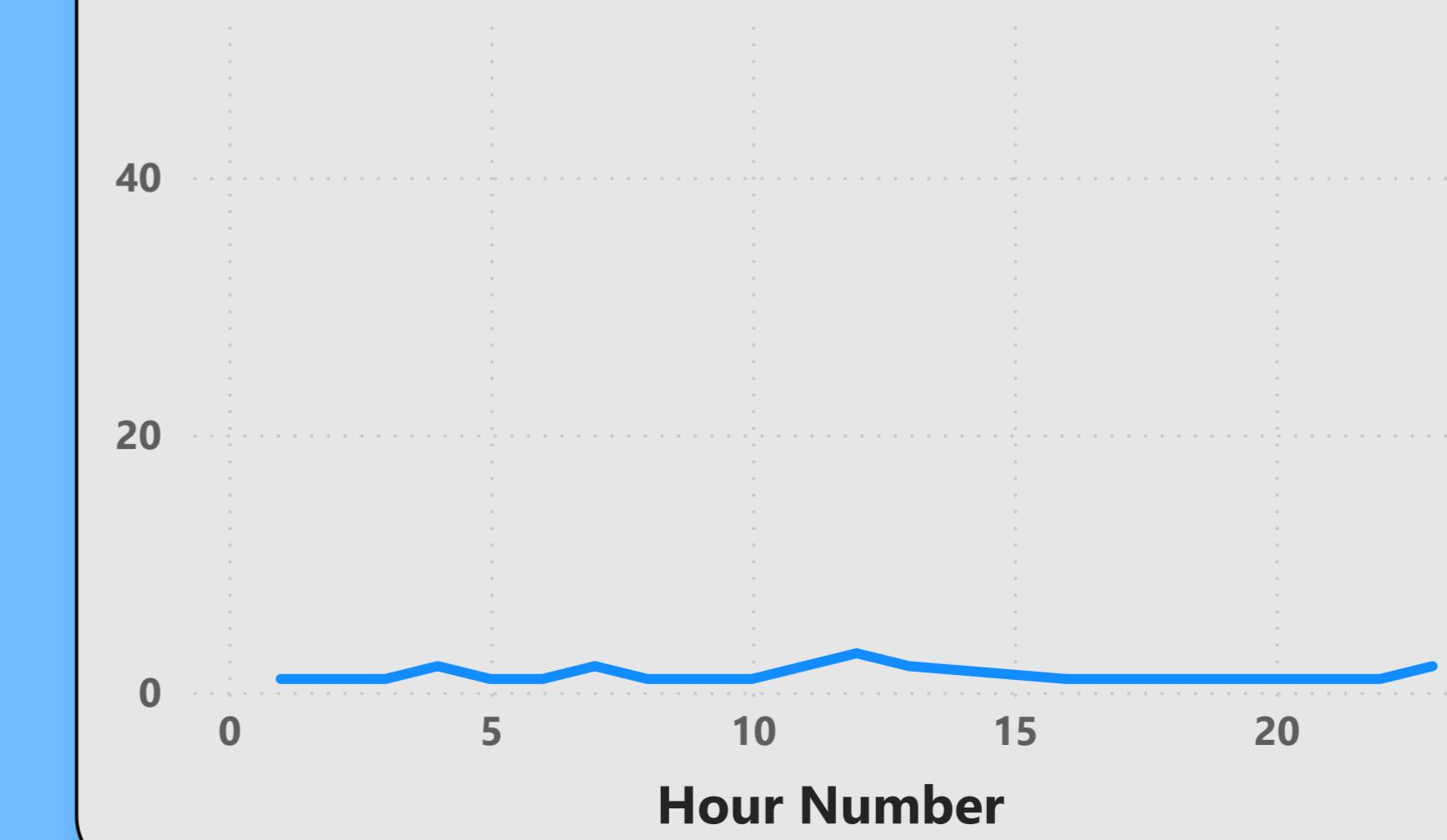
Country by Parameter



July

Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Num							
27		1	2	3	4	5	6
28	7	8	9	10	11	12	13
29	14	15	16	17	18	19	20
30	21	22	23	24	25	26	27
31	28	29	30	31			

Parameters by Hour



Campaign Name

Campaign\_22\_Q3

Target Interests

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