

∞ Meta Ad Performance Dashboard

Impressions
216.0K

Clicks
25.4K

Shares
1.3K

Comments
2.6K

Purchases
1.3K

Engagements
29.3K

CTR (Click Through Rate)
11.76%

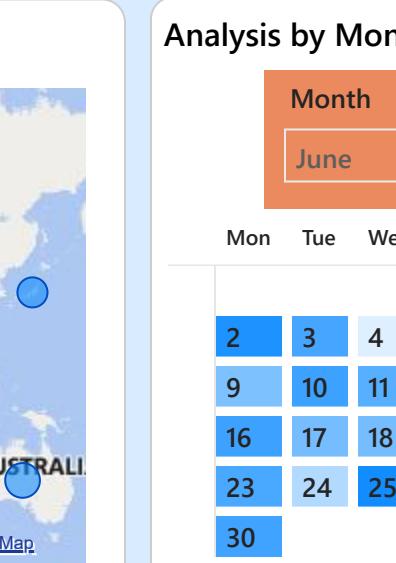
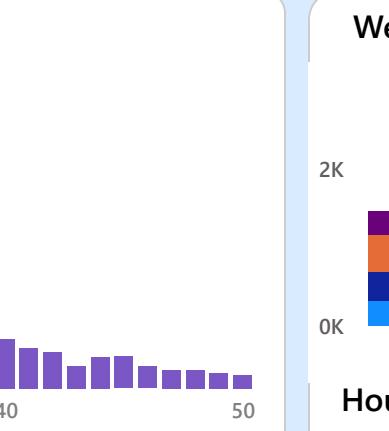
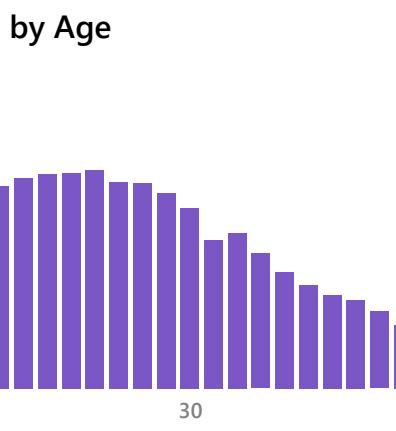
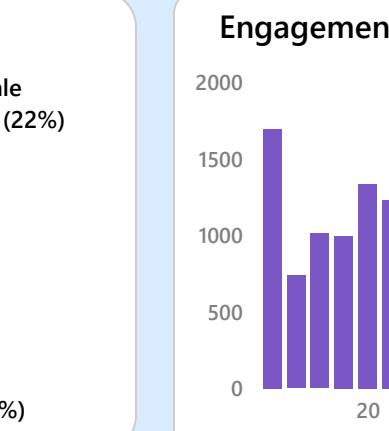
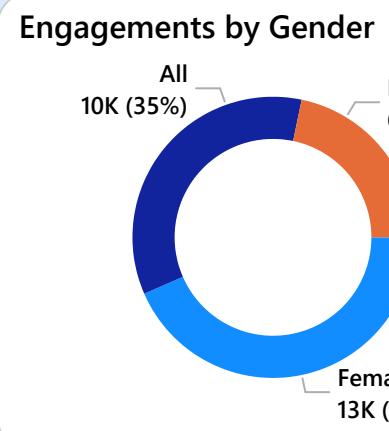
Engagement Rate
13.56%

Conversion Rate
5.21%

Purchase Rate
0.61%

Total Budget
\$2.5M

Avg. Budget Campaign
\$50.72K



Meta

Facebook

Instagram

Select Dynamic Measure: Engagements

Campaign Name: All

Target Interest: All

∞ Meta Ad Performance Dashboard

Impressions
123.8K

Clicks
14.7K

Shares
682.0

Comments
1.5K

Purchases
708.0

Engagements
16.8K

CTR (Click Through Rate)
11.86%

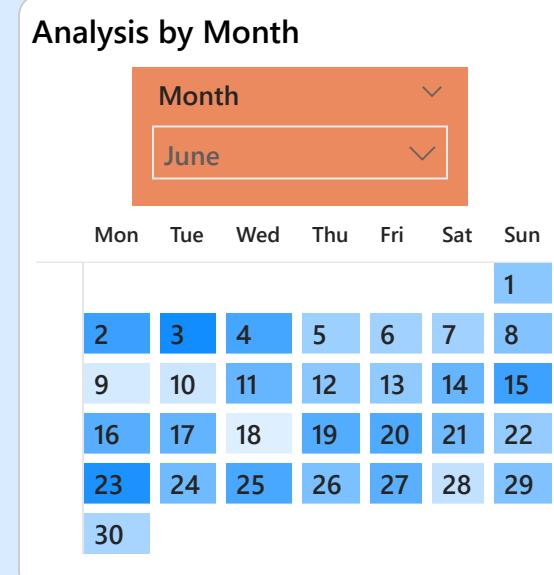
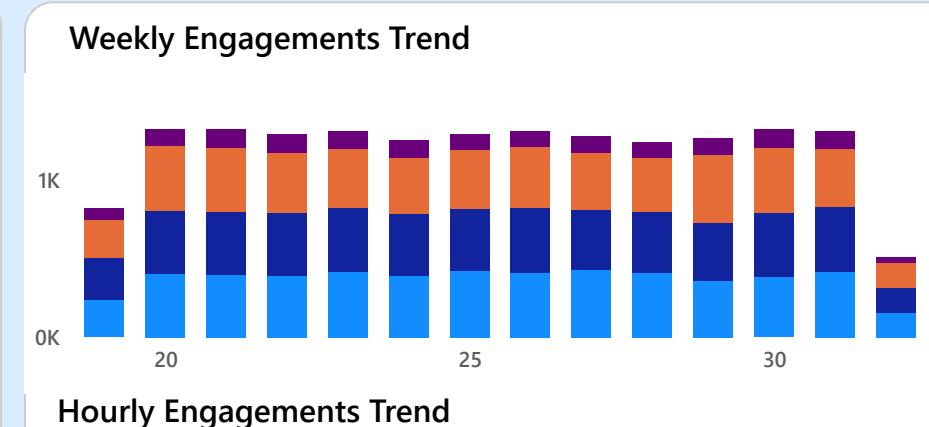
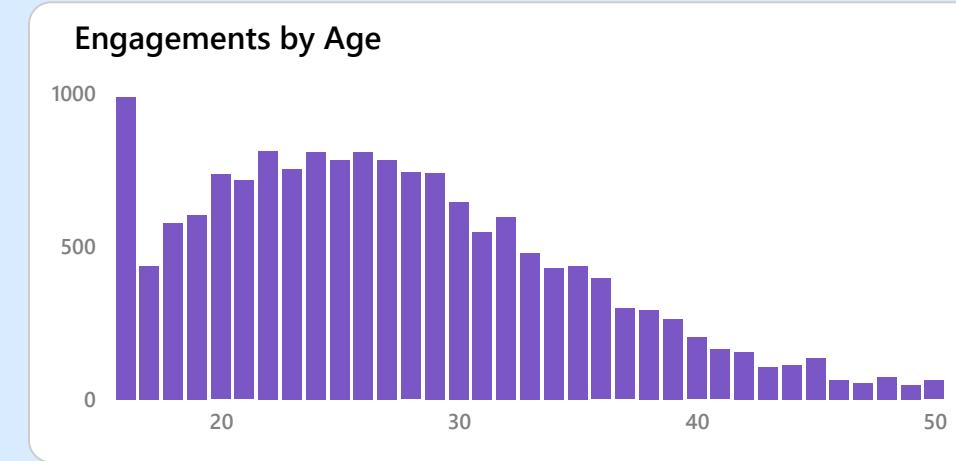
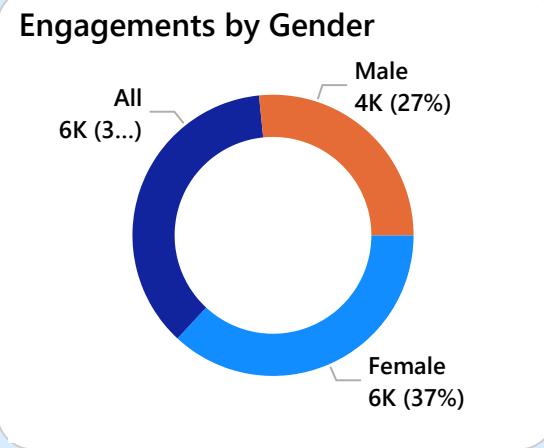
Engagement Rate
13.60%

Conversion Rate
4.82%

Purchase Rate
0.57%

Total Budget
\$2.5M

Avg. Budget Campaign
\$50.72K



Analysis by Ad Type

ad_type	IMPRs	CICKS	CTR	PR	ER	CR
Carousel	12.8K	1.5K	11.69%	0.54%	13.66%	4.60%
Image	12.3K	1.5K	12.14%	0.56%	13.89%	4.62%
Stories	12.4K	1.4K	11.23%	0.61%	12.94%	5.46%
Video	3.3K	0.4K	11.88%	0.66%	13.71%	5.56%



Select Dynamic Measure

Engagements

Campaign Name

All

Target Interest

All

