

Meta AD Performance Dashboard

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



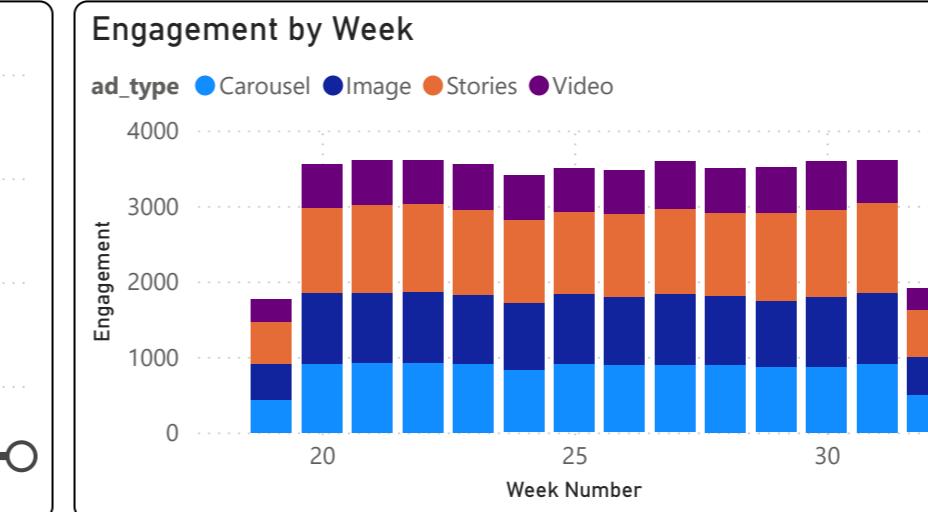
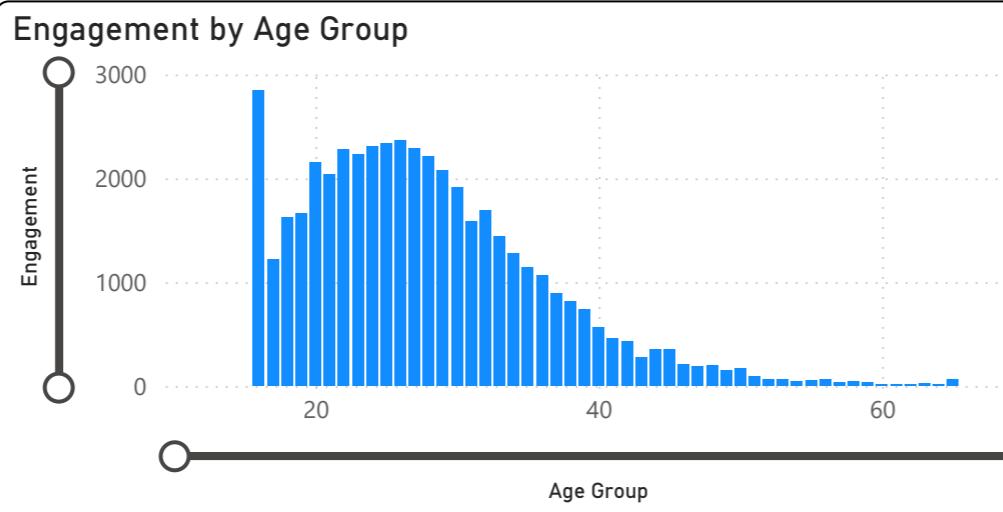
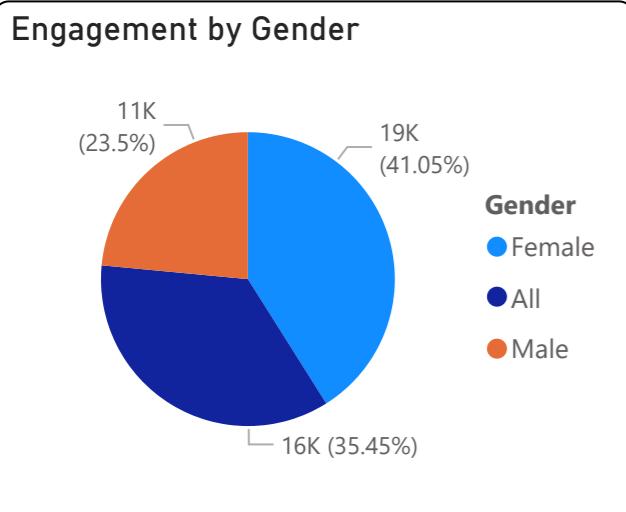
Facebook



Instagram

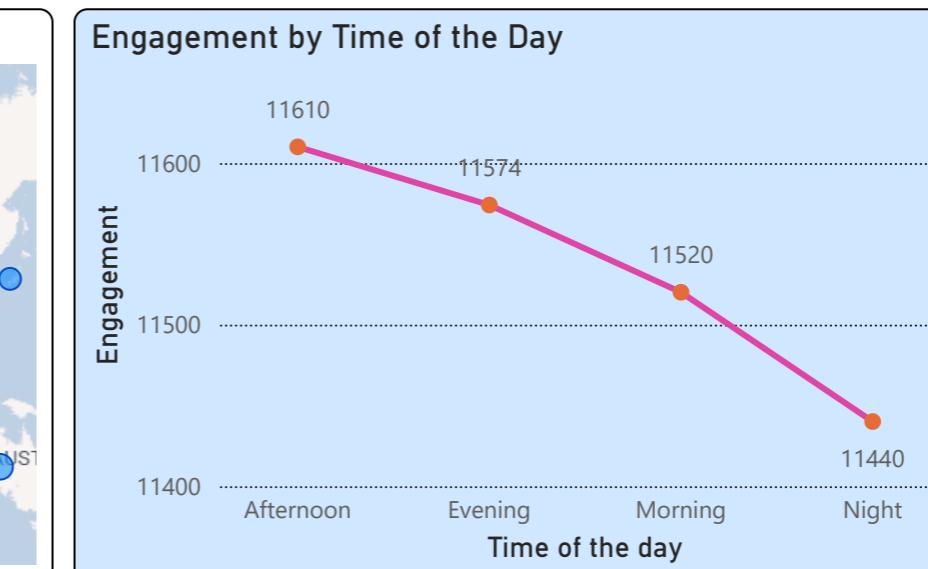
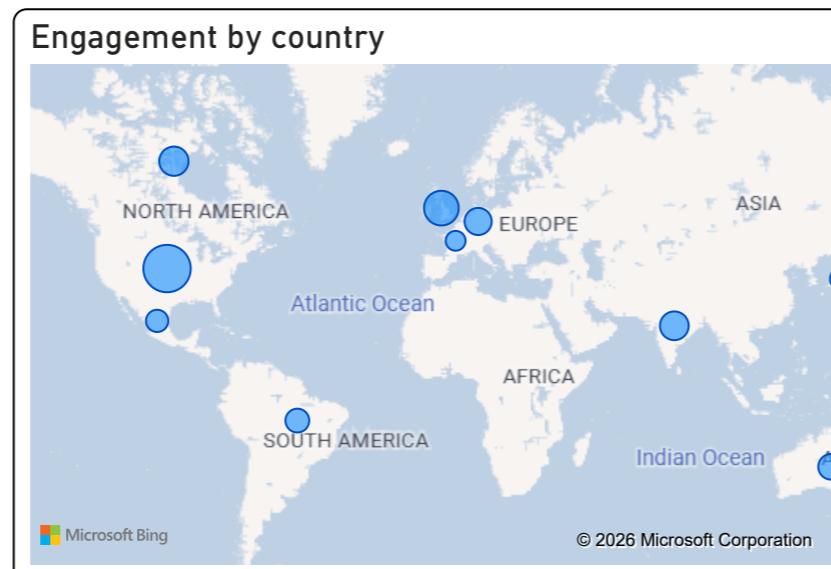
Dynamic Filter

Engagement



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	0.13	0.01



Target Interest

All

Month

All

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