

∞ Meta Ad Performance Dashboard

Impressions
123.8K

Clicks
14.7K

Shares
682.0

Comments
1.5K

Purchases
708.0

Engagements
16.8K

CTR(Click Through Rate)
11.86%

Engagement Rate
13.60%

Conversion Rate
4.82%

Purchase Rate
0.57%

Total Budget
\$2.54M

Avg. Budget per Campaign
\$50.72K

∞ Meta

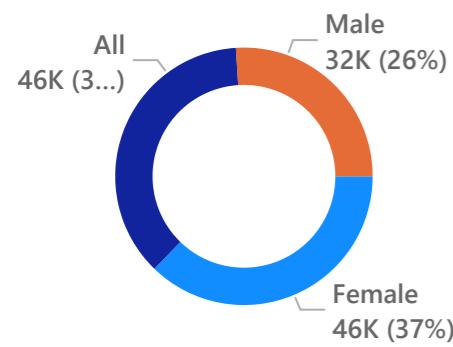


Facebook

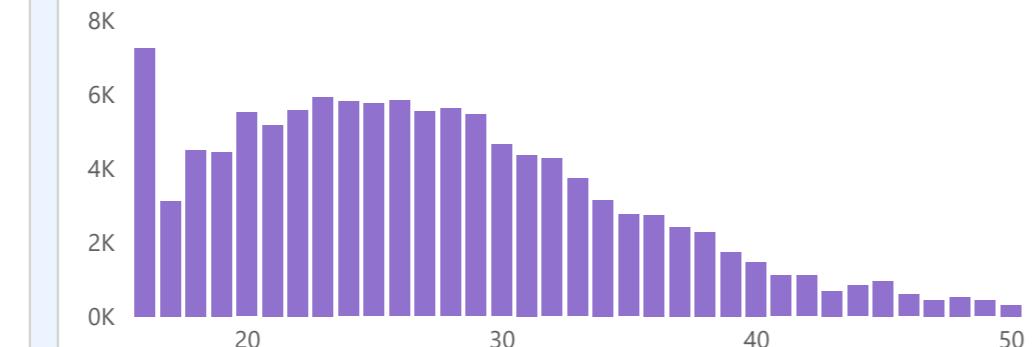


Instagram

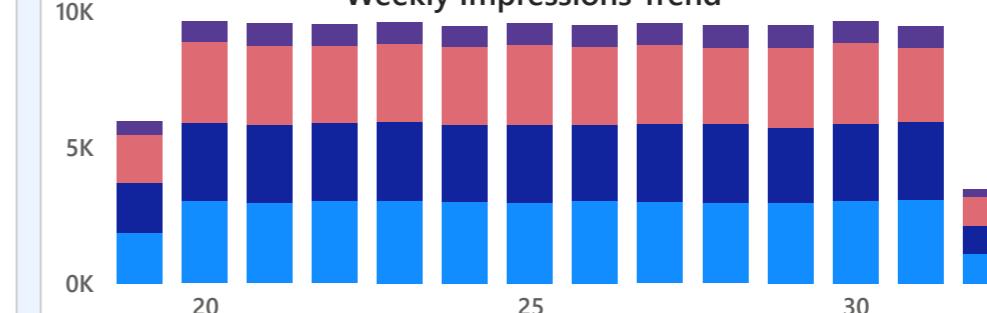
Impressions by Gender



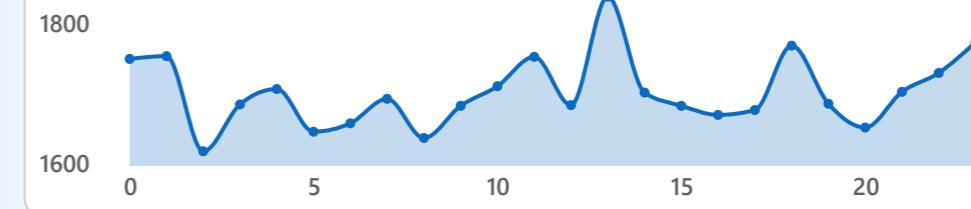
Impressions by Age



Weekly Impressions Trend



Hourly Impressions Trend



Impressions by country



Analysis by Month



Analysis by Ad Type

ad_type	IMPR	CLKS	CTR	PR	ER	CR
Video	3.33K	0.40K	11.88%	0.66%	13.71%	5.56%
Stories	12.40K	1.39K	11.23%	0.61%	12.94%	5.46%
Image	12.29K	1.49K	12.14%	0.56%	13.89%	4.62%
Carousel	12.82K	1.50K	11.69%	0.54%	13.66%	4.60%

Dynamic Measure
Impressions

Campaigns Name
All

Target Interest
All