

 META AD PERFORMANCE DASHBOARD



Impressions  
216.0K

Clicks  
25.4K

Shares  
1.3K

Comments  
2.6K

Purchase  
1.3K

Engagement  
36.8K

Click Through...  
11.76%

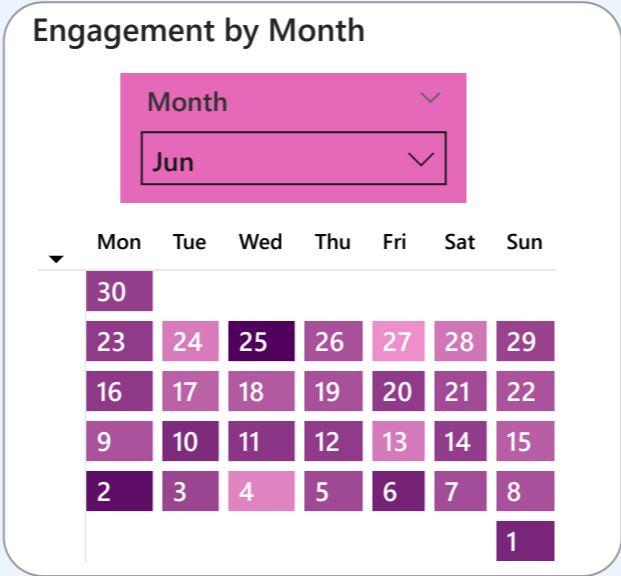
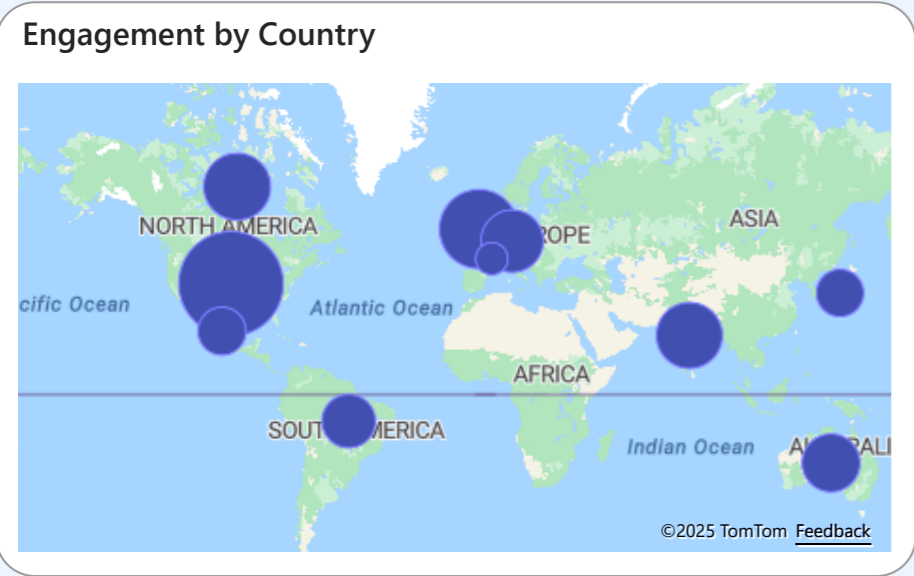
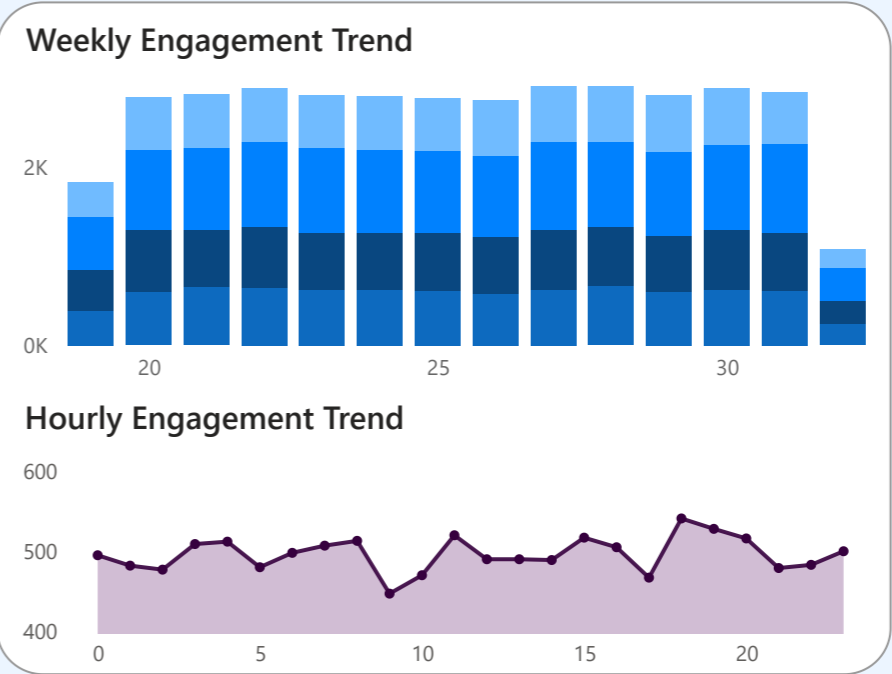
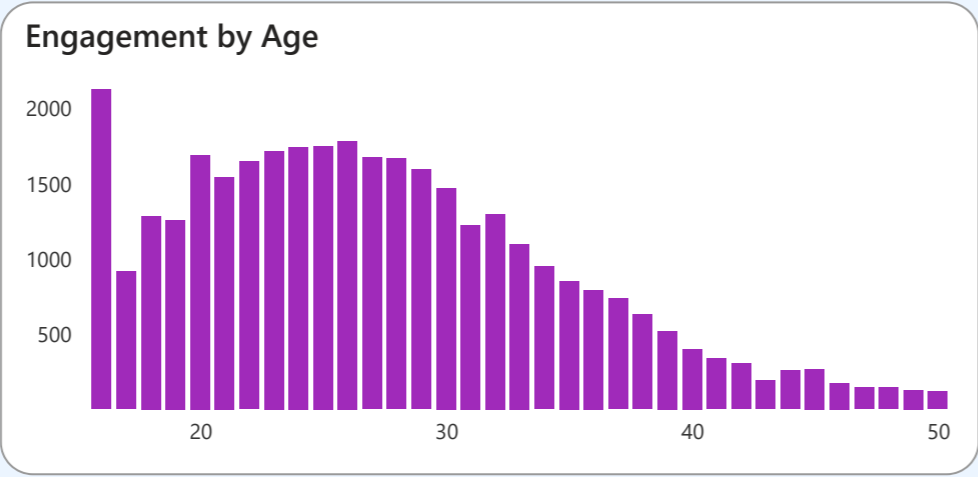
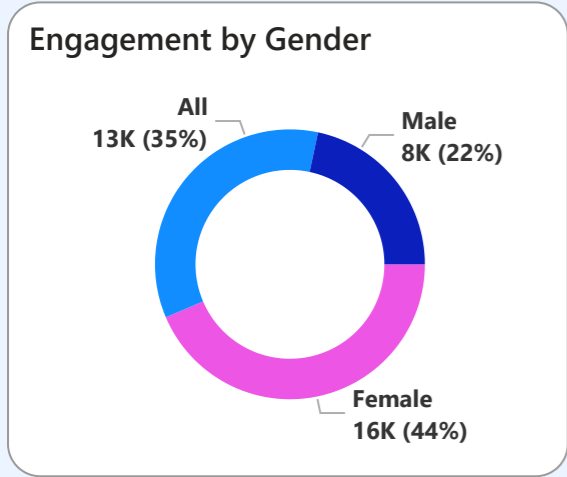
Engagement Rate  
17.04%

Conversion Rate  
5.21%

Purchase Rate  
0.61%


Total Budget  
\$2.5M


Avg. Budget per...  
\$50.7K




Analysis by Ad Type

ad_type	IMPS	CLKS	CTR	CR	ER	PR
Stories	23764.0	2698.0	11.35%	5.63%	16.65%	0.64%
Image	16845.0	1892.0	11.23%	5.23%	16.49%	0.59%
Video	15105.0	1779.0	11.78%	5.56%	17.13%	0.66%
Carousel	15856.0	1757.0	11.08%	5.24%	16.35%	0.58%



 FACEBOOK

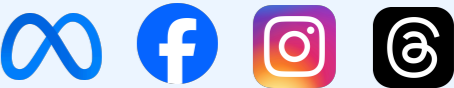
 INSTAGRAM

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%

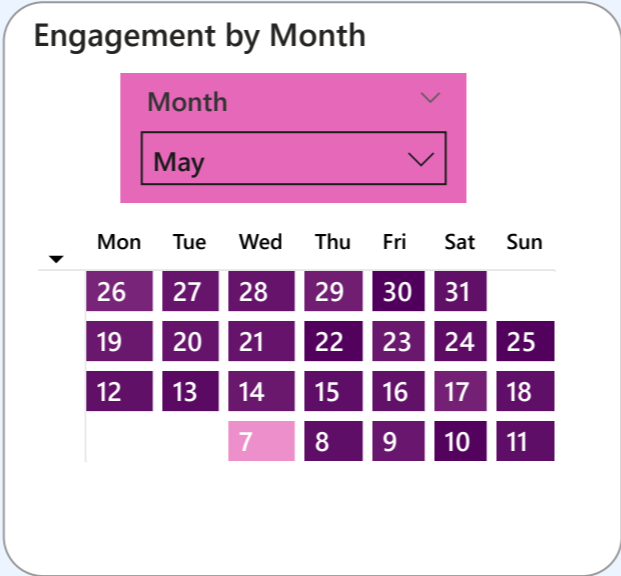
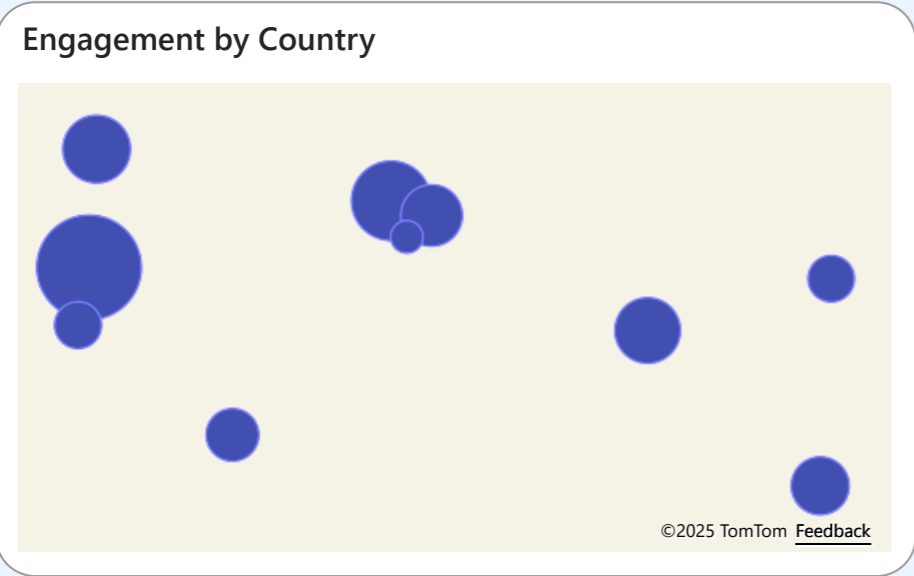
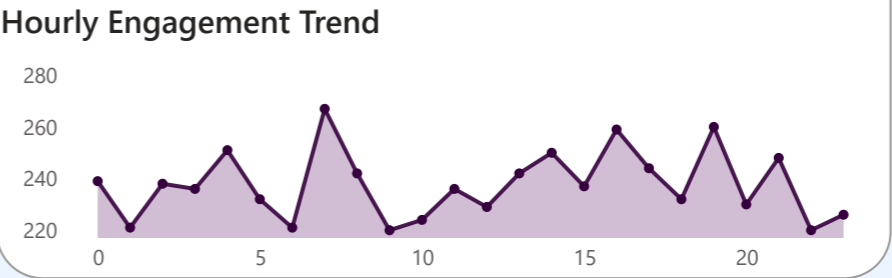
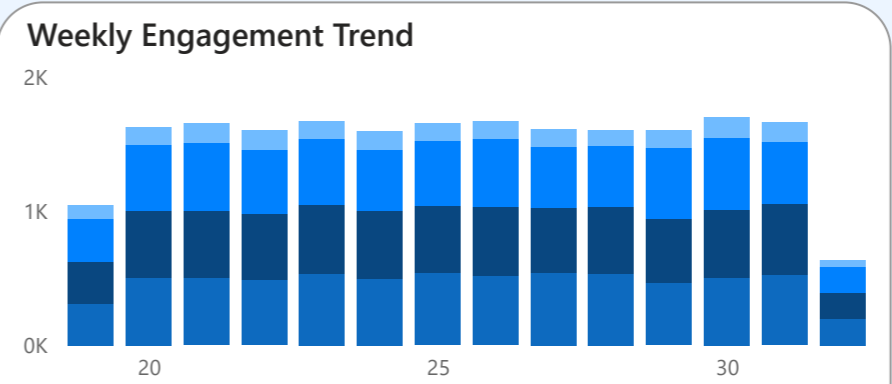
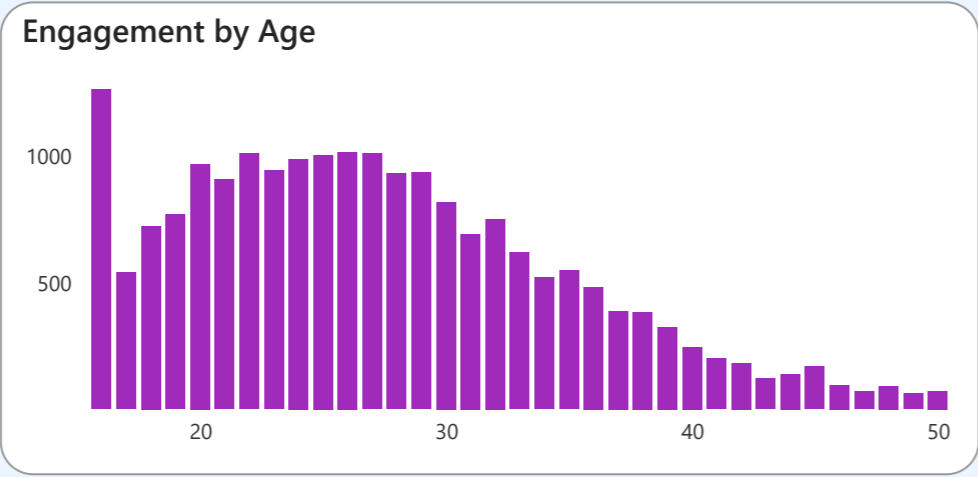
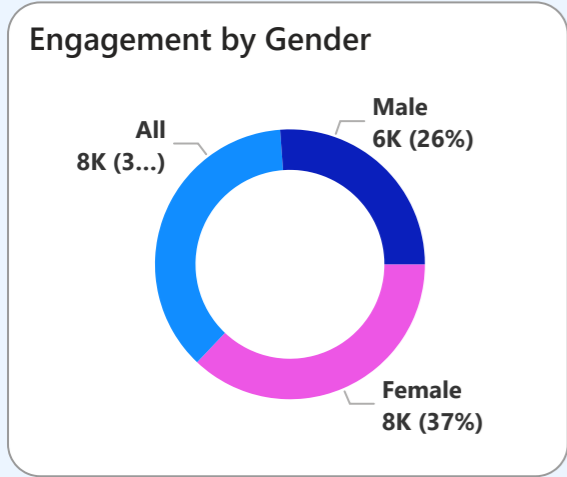
Engagement Rate  
17.24%

Conversion Rate  
4.82%

Purchase Rate  
0.57%

Total Budget  
\$2.5M

Avg. Budget per...  
\$50.7K



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%

 FACEBOOK

 INSTAGRAM

Select Dynamic Meas...  
Engagement

Campaign Name  
All

Target Interests  
All