

Meta

AD Performance Dashboard



Facebook



Instagram

Impression

340K

Clicks

40K

Shares

2K

Comments

4K

Purchases

2K

Engagement

46K

CTR

11.79%

Engagement Rate

13.58%

Conversion Rate

5.07%

Purchase Rate

0.60%

Total Budget

2.54M

Avg Budget Per Campaign

50.72K

Dynamic Filter

Engagement

Campaign Name

All

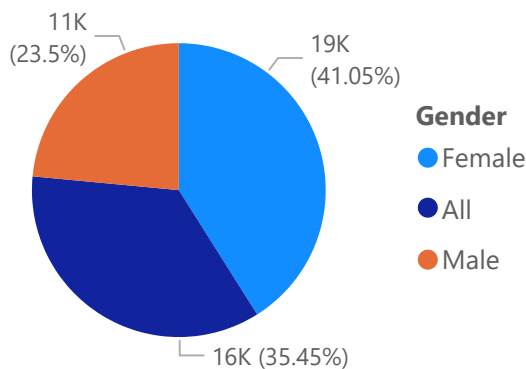
Target Interest

All

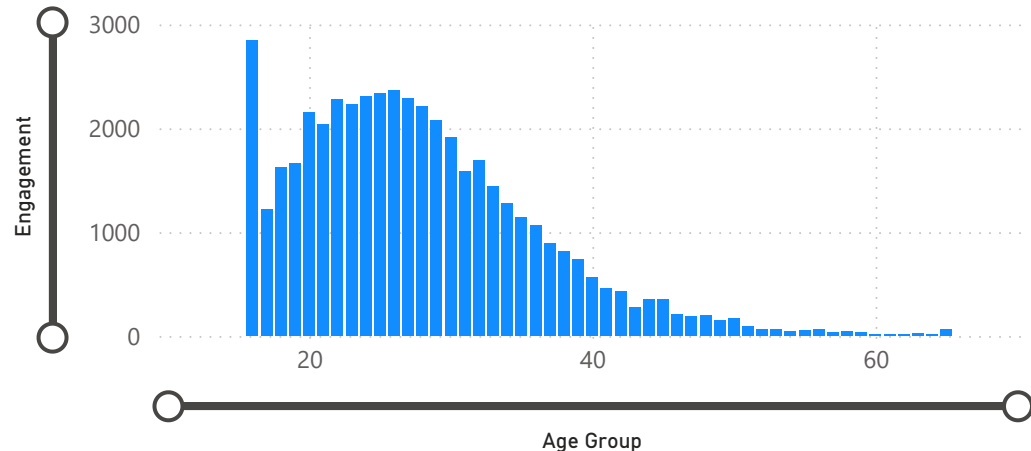
Month

All

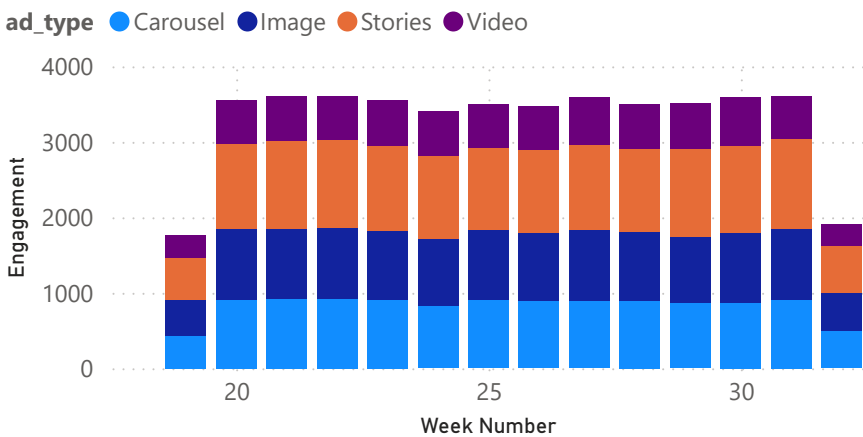
Engagement by Gender



Engagement by Age Group



Engagement by Week



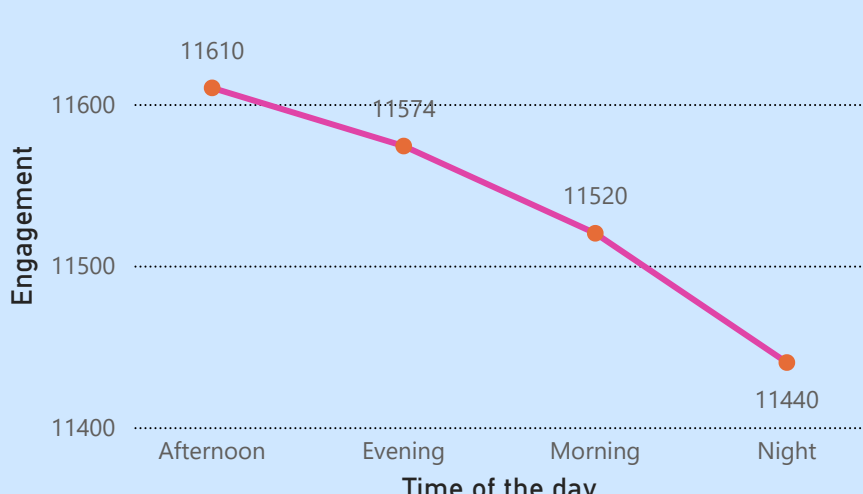
Gender	Conversion Rate	Engagement Rate	Purchase Rate
Other	0.05	0.14	0.01
Female	0.05	0.14	0.01
Male	0.05	0.14	0.01

Ad Type	Conversion Rate	Engagement Rate	Purchase Rate
Video	0.05	0.14	0.01
Image	0.05	0.14	0.01
Stories	0.05	0.14	0.01
Carousel	0.05	0.14	0.01

Engagement by country



Engagement by Time of the Day



Week Number	1	2	3	4	5	6	7
19				7	8	9	10
20	11	12	13	14	15	16	17
21	18	19	20	21	22	23	24
22	25	26	27	28	29	30	31
23	1	2	3	4	5	6	7
24	8	9	10	11	12	13	14
25	15	16	17	18	19	20	21
26	22	23	24	25	26	27	28
27	29	30	1	2	3	4	5
28	6	7	8	9	10	11	12
29	13	14	15	16	17	18	19
30	20	21	22	23	24	25	26
31	27	28	29	30	31	1	2