

# 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 (beyond paid reach).
- **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)**

- Female: 13K (43%)
- Male: 6K (22%)
- Other/Not Specified: 10K (35%)

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

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

- Peak engagement: 20–30 age group  
(especially early 20s).
- Drops significantly after 35+.  
Primary audience = Young adults.

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

## Geographic Distribution

- **Top Engaged Countries**

- 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)**

- Fairly consistent across weeks, with no sharp drop.
- Steady engagement shows ads maintain attention.

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

- Peaks around late afternoon & evening (~15–20 hours).
- 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 |
|----------|-------------|--------|-------|---------------|-----------------|-----------------|
| Carousel | 48K         | 6K     | 11.7% | 0.59%         | 5.1%            | 13.4%           |
| 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.

