

Impressions
216.0K

Clicks
25.4K

Shares
1.3K

Comments
2.6K

Purchases
1.3K

Engagements
29.3K

CTR(Click Through Rate)
11.76%

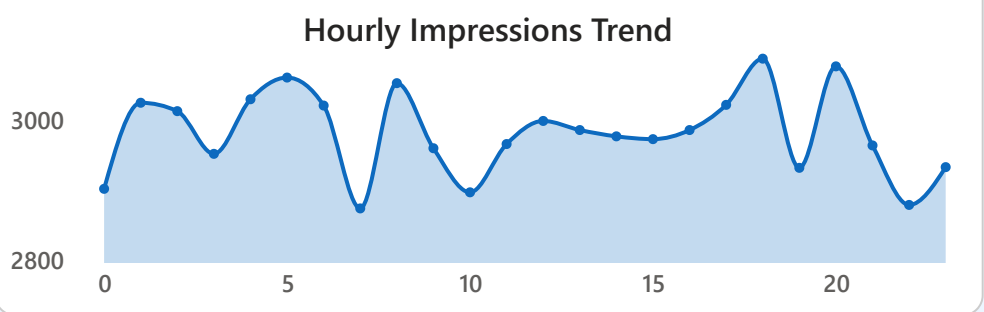
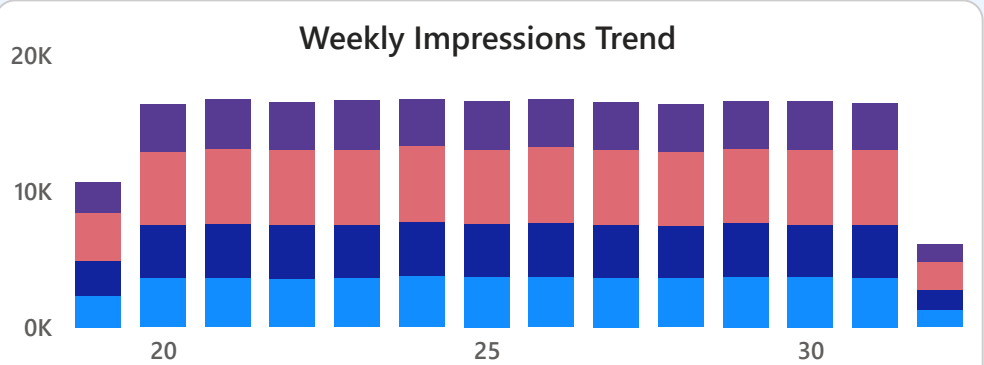
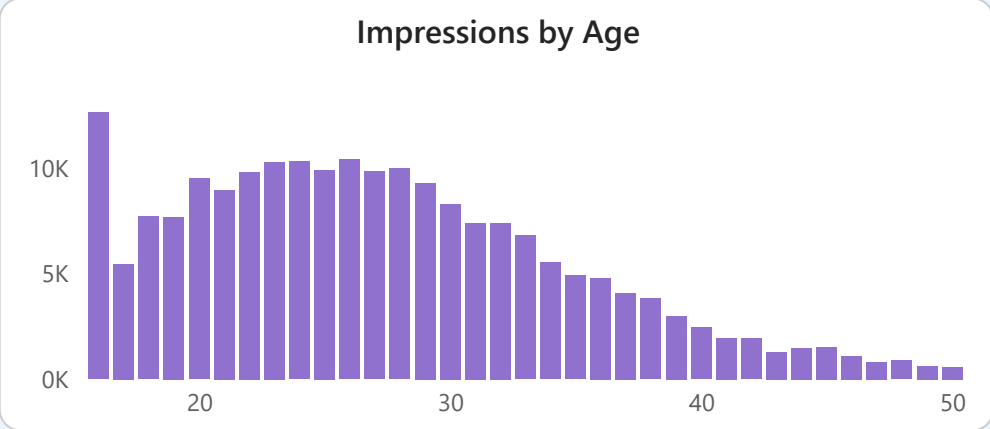
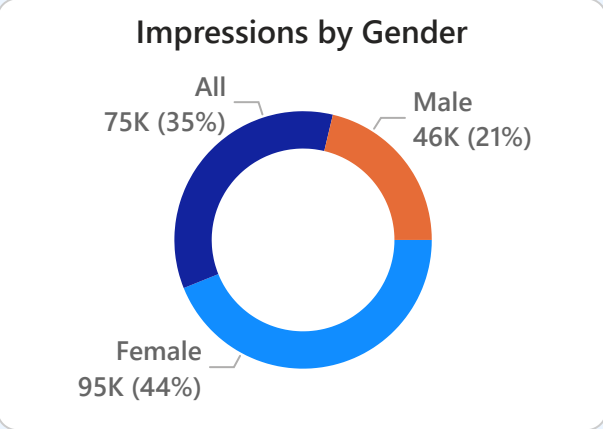
Engagement Rate
13.56%

Conversion Rate
5.21%

Purchase Rate
0.61%

Total Budget
\$2.54M

Avg. Budget per Campaign
\$50.72K



Analysis by Month

Month Name: Jun

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

Analysis by Ad Type

| ad_type | IMPR | CLKS | CTR | PR | ER | CR |
|----------|--------|-------|--------|-------|--------|-------|
| Video | 15.11K | 1.78K | 11.78% | 0.66% | 13.67% | 5.56% |
| Stories | 23.76K | 2.70K | 11.35% | 0.64% | 13.16% | 5.63% |
| Image | 16.85K | 1.89K | 11.23% | 0.59% | 12.96% | 5.23% |
| Carousel | 15.86K | 1.76K | 11.08% | 0.58% | 12.76% | 5.24% |



 Facebook

 Instagram

Dynamic Measure

Impressions

Campaigns Name

All

Target Interest

All