



Facebook Ad Campaign Analysis

Click per action(CPA)

\$25.221

Cost per click(CPC)

\$1.495

Conversion rate

33.53%

Cost per mille(CPM)

\$0.291

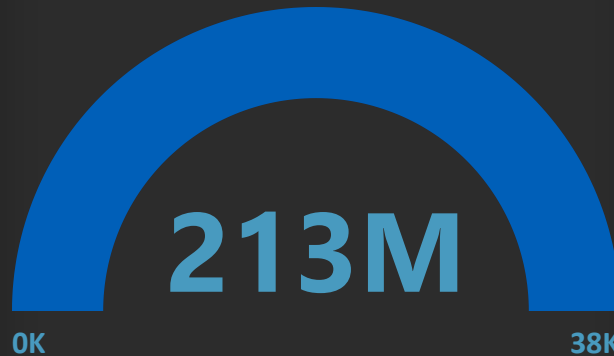
Click through rate(CTR)

0.020%

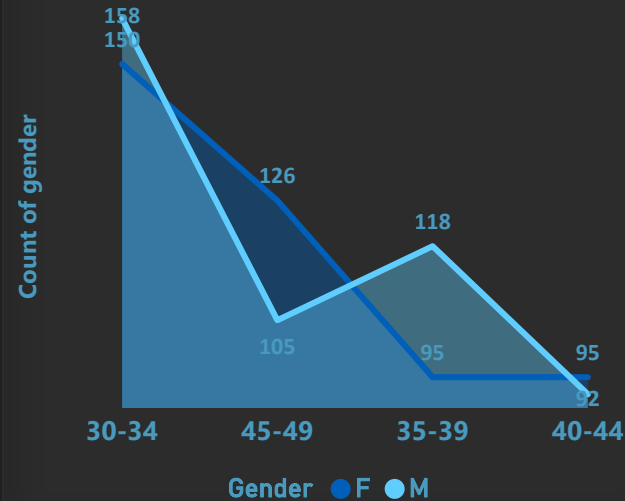
Return on Investment(ROI)

7.02K

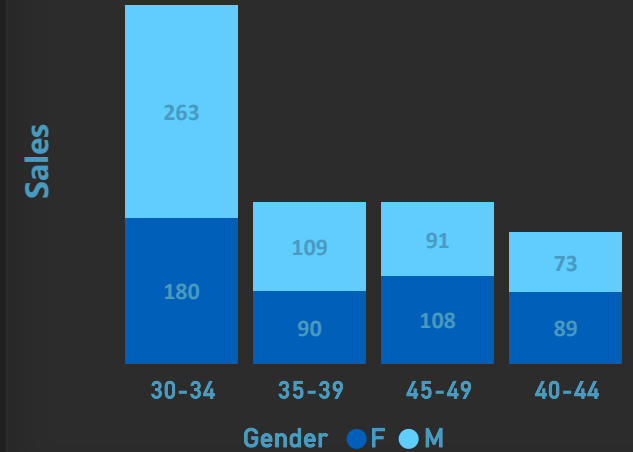
Total Clicks and Impression



Gender wise Age Group

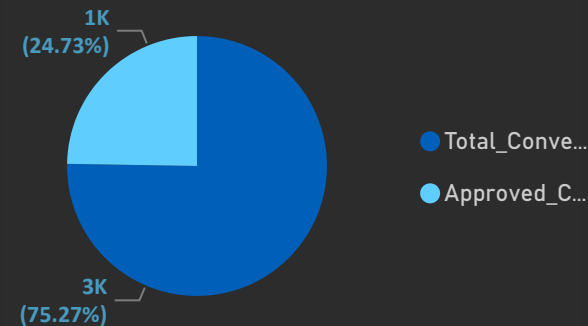


Age - Gender wise sales

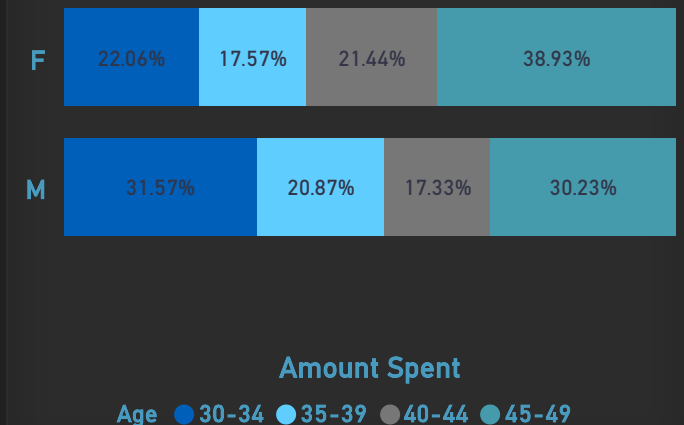


Total Sales

Total_Conversion and Approved_Conversion

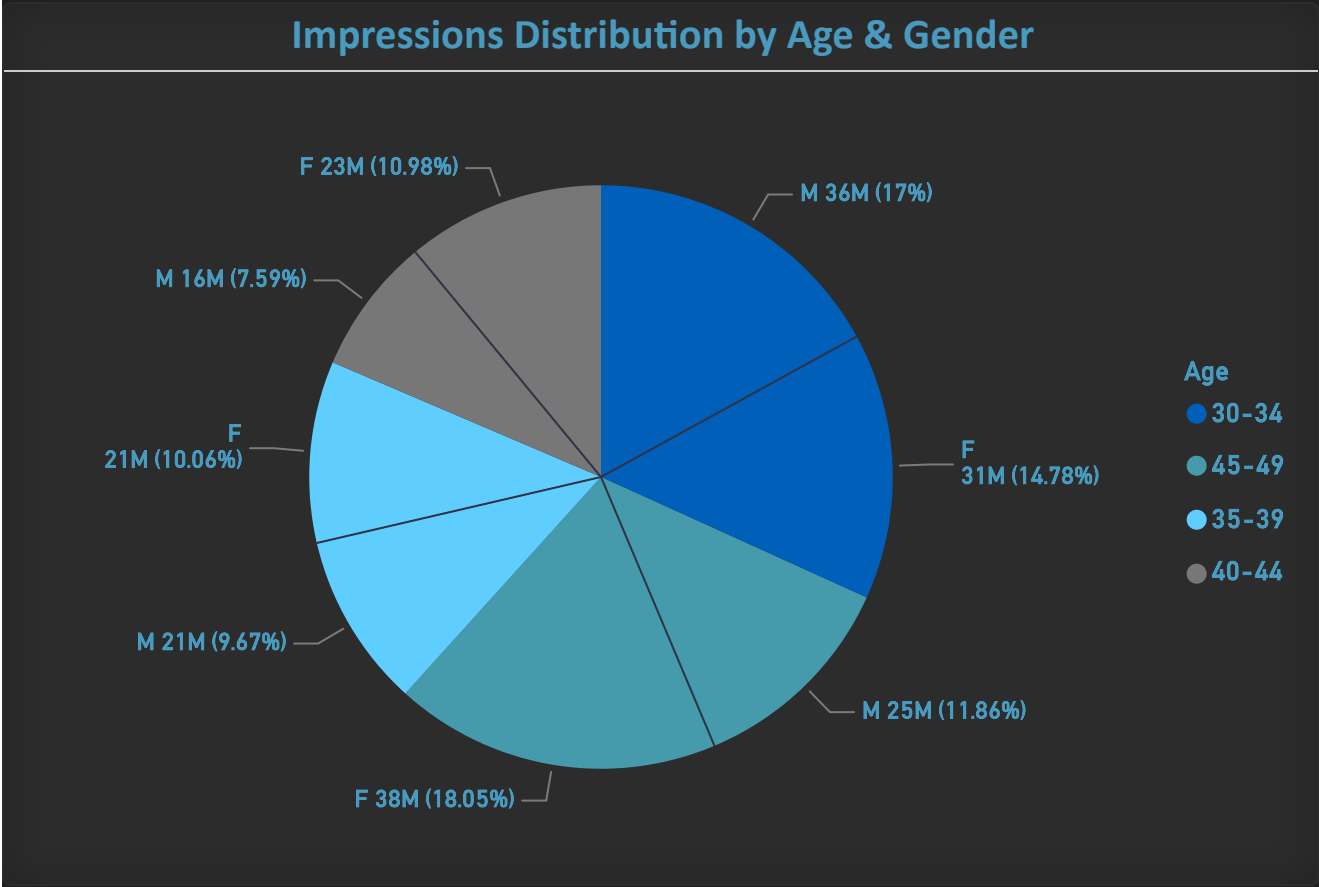


Gender - Age wise Amount spent



Target Customers		
M gender	40-44 age	43.74% Average of Conversion rate
M gender	35-39 age	38.71% Average of Conversion rate
F gender	35-39 age	32.99% Average of Conversion rate
F gender	40-44 age	27.32% Average of Conversion rate

Top 5 Target Category		
31 interest	195 Clicks	51.47% Average of Conversion rate
32 interest	1138 Clicks	50.28% Average of Conversion rate
65 interest	372 Clicks	57.56% Average of Conversion rate
101 interest	524 Clicks	47.21% Average of Conversion rate
102 interest	150 Clicks	42.86% Average of Conversion rate



Top Selling Ad		
777105 ad_id	100.00% Average of Conversion ra...	\$0.180 Spent
776416 ad_id	100.00% Average of Conversion ra...	\$0.490 Spent
776663 ad_id	100.00% Average of Conversion ra...	\$0.570 Spent
778626 ad_id	100.00% Average of Conversion ra...	\$0.720 Spent
738307 ad_id	100.00% Average of Conversion ra...	\$0.860 Spent
747401 ad_id	100.00% Average of Conversion ra...	\$0.980 Spent
777235 ad_id	100.00% Average of Conversion ra...	\$0.990 Spent
777398 ad_id	100.00% Average of Conversion ra...	\$1.050 Spent
747362 ad_id	100.00% Average of Conversion ra...	\$1.150 Spent
776696 ad_id	100.00% Average of Conversion ra...	\$1.180 Spent