

• Presentation By Aryan Singh

Ad-Pulse

Meta Performance Dashboard

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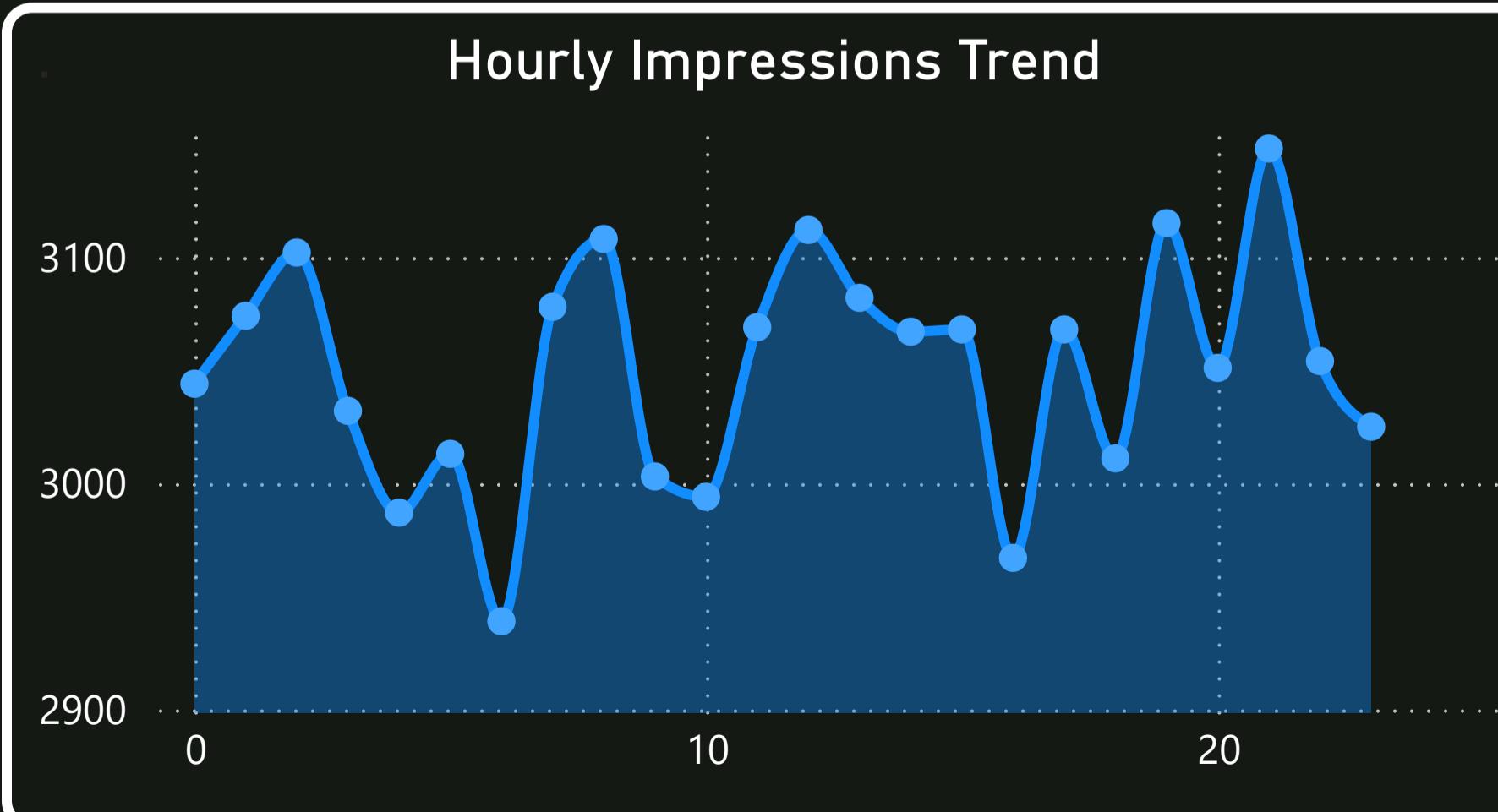
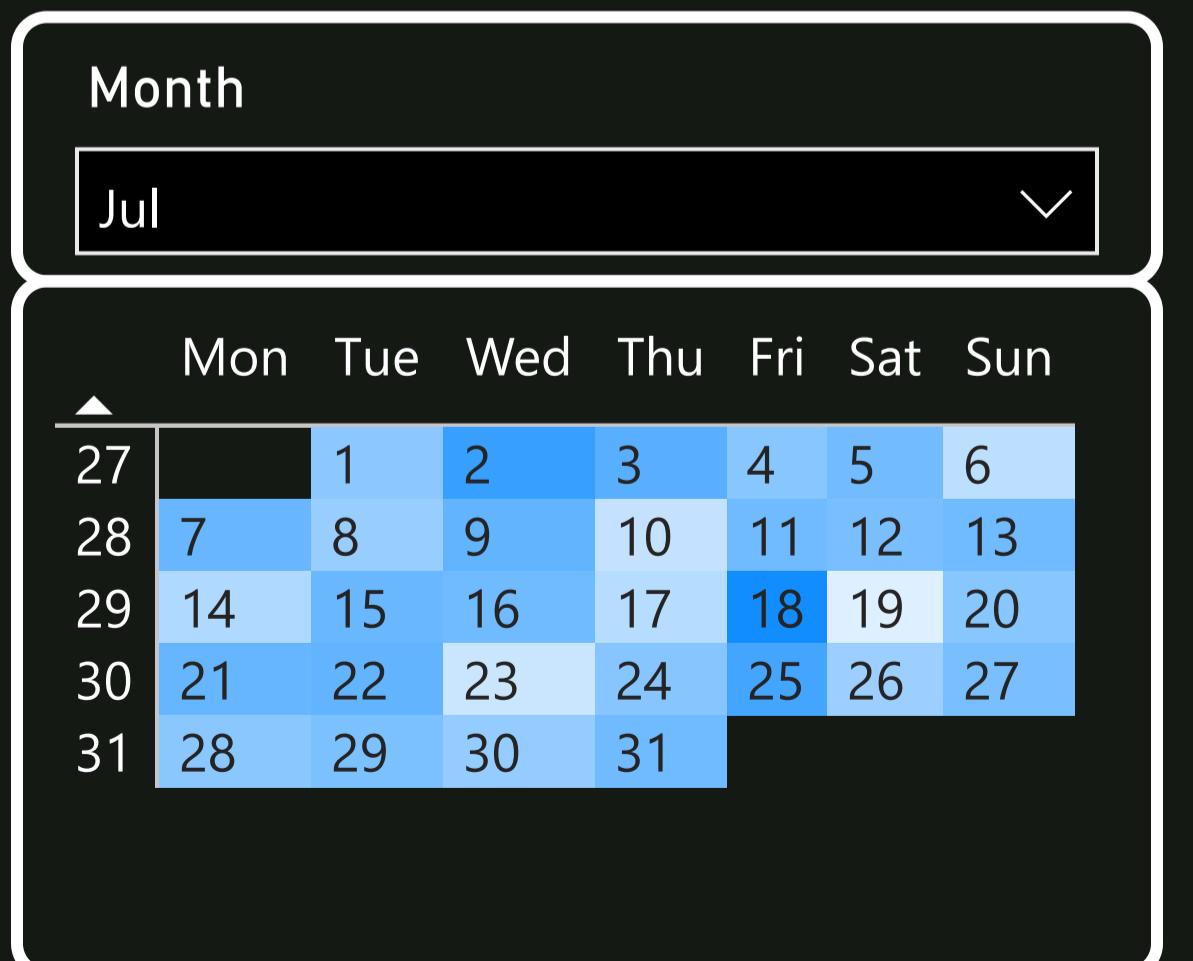
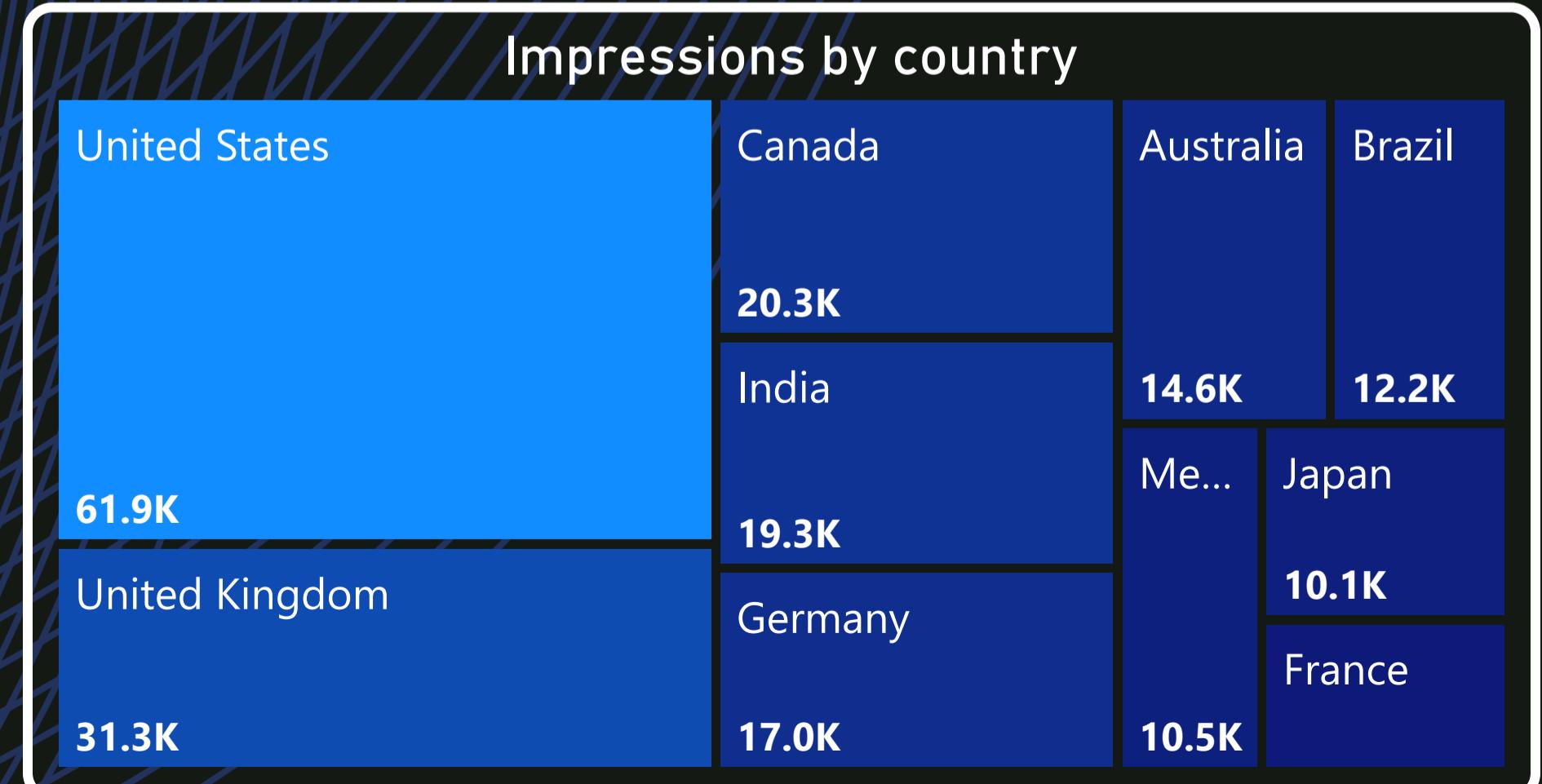
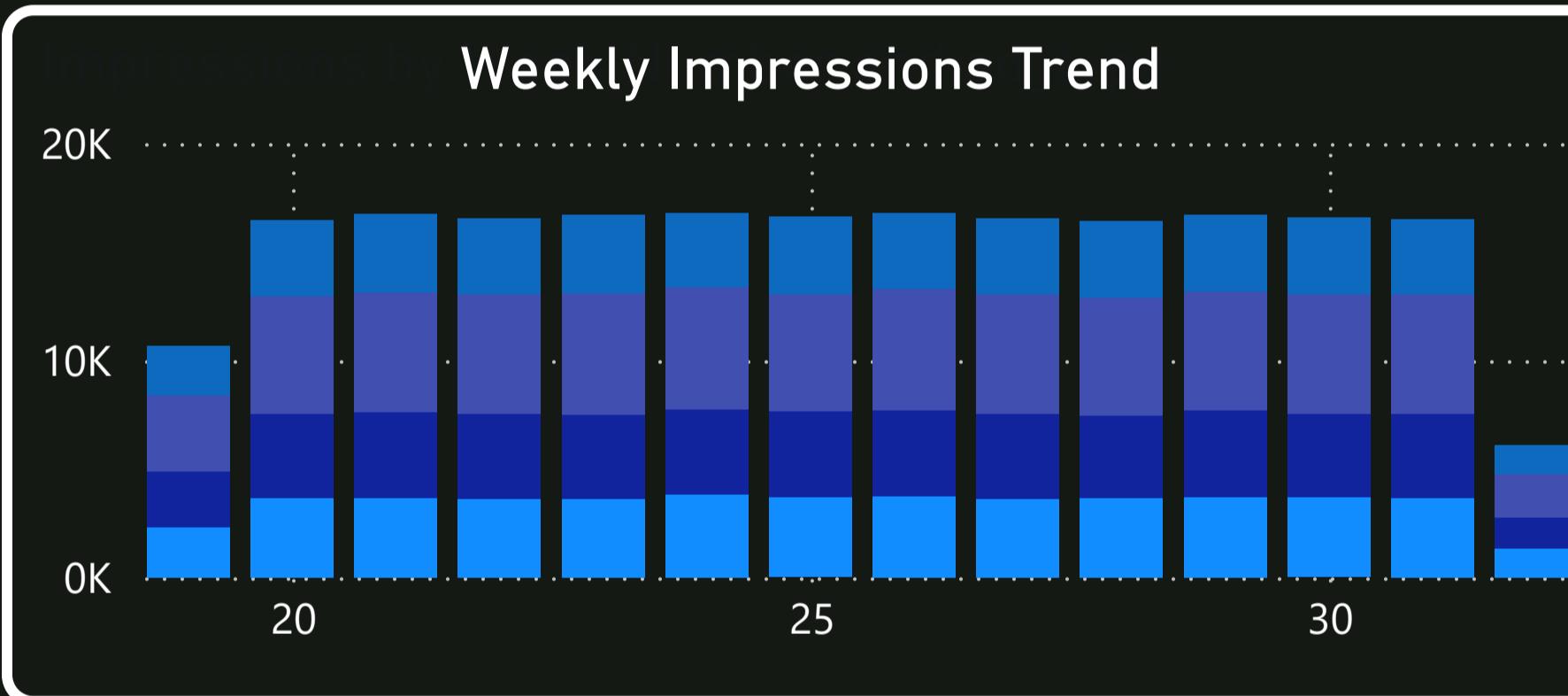
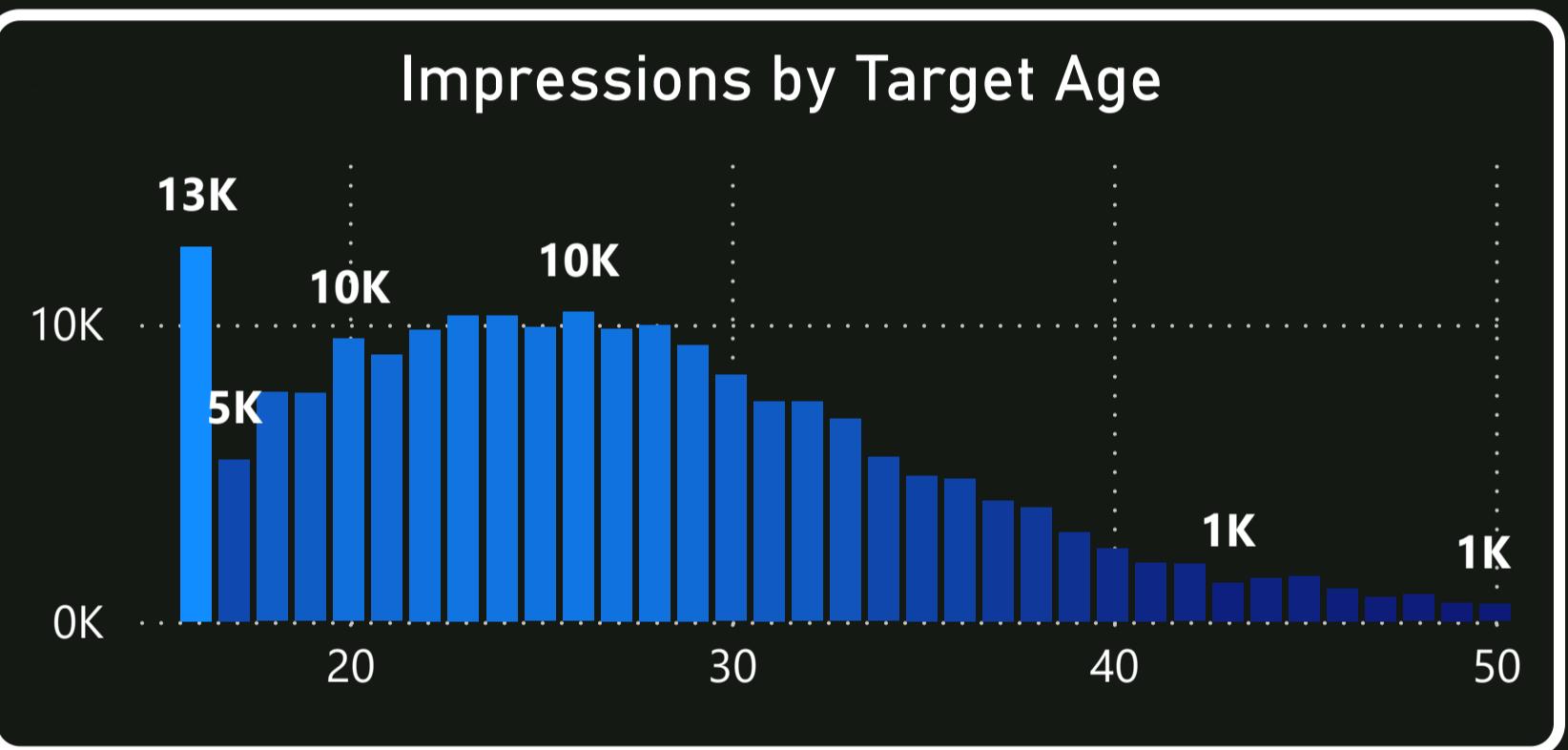
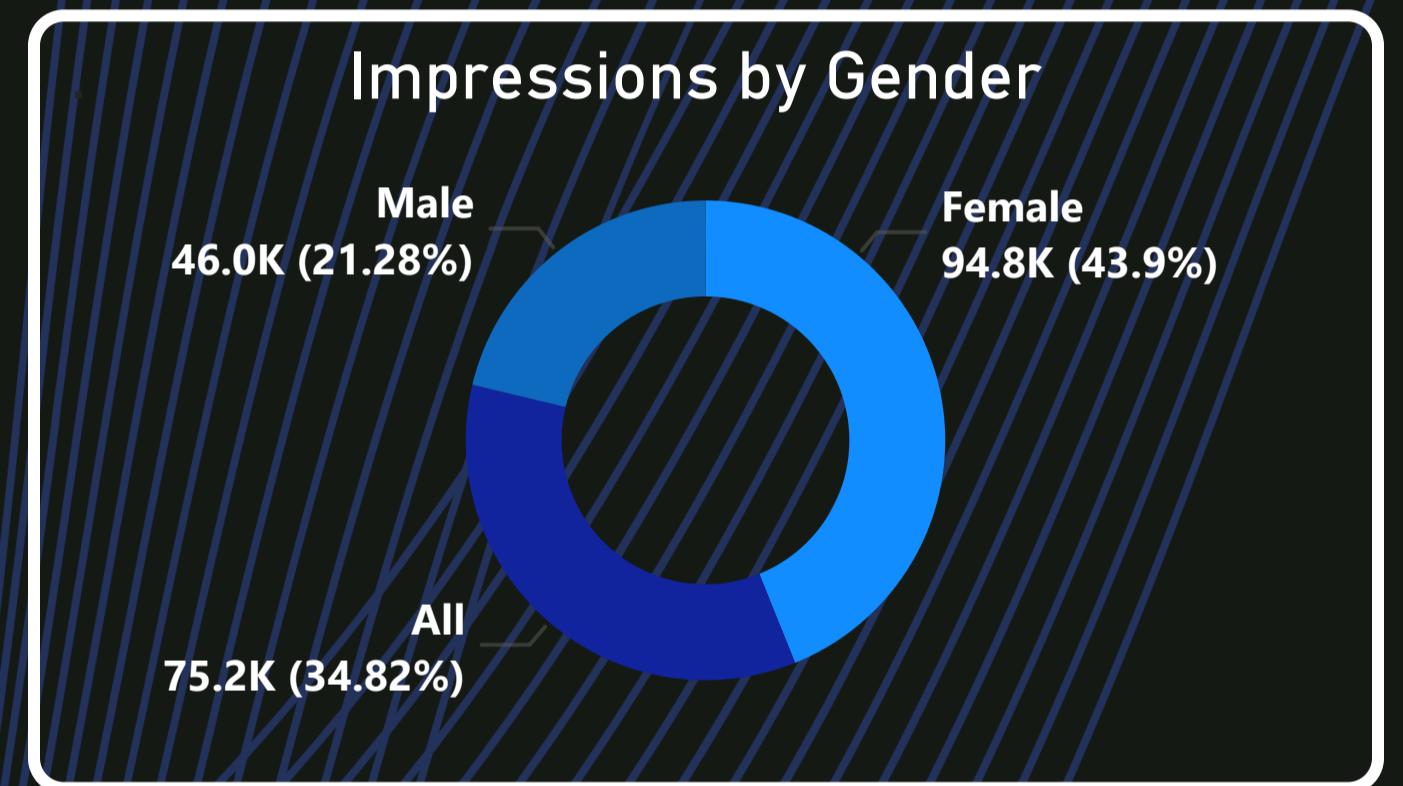
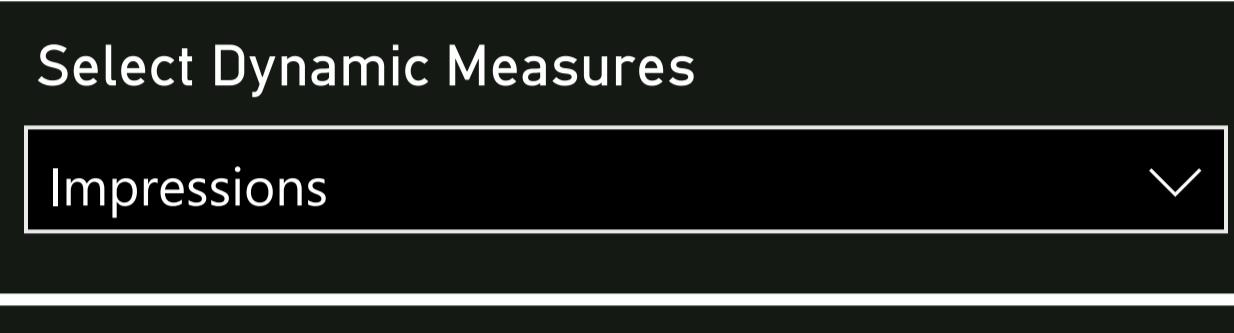
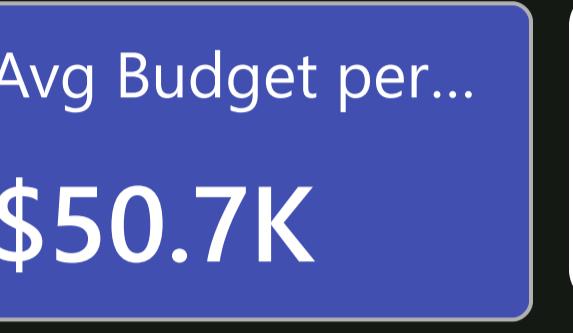
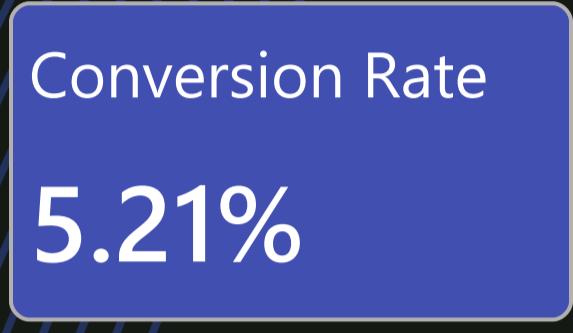
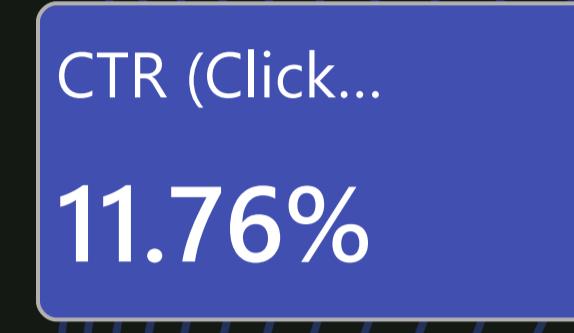
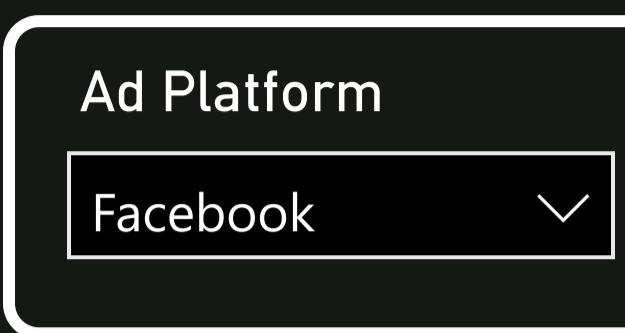
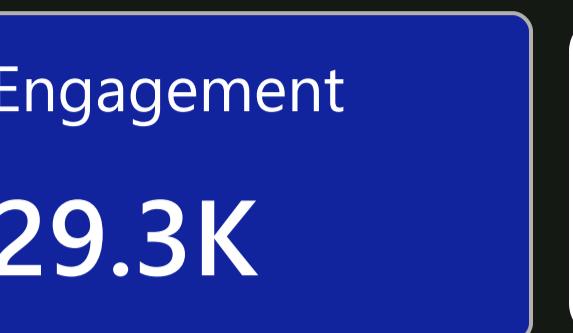
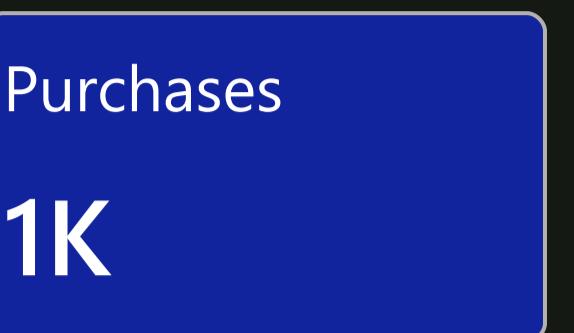
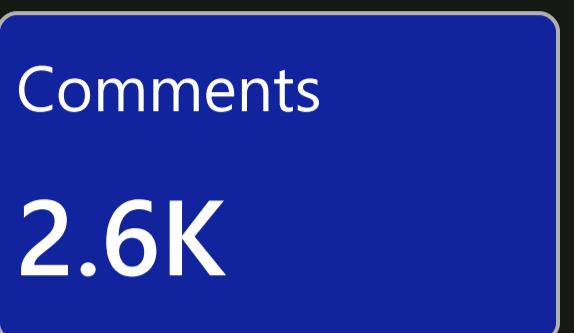
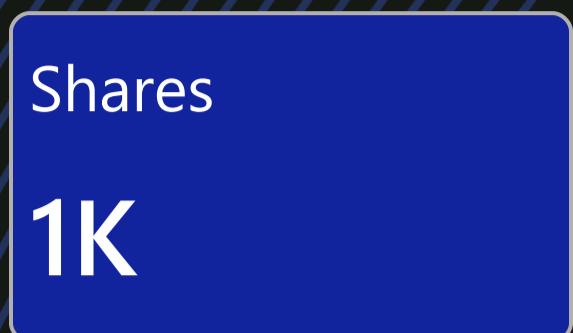
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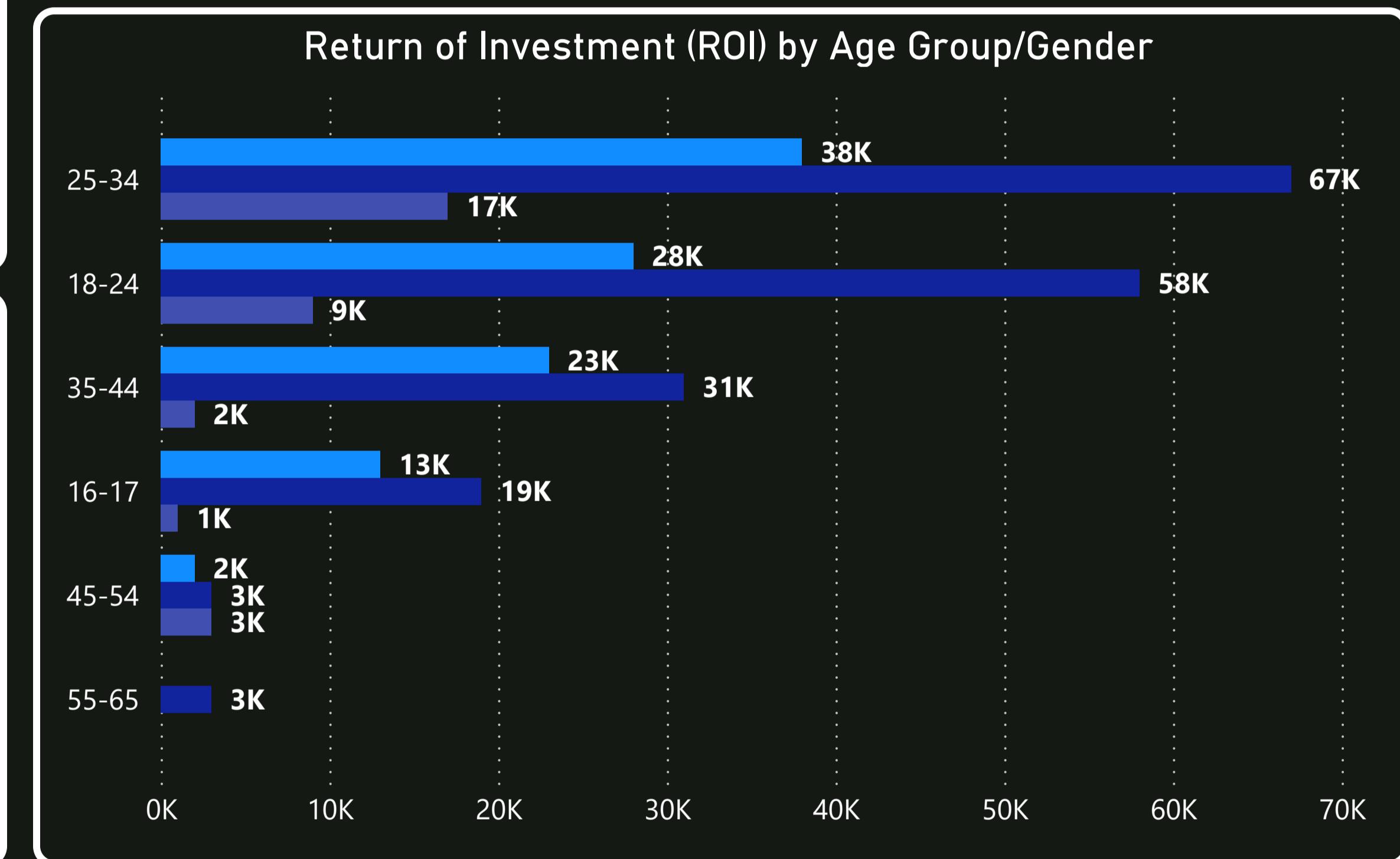
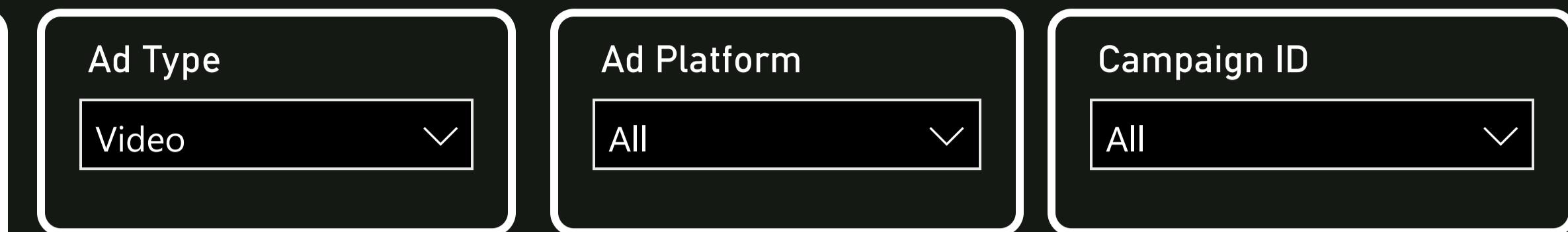
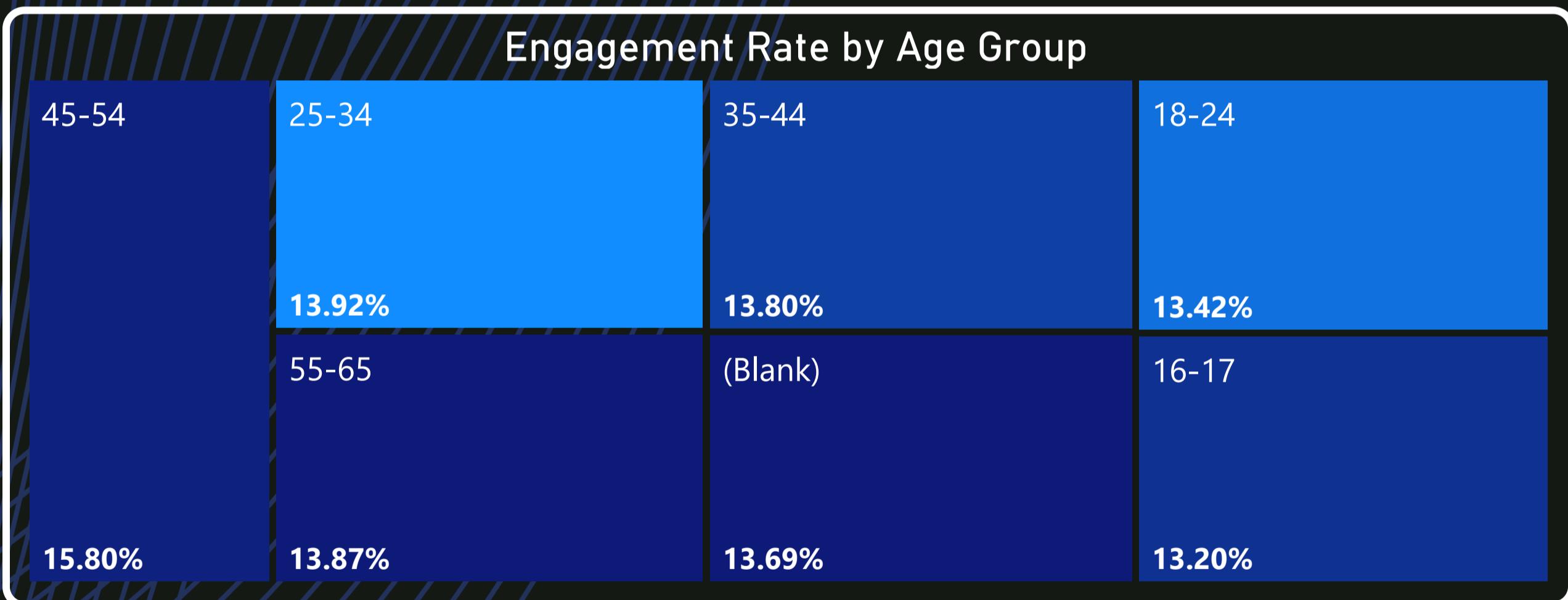
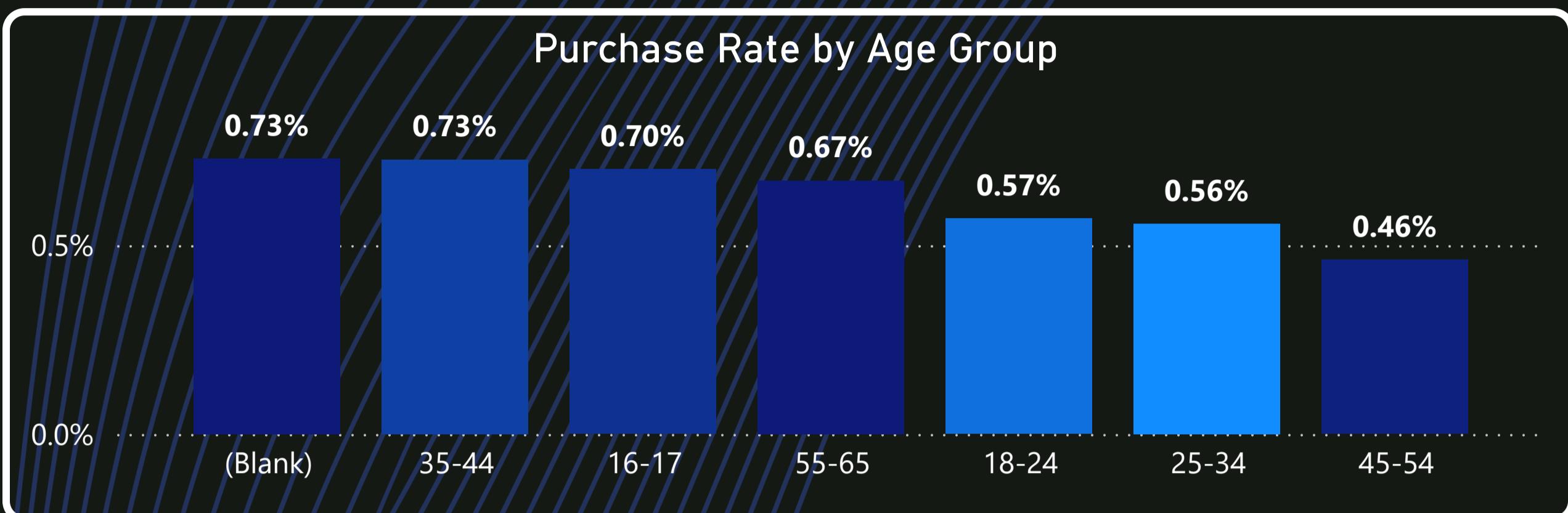
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user_gender	Cost Per Acquisition (CPA)	Cost Per Click (CPC)	Cost Per Engagement (CPE)	CTR (Click Through Rate)	Return of Investment (ROI)	Purchases	Shares	Engagement	Clicks	Comments	Impressions
Female	120,758.28	7,436.73	6,436.35	11.84%	21000	21	19	394.0	341.0	34.0	104000
Male	24,383.88	1,153.22	1,003.53	12.06%	181000	104	113	2527.0	2199.0	215.0	181000
Other	14,010.63	730.39	630.67	11.75%	32000	181	167	4021.0	3472.0	382.0	32000
	79,247.62	3,871.64	3,345.55	12.21%		32	39	758.0	655.0	64.0	

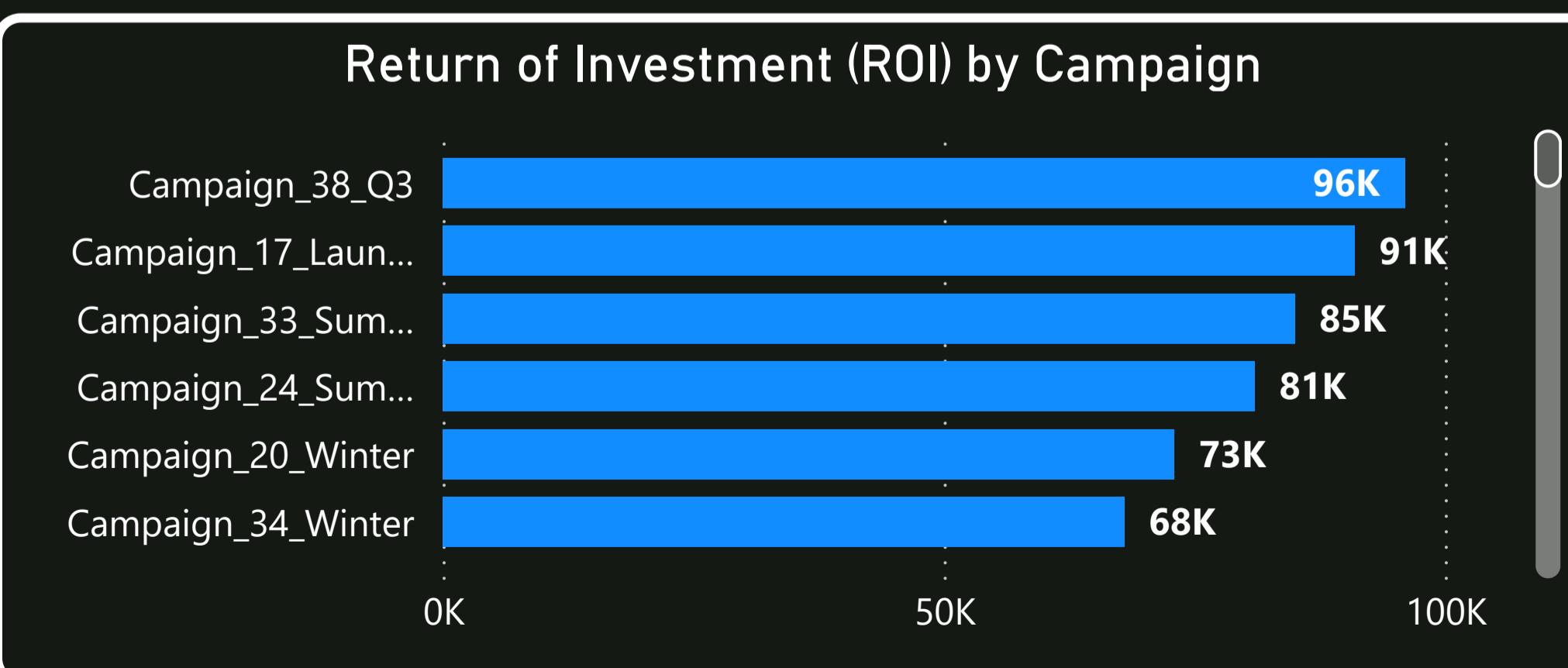
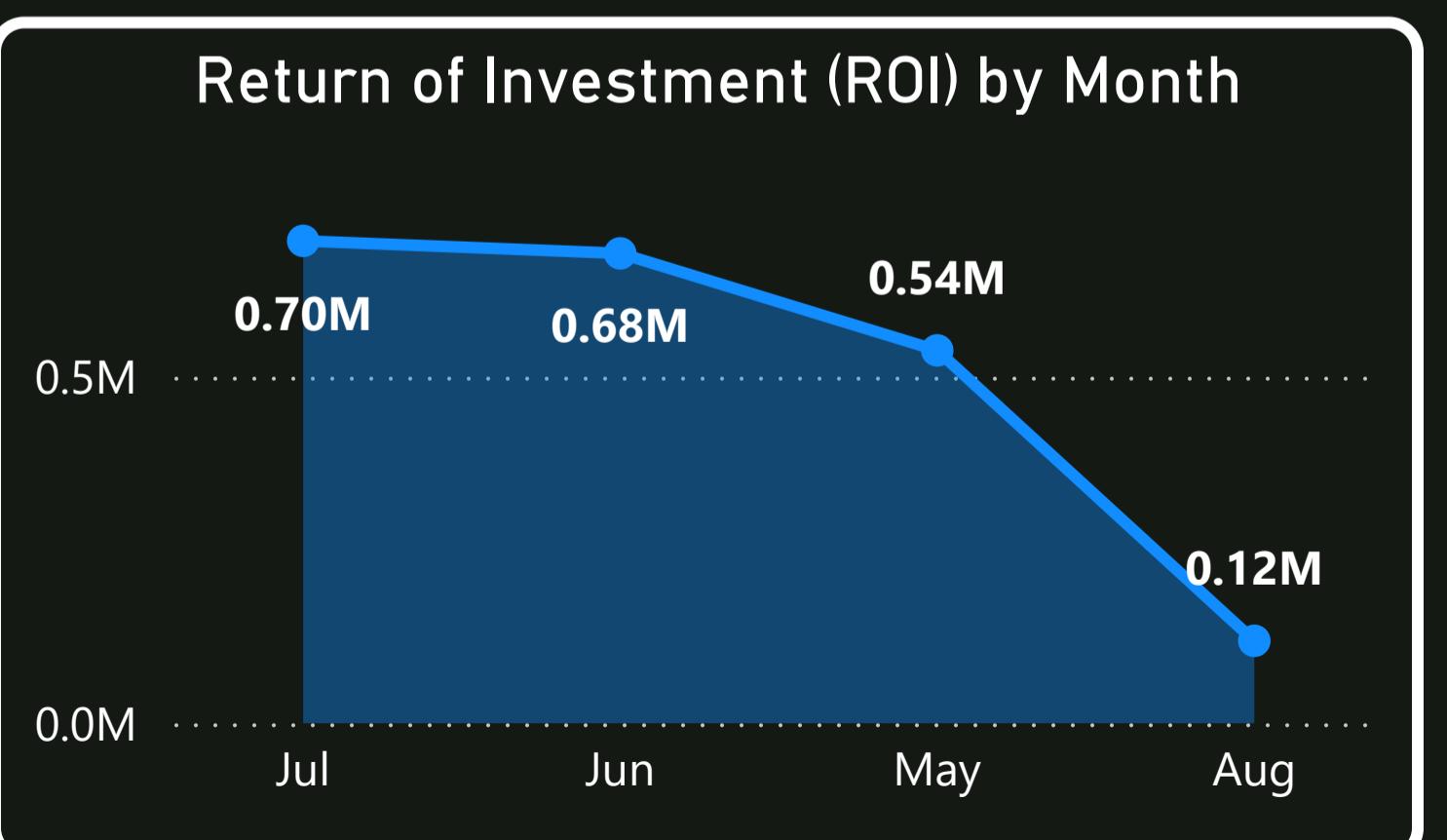
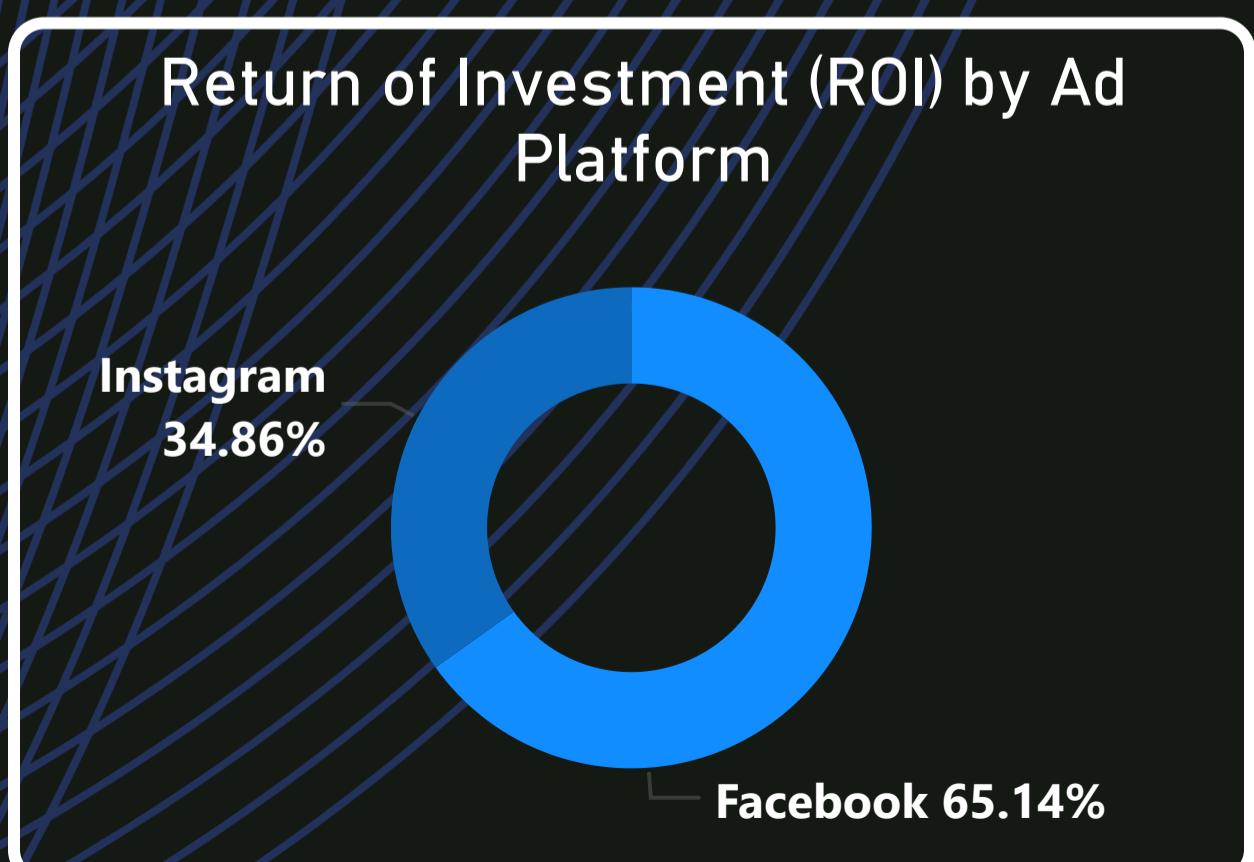
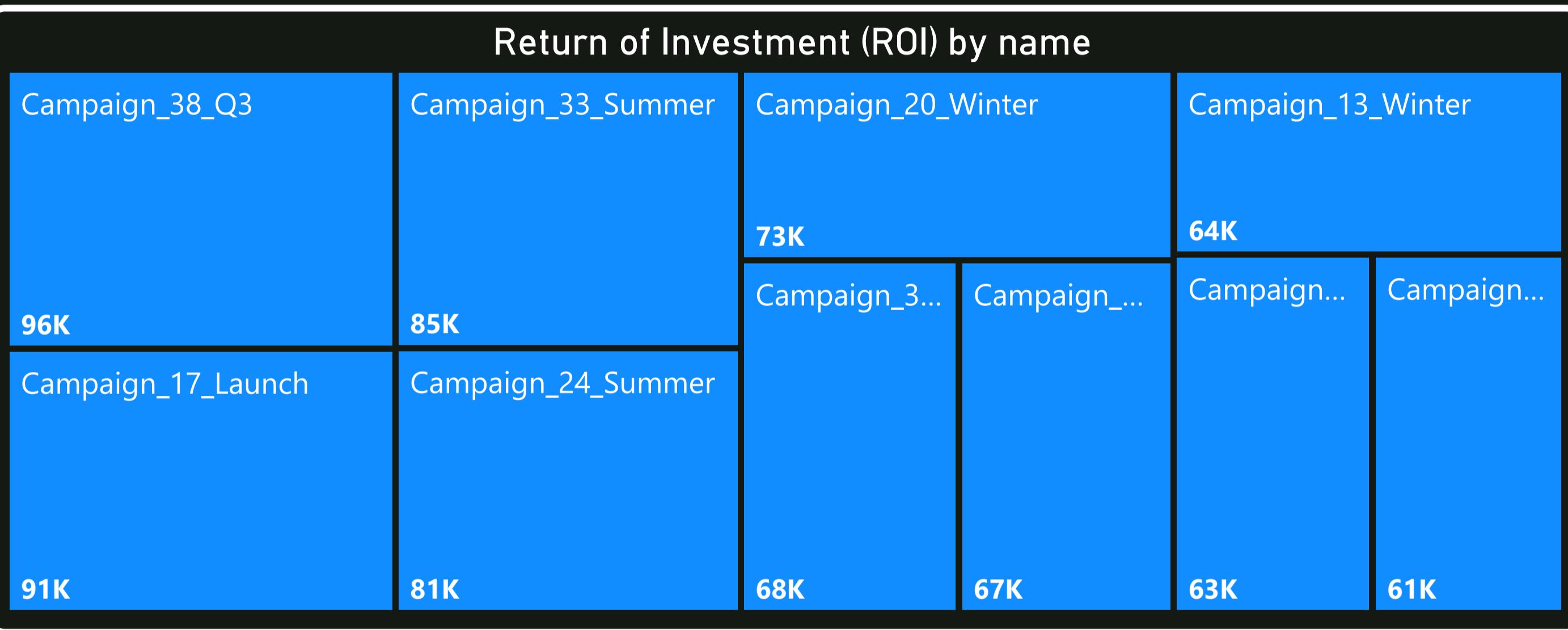
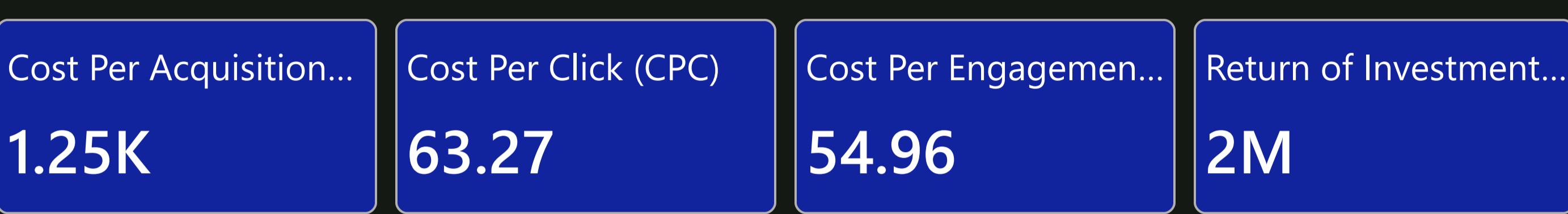
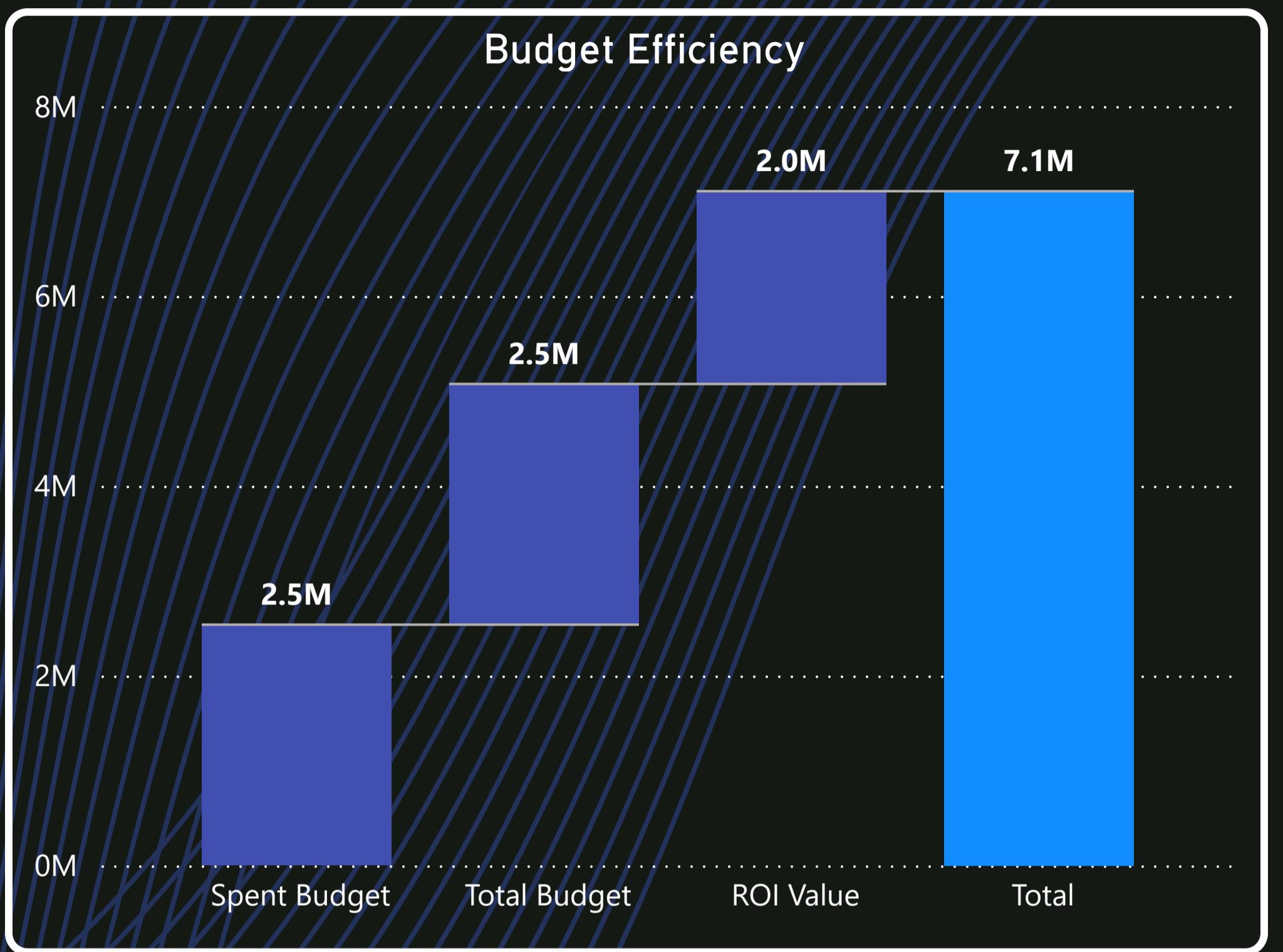
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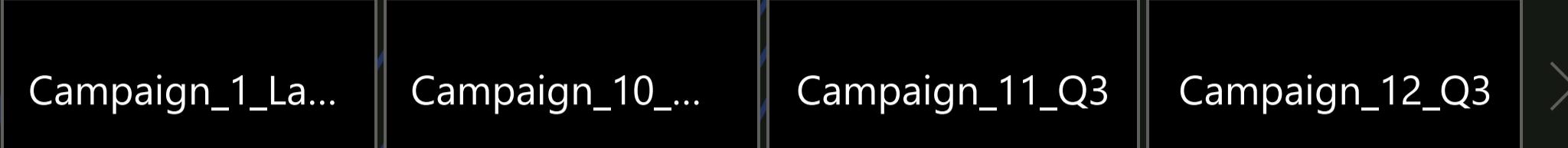
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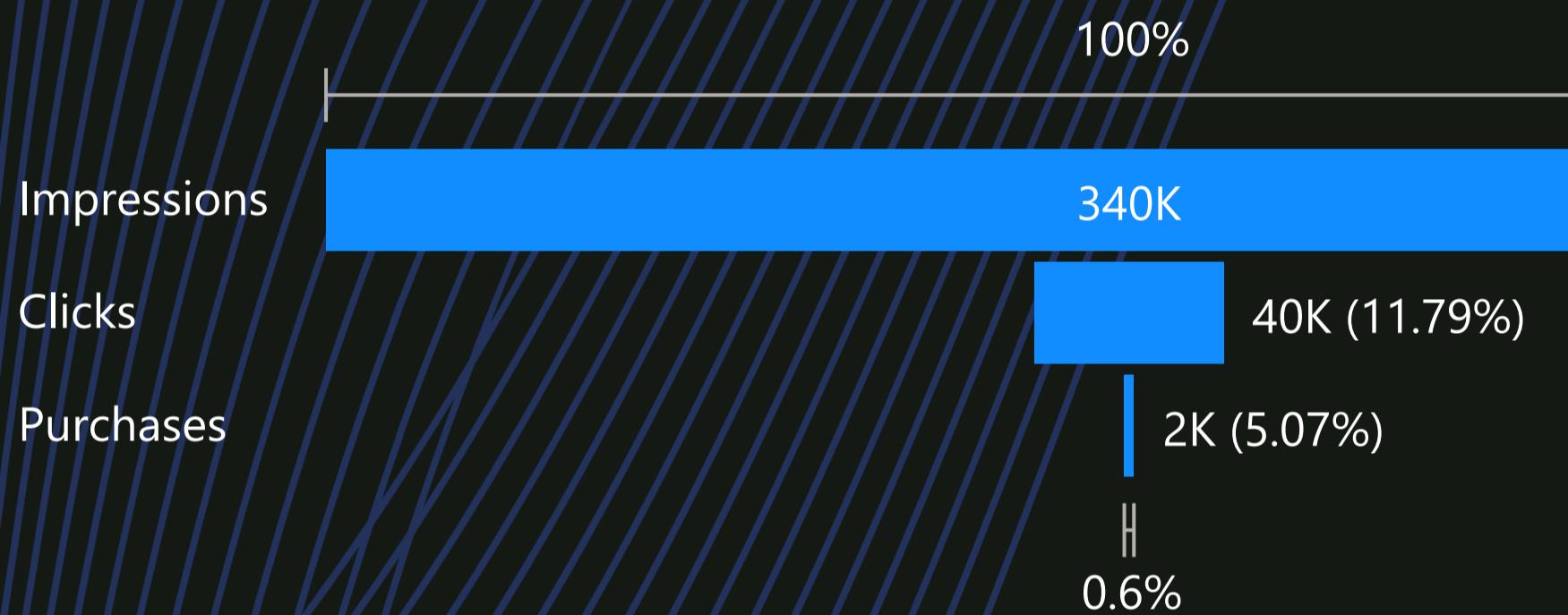
Campaign Efficiency

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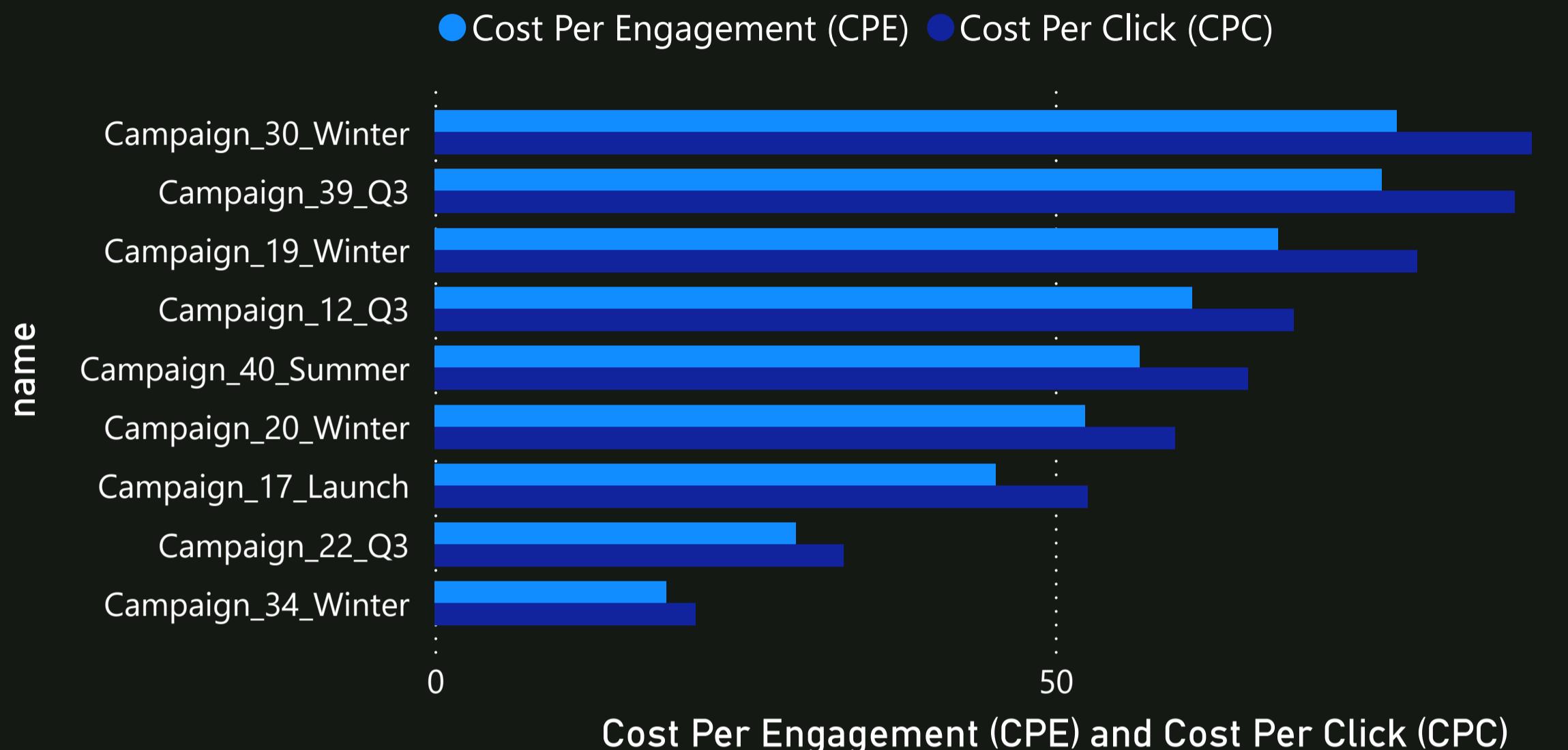
Campaign Name



Conversion Rate Funnel

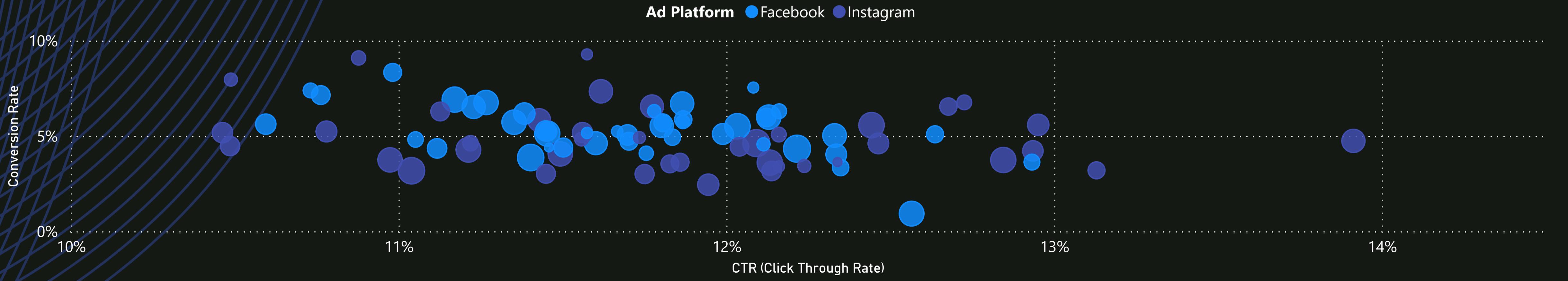


Cost Per Engagement and Cost Per Click by Campaign



Campaign Performance Efficiency (CTR vs Conversion Rate)

Ad Platform ● Facebook ● Instagram



Impressions

339.8K

CTR (Click...)

11.79%

Clicks

40.1K

Engagement...

13.58%

Shares

2K

Conversion Rate

5.07%

Comments

4.1K

Purchase Rate

0.60%

Purchases

2K

Total Budget

\$2.5M

Engagement

46.1K

Avg Budget pe...

\$50.7K