

Meta Ad Performance Analysis

DASHBOARD INSIGHTS

KPI Metrics

- **Impressions:** 216K: Total times the ads were shown. Good reach.
- **Clicks:** 25.4K: Number of people who clicked on the ads.
- **Shares:** 1.3K, **Comments:** 2.6K: Indicators of organic engagement.
- **Purchases (Conversions):** 1.3K: Real customer acquisitions from ads.
- **Engagements:** 29K: Sum of clicks, likes, shares, comments.
- **CTR (Click-Through Rate):** 11.76%: Strong performance (above industry average 1-2%). Ads are very attractive.
- **Engagement Rate:** 13.56%: Very healthy; content resonates with the audience.
- **Conversion Rate:** 5.21%: Out of all clicks, 5.21% converted into purchases. Good but could improve with landing page optimization.
- **Purchase Rate:** 0.61%: Out of impressions, only 0.61% resulted in purchases. Low conversion funnel efficiency (room to optimize).
- **Total Budget:** 2.5M: Total ad spends.
- **Avg Budget per Campaign:** 50.7K: Suggests multiple campaigns were run. Insight: Ads are performing strongly in visibility and engagement, but actual purchase efficiency is weak: need to optimize targeting/landing pages.
- **High CTR (11.76%) and Engagement Rate (13.56%)** → clearly indicate that the ad creatives, messaging, and targeting at the top of the funnel are very effective. People are interested enough to click, like, share, or comment.
- **Low Purchase Rate (0.61%) and only 1.3K conversions out of 216K impressions** → shows a sharp drop-off in the lower funnel. This is a classic case of "awareness and interest" being strong but "action (purchase)" being weak.

Engagement Breakdown

- **By Gender (Donut Chart)**

- o Female: 13K (43%)

- o Male: 6K (22%)

- o Other/Not Specified: 10K (35%)

Females engage more than males; campaigns could be tailored toward female audiences.

- **By Target Age (Bar Chart)**

- o Peak engagement: 20–30 age group (especially early 20s).

- o Drops significantly after 35+.

Primary audience = Young adults.

Insight: Target ads towards females aged 18–30 for better ROI.

- **Top Engaged Countries**

- o US, India, Brazil, Germany, UK are major contributors.

Insight: Focus campaigns in India & US (high potential, high engagement), and premium

campaigns in Germany/UK (better conversion potential due to higher purchasing power).

Time-Based Trends

- **Weekly Engagement Trend (Stacked Bar)**

- o Fairly consistent across weeks, with no sharp drop.

- o Steady engagement shows ads maintain attention.

- **Hourly Engagement Trend (Line Chart)**

- o Peaks around late afternoon & evening (~15–20 hours).

- o Lowest engagement early morning (~0–5 hours).

Insight: Schedule ad delivery during afternoons & evenings for maximum impact.

Calendar View

- Engagements are mapped to days in June.

- Certain dates (like 19th–21st, 25th–27th) show higher highlights.

Campaign activity peaks on specific days, possibly due to launches/promotions.

Insight: Weekly promotions/events significantly drive engagement.

Analysis by Ad Type (Bottom-Right Table)

Ad Type	Impressions	Clicks	CTR	Purchase Rate	Conversion Rate	Engagement Rate
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Carousel	48K	6K	11.7%	0.59%	5.1%	13.4%
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Image 51K 6K 11.7% 0.57% 4.9% 13.5%

Stories 72K 8K 11.8% 0.65% 5.2% 13.6%

Video 46K 5K 11.9% 0.62% 5.2% 13.7%

Video ads have the highest CTR, CR, ER (best-performing).

Stories ads also perform strongly with higher impressions.

Images/Carousels have decent performance but slightly lower conversions.

Insight: Focus budget more on Video & Story ads for better ROI.

Final Insights & Recommendations

1. Strong awareness & engagement (high CTR & ER), but low purchase funnel efficiency: need better conversion strategy.
2. Target audience: Females, 18–30, especially in India & Brazil.
3. Best ad formats: Video > Stories > Carousel/Image.
4. Timing: Schedule ads in the afternoon & evening slots.
5. Budget Optimization: Shift more spend to high-performing geographies and ad formats.
6. Action: Improve landing pages, offers, retargeting campaigns to lift purchase rate.