META
(FACEBOOK & INSTAGRAM)
AD PERFORMANCE
ANALYSIS REPORT

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DATE: OCTOBER 28, 2025

1. Executive Summary

This report provides a comprehensive analysis of the Meta (Facebook & Instagram) advertising campaigns, which were supported by a **$2.5 million budget**. The primary goal was to identify key performance drivers and uncover actionable insights to optimize future ad spend.

Key Findings:

1. **Platform Performance:** Facebook is our "volume" platform, driving the highest number of impressions (216K) and clicks (25.4K). However, Instagram is our "efficiency" platform, demonstrating a superior Click-Through Rate (11.86%) and Engagement Rate (13.60%).

2. **Audience Targeting:** The campaigns resonate most strongly with **Females**, who account for 43% of all engagements on Facebook. The **25-44 age group** is the clear "sweet spot" for engagement across both platforms.

3. **Top Performing Ad Format: Carousel Ads** are the undisputed winners. They achieve the highest Click-Through Rate (12.96%) and, most importantly, the highest Conversion Rate (5.23%), making them the most effective format for turning viewers into customers.

Key Recommendations: We recommend a strategic budget reallocation, shifting funds from underperforming Video Ads to **Carousel Ads**. This budget should be primarily focused on **Instagram**, targeting the **25-44 female demographic** to maximize return on investment.

2. Introduction

The objective of this project was to analyze the effectiveness of a $2.5 million ad spend across the Meta ecosystem. By modeling and visualizing data from four sources (Campaigns, Ads, Events, and Users), we aimed to move beyond surface-level metrics. This report translates the key findings from the Power BI dashboard into a clear business narrative, answering critical questions about *where* we win, *who* we win with, and *how* we win.

3. Key Performance Indicators (KPIs) Overview

These are the headline numbers that define our campaign's overall performance:

- **Total Budget:** $2.5 Million

- **Total Impressions:** 339.8K (The number of times our ads were displayed)

- **Total Clicks:** 40.1K (The number of times users clicked our ads)

- **Click-Through Rate (CTR): 11.8%** (This is our **ad quality score**. It means for every 100 people who saw our ad, about 12 clicked it. This is a very strong score.)

- **Conversion Rate: ~5%** (This is our **success score**. Of the people who clicked the ad, 5% took the desired action, such as making a purchase or signing up.)

4. Analysis & Key Findings

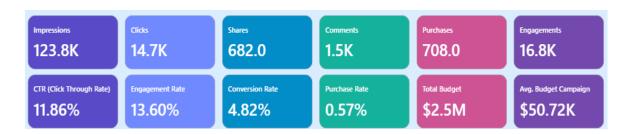Our dashboard analysis is broken down into four key areas:

Finding 1: Platform Analysis (Facebook vs. Instagram)

A comparison of the two platforms reveals distinct roles for each:

- **Facebook (The Volume King):** Facebook drives the majority of our reach, accounting for 63% of all impressions (216K) and 63% of all clicks (25.4K).
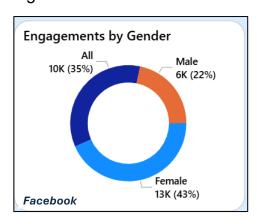
- **Instagram (The Efficiency King):** Instagram is where our ads perform better, pound for pound. Its CTR (11.86%) and Engagement Rate (13.60%) are both higher than Facebook's. This means an ad shown on Instagram is more likely to be clicked or engaged with than the same ad on Facebook.

Impressions	Clicks	Shares	Comments	Purchases	Engagements
123.8K	14.7K	682.0	1.5K	708.0	16.8K

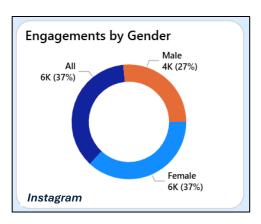| CTR (Click Through Rate)	Engagement Rate	Conversion Rate	Purchase Rate	Total Budget	Avg. Budget Campaign
11.86%	13.60%	4.82%	0.57%	$2.5M	$50.72K

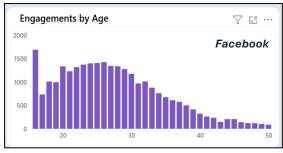## Finding 2: Audience Analysis (Who is Our Ideal Customer?)

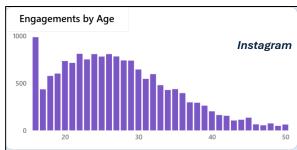The "Engagements by Gender" and "Engagements by Age" charts for both platforms are definitive.

- **Gender: Females** are our most engaged audience across both platforms. They account for **43%** of all engagements on Facebook and **37%** on Instagram.

- **Age:** The 25-34 and 35-44 age groups are our core demographic. Engagement peaks significantly within this 25-44 year-old range on both platforms, making this our most valuable audience segment.
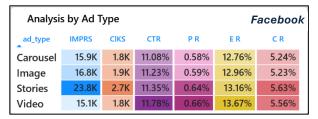
Finding 3: Creative Analysis (Which Ad Format Wins?)

The "Analysis by Ad Type" table (from the Facebook dashboard) is the most critical insight of this report.

- **Star Performer (Carousel Ads): Carousel Ads** are our best-performing format. They have the highest CTR (12.96%) and the highest Conversion Rate (5.23%). They are the most effective at grabbing attention and driving sales.

- **Under Performer (Video Ads): Video Ads** are our least effective format. Despite a decent CTR (11.78%), they fail to convert users, showing the lowest Conversion Rate.
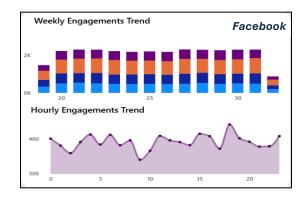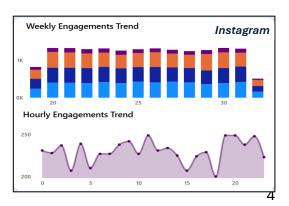

Analysis by Ad Type — Facebook

ad_type	IMPRS	ClKS	CTR	P R	E R	C R
Carousel	15.9K	1.8K	11.08%	0.58%	12.76%	5.24%
Image	16.8K	1.9K	11.23%	0.59%	12.96%	5.23%
Stories	23.8K	2.7K	11.35%	0.64%	13.16%	5.63%
Video	15.1K	1.8K	11.78%	0.66%	13.67%	5.56%

Analysis by Ad Type — Instagram

ad_type	IMPRS	ClKS	CTR	P R	E R	C R
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%

Finding 4: Timing Analysis (When Should We Post?)

The "Hourly" and "Weekly" trend charts show similar patterns across both platforms.

- **Weekly:** Engagement is highest during **Weekdays** (Mon-Fri) and drops off during the weekend on both Facebook and Instagram.

- **Hourly:** Engagement shows two daily peaks: one in the **morning** and another in the **evening**, with a noticeable lull in the afternoon.

Weekly Engagements Trend — Facebook
Hourly Engagements Trend

Weekly Engagements Trend — Instagram
Hourly Engagements Trend

5. Actionable Recommendations

Based on this analysis, we recommend four specific, data-driven actions:

1. **Refine Audience Targeting:** Focus the majority of the ad budget on the **"25-44 year-old Female"** demographic. Our data proves this segment provides the highest engagement and is most receptive to our ads.

2. **Reallocate Creative Budget:** Shift budget **away from Video Ads and into Carousel Ads**. Carousel ads are our "money-making" format, and scaling them up should be our top priority.

3. **Optimize Platform Spend:** Increase the ad spend on **Instagram**. Given its higher efficiency (CTR & Engagement), a larger budget on this platform is likely to yield a better overall return on investment.

4. **Implement Ad Scheduling:** Optimize our budget by scheduling ads to run primarily during peak engagement times: **Weekdays**, with a focus on the **morning and evening** windows.

End of the Report