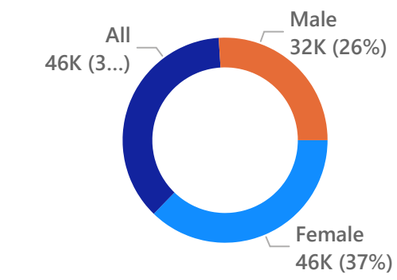
Meta Ad Performance Dashboard

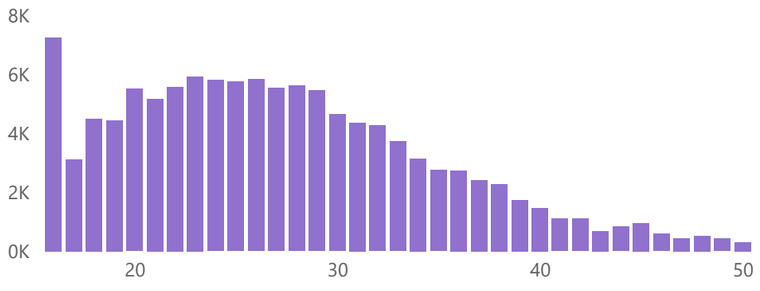
Impressions	Clicks	Shares	Comments	Purchases	Engagements
123.8K	14.7K	682.0	1.5K	708.0	16.8K

CTR(Click Through Rate)	Engagement Rate	Conversion Rate	Purchase Rate	Total Budget	Avg. Budget per Campaign
11.86%	13.60%	4.82%	0.57%	$2.54M	$50.72K

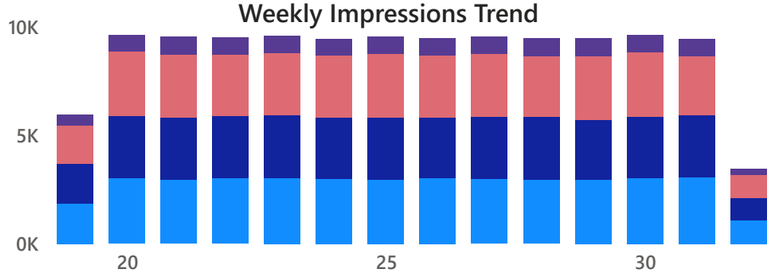
Impressions by Gender



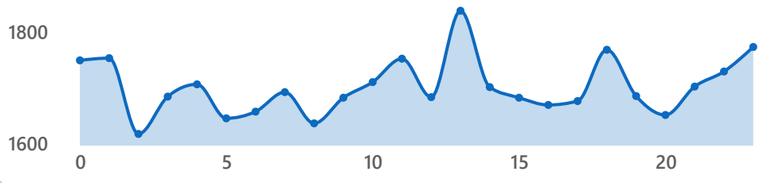
Impressions by Age



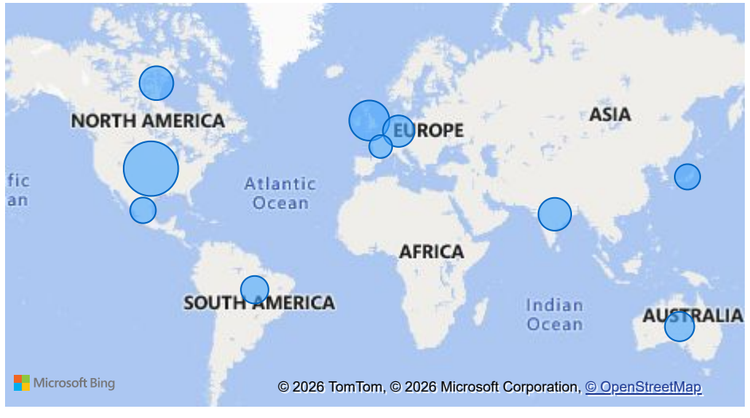
Weekly Impressions Trend



Hourly Impressions Trend



Impressions by country



Analysis by Month

Month Name: Jun

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
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	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%

Meta

Facebook

Instagram

Dynamic Measure: Impressions

Campaigns Name: All

Target Interest: All