

Facebook Ad Campaign Analysis

Conversion rate

33.53%

Cost Per Mille (CPM)

\$0.291

Cost Per Click (CPC)

\$1.495

Click Through Rate (CTR)

0.020%

Click Per Action (CPA)

\$25.221

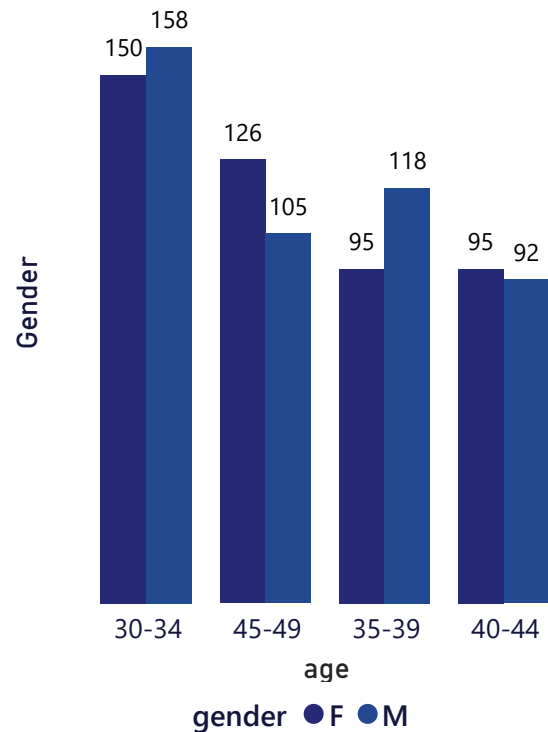
Total Sales



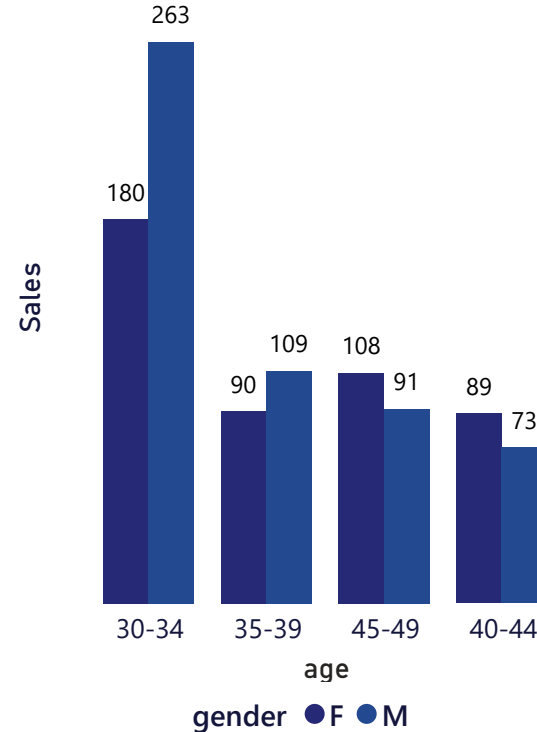
Total Sales



Genderwise age group



Age - Genderwise Sales

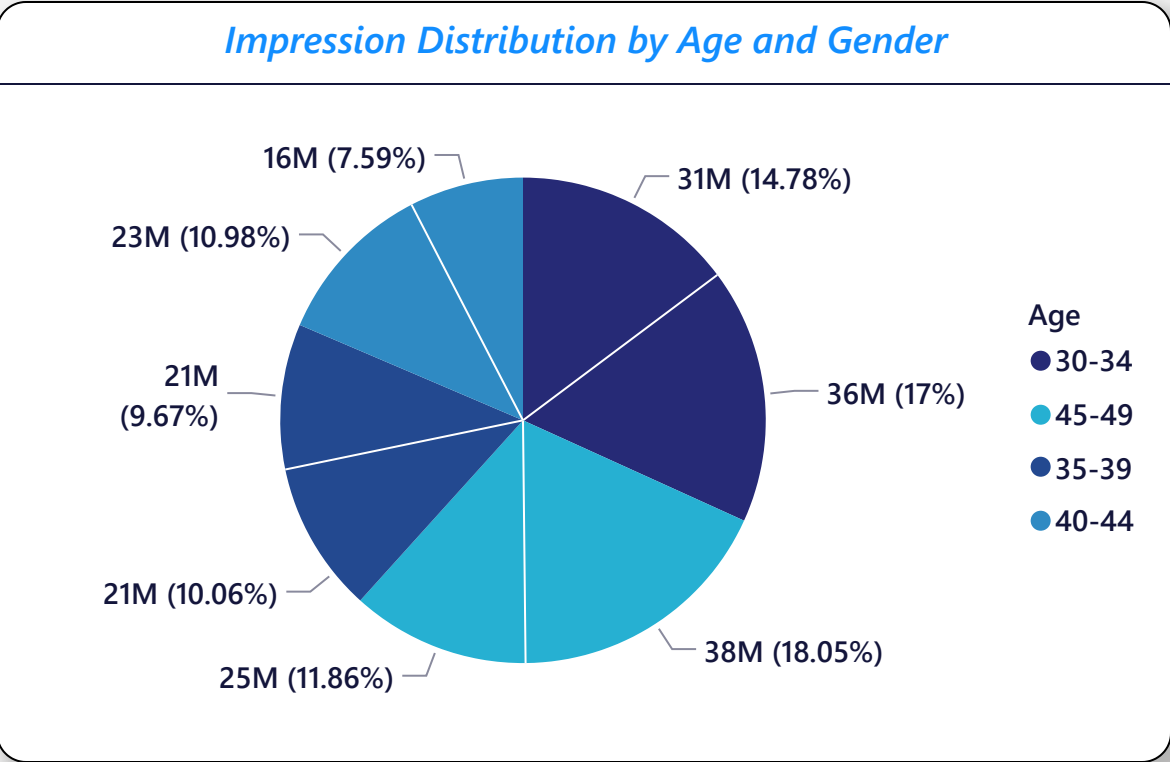


Age - Gender wise Amount Spend



Target Customers		
M	35-39	4567.32%
gender	age	Sum of Conversion rate
M	40-44	4023.95%
gender	age	Sum of Conversion rate
F	35-39	3133.81%
gender	age	Sum of Conversion rate
F	40-44	2595.10%
gender	age	Sum of Conversion rate

Top 5 target category		
31	195	51.47%
interest	Sum of Clicks	Average of Conversion ra...
32	1138	50.28%
interest	Sum of Clicks	Average of Conversion ra...
65	372	57.56%
interest	Sum of Clicks	Average of Conversion ra...
101	524	47.21%
interest	Sum of Clicks	Average of Conversion ra...



Top Selling Ad		
708818	100.00%	\$1.290
ad_id	Average of Conversio...	Sum of Spent
708895	100.00%	\$1.270
ad_id	Average of Conversio...	Sum of Spent
709059	100.00%	\$10.280
ad_id	Average of Conversio...	Sum of Spent
709327	100.00%	\$3.060
ad_id	Average of Conversio...	Sum of Spent
709544	100.00%	\$2.980
ad_id	Average of Conversio...	Sum of Spent
709756	100.00%	\$1.600
ad_id	Average of Conversio...	Sum of Spent