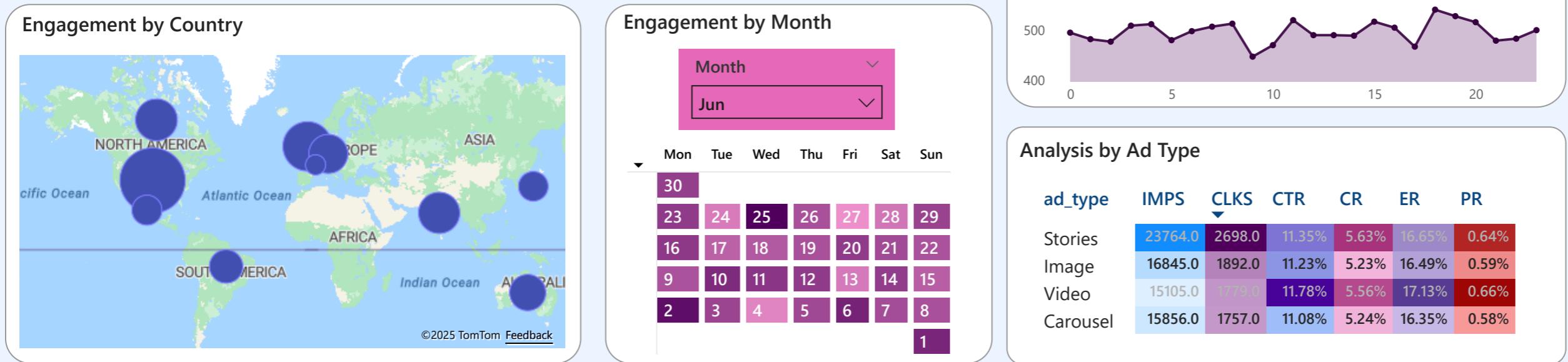
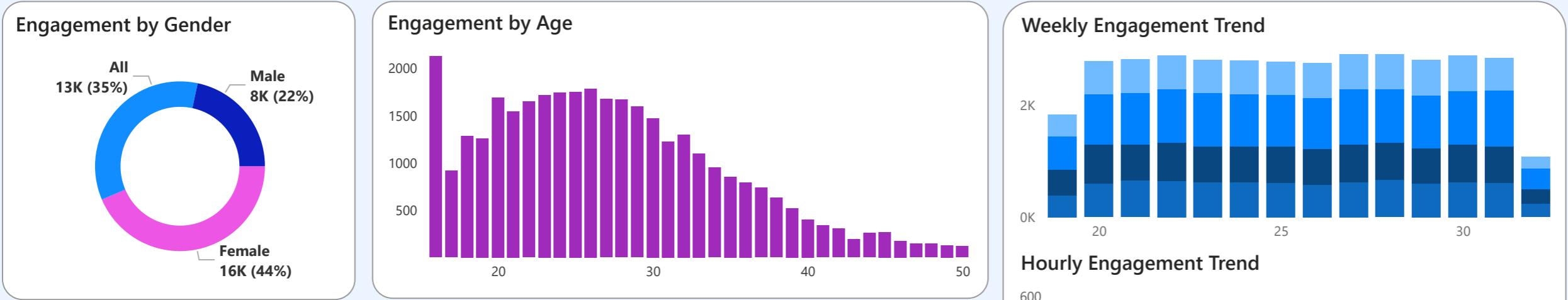


# META AD PERFORMANCE DASHBOARD



# Meta

FACEBOOK

INSTAGRAM

Select Dynamic Meas...

Engagement

Campaign Name

All

Target Interests

All

# META AD PERFORMANCE DASHBOARD

Impressions  
**123.8K**

Clicks  
**14.7K**

Shares  
**682.0**

Comments  
**1.5K**

Purchase  
**708.0**

Engagement  
**21.4K**

Click Through...  
**11.86%**

Engagement Rate  
**17.24%**

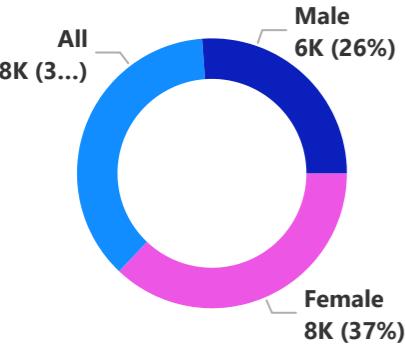
Conversion Rate  
**4.82%**

Purchase Rate  
**0.57%**

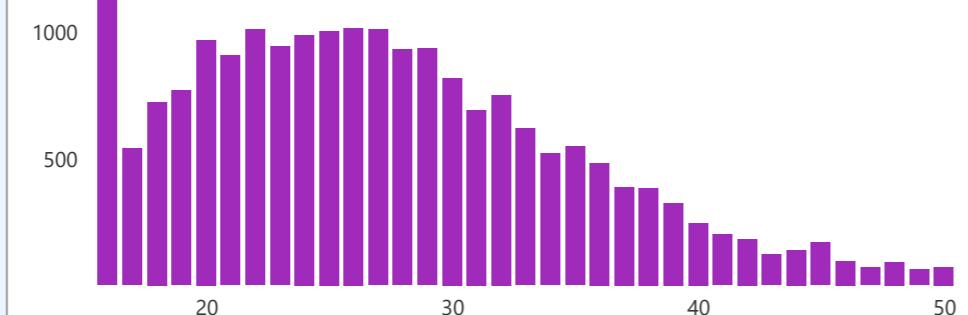
Total Budget  
**\$2.5M**

Avg. Budget per...  
**\$50.7K**

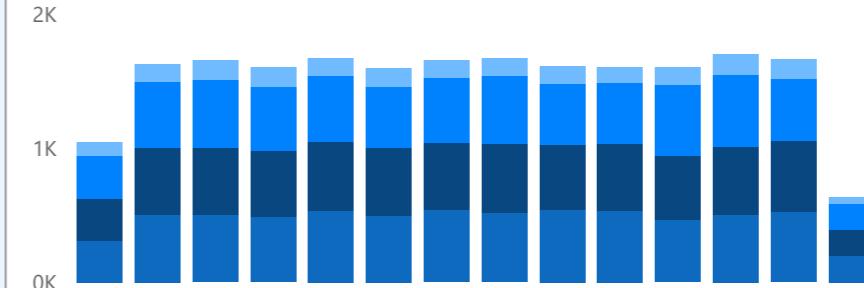
Engagement by Gender



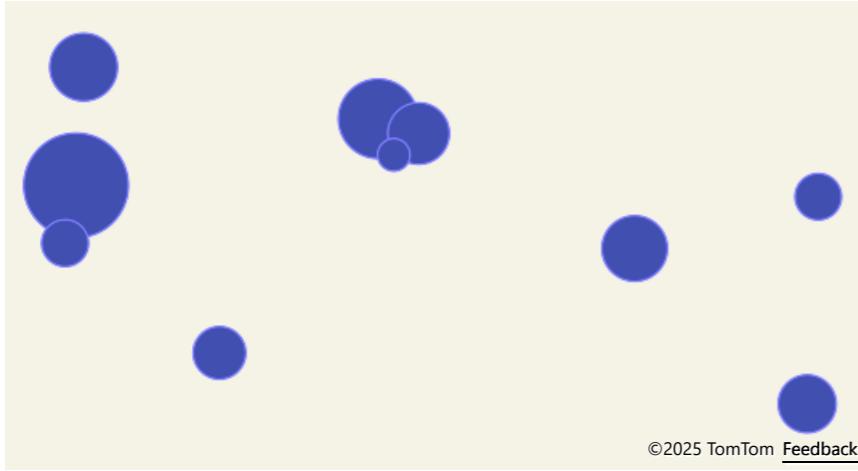
Engagement by Age



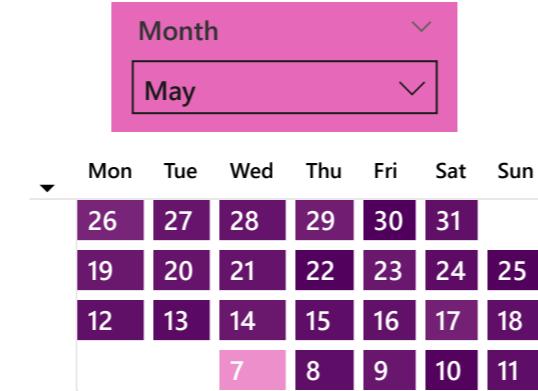
Weekly Engagement Trend



Engagement by Country



Engagement by Month



Analysis by Ad Type

ad_type	IMPS	CLKS	CTR	CR	ER	PR
Image	10028.0	1252.0	12.49%	4.23%	17.42%	0.53%
Carousel	10493.0	1216.0	11.59%	5.35%	16.62%	0.62%
Stories	10068.0	1213.0	12.05%	5.28%	17.08%	0.64%
Video	2739.0	346.0	12.63%	4.34%	18.00%	0.55%



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