



FACEBOOK PERFORMANCE ADS REPORT

1. Overall Performance

- **Spend:** 19.62K | **Impressions:** 157M | **Clicks:** 23K | **Conversions:** 3,290
 - **CTR:** 1.49% | **CPC:** 1.68 | **Conversion Rate:** 14.09%
- ➔ **Insight:** Ads achieve strong conversion efficiency once clicked, but CTR is low, indicating weak engagement with creatives or targeting.
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2. Age Group Analysis

- **30–34:** 38% clicks, 1,535 conversions (top-performing segment).
 - **35–39:** 26% clicks, 357 conversions.
 - **40–49:** Lower conversions despite significant impressions.
- ➔ **Insight:** 30–39 age group drives majority of ROI. Older groups (45–49) dilute efficiency.
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3. Gender Performance

- **Males:** Higher impressions but lower conversion efficiency.
 - **Females:** Fewer impressions but stronger conversion rates.
- ➔ **Insight:** Female audiences convert better and should receive greater budget share.
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4. Campaign Insights

- **Campaign 1178:** Consumes ~87% of spend (17K) but delivers weaker ROI.
 - **Campaign 916:** Smaller spend (~3K) yet achieves superior CTR (up to 3%) and conversion rates (50%+ in some segments).
- ➔ **Insight:** Campaign 916 demonstrates higher targeting accuracy. Budget reallocation is essential.
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5. Time & Day Performance

- **Best days:** Wednesday (18M impressions) and Saturday (13M).
 - **Weak days:** Thursday (6M) and Sunday (9M).
 - **CTR Trend:** Declined from 2.18% → 1.26% over time.
- ➔ **Insight: Ad fatigue** is evident. Fresh creatives and optimized scheduling (mid-week + weekends) are required.
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6. Strategic Recommendations

- ✓ Reallocate budget from **Campaign 1178 → 916** to improve ROI.
 - ✓ Prioritize **age 30–39** and **female audiences** in targeting.
 - ✓ Refresh creatives regularly to counter CTR decline.
 - ✓ Increase delivery on **Wednesdays & Saturdays**.
 - ✓ Run **A/B tests** on creatives and CTAs for engagement lift.
 - ✓ Build **lookalike audiences** from converters to scale reach.
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➔ Overall Conclusion:

Campaigns are strong at converting but weak at attracting clicks. Optimizing creatives, reallocating spend and sharpening targeting will significantly improve performance without increasing budget.