

# Optimizing Social Media Ad Campaign Performance

Stakeholder Presentation

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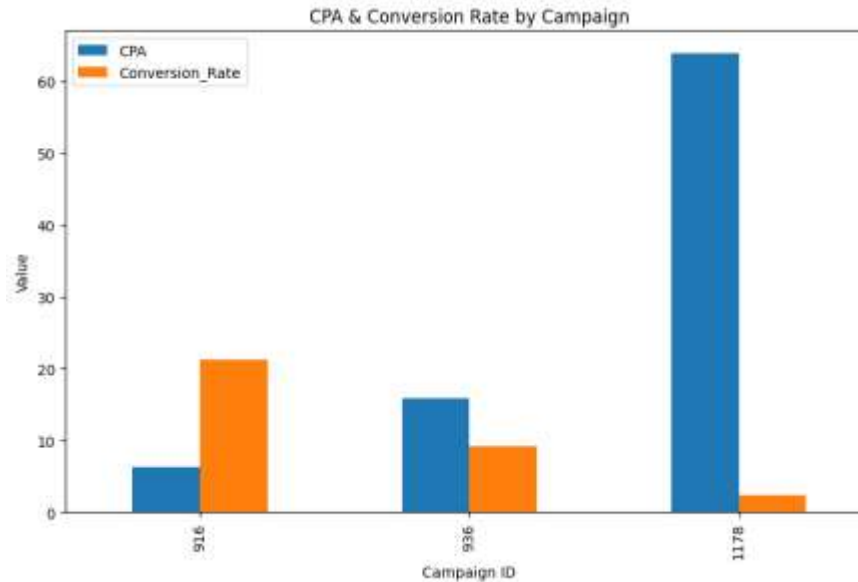
# Agenda

- • Executive Summary
- • Campaign Performance Insights
- • Audience Insights
- • Ad Creative Analysis
- • ROI & Budget Allocation
- • Interest Segments
- • Final Recommendations
- • Conclusion & Next Steps

# Executive Summary

- Campaign 916: Best ROI, stable low CPA → prioritize budget.
- Campaign 936: Balanced, sustainable CPA → retain funding.
- Campaign 1178: High spend, poor ROI → reduce significantly.
- Best audience: 30–34 Males & Females, strong conversions at low CPA.

# Campaign Performance Insights



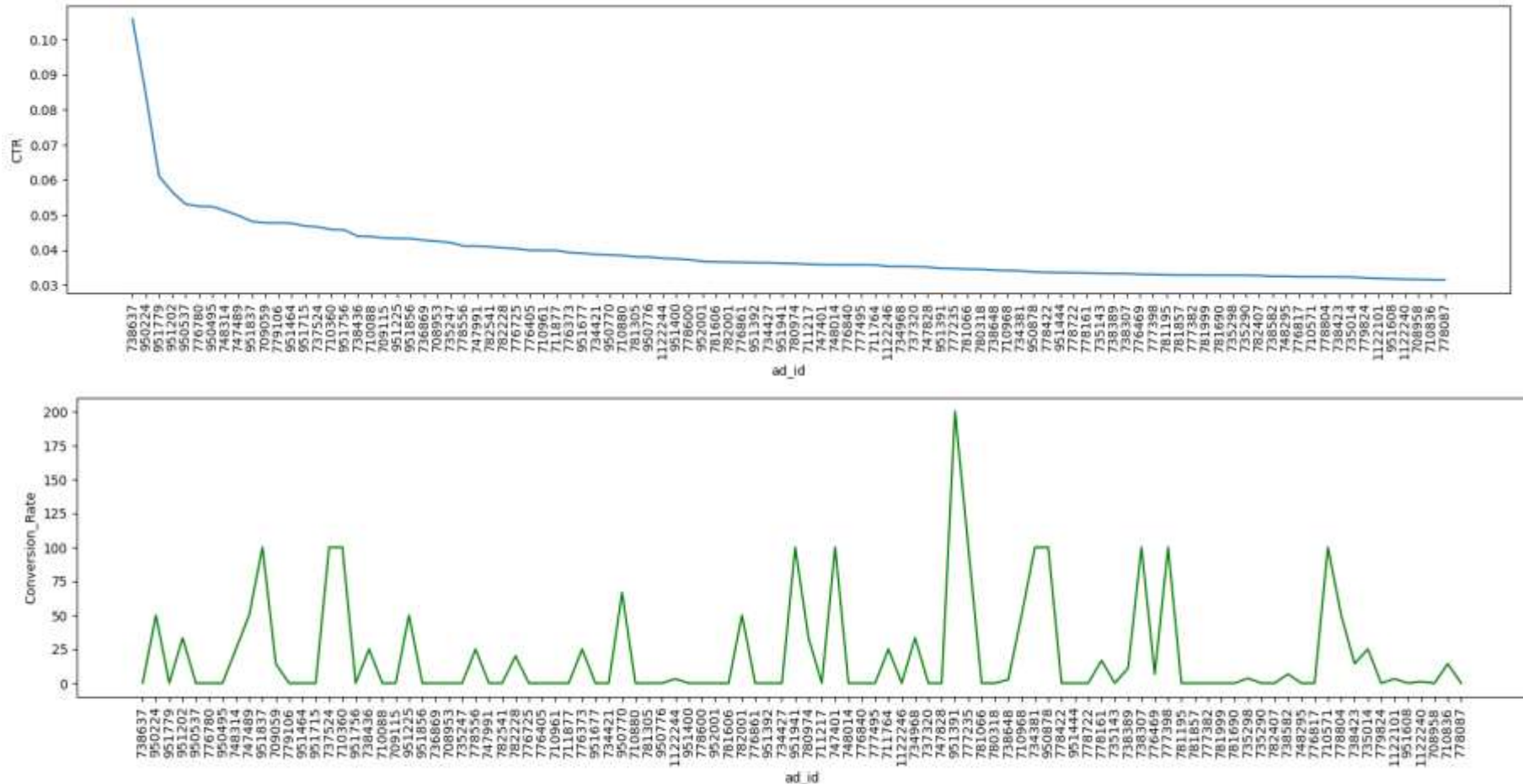
- Campaign 1178: High spend but very poor ROI.
- Campaign 916: Highest conversion efficiency, low CPA, stable across time.
- Campaign 936: Balanced but occasional spikes in CPA.

# Audience Insights

	Impressions	Clicks	Spent	Approved_Conversion	CTR	Conversion_Rate	CPA
Age_Gender							
45-49_F	38455591	9441	13433.209993	112	0.024550	1.186315	119.939375
40-44_F	23396175	5177	7396.579984	93	0.022128	1.796407	79.533118
45-49_M	25277267	4411	7317.460004	96	0.017450	2.176377	76.223542
35-39_F	21439505	4161	6061.349992	95	0.019408	2.283105	63.803684
40-44_M	16208132	2559	4193.149997	77	0.015788	3.008988	54.456493
35-39_M	20665139	2933	5051.080003	112	0.014193	3.818616	45.098929
30-34_F	31571576	5099	7611.479995	195	0.016151	3.824279	39.033231
30-34_M	36421443	4384	7640.919991	299	0.012037	6.820255	25.554916

- 30–34 Males: Highest conversions & lowest cost → top priority.
- 30–34 Females: Strong performance & cost-effective.
- 35–39 group: Moderate investment recommended.
- 45–49 Females: Negative ROI despite high CTR → reduce spend.

# Ad Creative Analysis



- High CTR + High conversions → increase budget.
- High CTR + Low conversions → improve landing pages.
- Low CTR + Low conversions → pause these ads.

# ROI & Budget Allocation

	xyz_campaign_id	Spent	Approved_Conversion	CPA	CPS	ROI	ROI_Positive	Recommended_Budget	Exp_CPA	Exp_ROI
0	916	149.710001	24	6.237917	0.160310	15.030993	15.030993	299.420001	12.475833	7.015497
1	936	2893.369999	183	15.810765	0.063248	5.324805	5.324805	5786.739998	31.621530	2.162402
2	1178	55662.149959	872	63.832741	0.015666	0.566594	0.566594	1589.781964	1.823144	53.850289

- Campaign 916 gives the best ROI with low spend and strong conversion.
- Campaign 936 performs fairly well, can keep moderate funding.
- Campaign 1178 consumes most budget but poor ROI → cut spending.

# Interest Segments

	Interest	Spent	Approved_Conversion	CPA	CPS	ROI	ROI_Positive	Recommended_Budget	Exp_CPA	Exp_ROI
0	2	503.450005	19	26.497369	0.037740	2.773960	2.773960	755.175007	39.746053	1.515973
1	7	648.529999	19	34.154210	0.029279	1.927897	1.927897	973.394996	51.231316	0.951931
2	10	5086.379995	91	55.894286	0.017891	0.789092	0.789092	1040.395075	11.432922	7.746671
3	15	2597.259995	63	41.226349	0.024256	1.425633	1.425633	1879.658545	29.835850	2.351673
4	16	8084.909990	141	57.339787	0.017440	0.743990	0.743990	980.930216	6.956952	13.374111
5	18	2425.070001	33	73.496970	0.013608	0.360785	0.360785	475.685813	14.414722	5.937352
6	19	1940.359993	33	58.798788	0.017007	0.700715	0.700715	923.874106	27.996185	2.571915
7	20	1960.770001	47	41.718511	0.023970	1.397017	1.397017	1841.929557	39.189991	1.551672
8	21	824.209999	27	30.526296	0.037759	2.275864	2.275864	1236.314990	45.789444	1.183909
9	22	1039.859996	12	86.655000	0.011540	0.154002	0.154002	203.045791	16.920566	4.909968
10	23	595.650001	7	85.092857	0.011752	0.175187	0.175187	230.978988	32.996998	2.030579
11	24	670.059999	15	44.670667	0.022386	1.238606	1.238606	1025.089990	67.006000	0.492404
12	25	1603.859994	19	84.413684	0.011846	0.184642	0.184642	243.445526	12.812922	6.804621
13	26	1591.769995	23	69.207391	0.014449	0.444932	0.444932	586.631231	25.505706	2.920691
14	27	5176.169992	54	95.855000	0.010432	0.043242	0.043242	57.013926	1.058813	93.713701
15	28	3205.850004	42	76.329762	0.013101	0.310105	0.310105	408.864956	9.734880	9.272340
16	29	5043.190006	132	38.221136	0.026164	1.616353	1.616353	2131.117968	16.144833	5.199932
17	30	616.630003	12	51.385834	0.019461	0.946062	0.946062	924.945004	77.078750	0.297374
18	31	299.099999	16	18.693750	0.053494	3.349381	3.349381	448.649999	28.040625	2.566254
19	32	1970.830003	35	56.300857	0.017762	0.776172	0.776172	1023.361917	29.238900	2.420101
20	35	205.740000	10	20.574000	0.048025	3.805004	3.805004	308.609999	30.861000	2.240336
21	33	2484.060002	34	73.060588	0.013687	0.368727	0.368727	486.156519	14.298721	5.990632
22	34	1486.129996	27	55.041852	0.018168	0.816799	0.816799	1076.927709	39.886211	1.507132
23	35	542.010001	19	28.526842	0.035005	3.505470	3.505470	813.015001	42.790263	1.336580
24	36	230.750000	4	57.690000	0.017334	0.733403	0.733403	346.140001	86.535000	0.155602
25	100	574.309992	9	63.812221	0.015671	0.567098	0.567098	747.703190	83.078132	0.200685
26	101	757.689998	25	30.307600	0.032990	2.299500	2.299500	1136.534997	49.461400	1.199668
27	102	215.069999	7	30.724286	0.032948	2.294704	2.294704	322.604999	46.066428	1.169836
28	103	479.130006	5	95.826001	0.010435	0.043558	0.043558	57.430177	11.486036	7.706224
29	104	387.919999	8	48.490000	0.020623	1.062281	1.062281	581.879999	72.735000	0.374854
30	105	647.799993	6	107.966665	0.009262	-0.073786	0.000000	0.000000	0.000000	0.000000
31	106	482.150004	5	96.430001	0.010370	0.037022	0.037022	48.812057	9.762411	9.243371
32	107	923.179993	20	46.159000	0.021664	1.166425	1.166425	1384.769990	69.738499	0.444283
33	108	586.200004	7	83.742858	0.011941	0.194132	0.194132	255.967349	36.585336	1.734831
34	109	815.820001	8	101.977500	0.009805	-0.019392	0.000000	0.000000	0.000000	0.000000
35	110	521.350005	9	57.927778	0.017263	0.726288	0.726288	782.025007	86.891667	0.150858
36	111	370.649998	10	37.065000	0.026980	1.697953	1.697953	555.974997	55.597500	0.798642
37	112	483.799999	15	32.253333	0.031106	2.100455	2.100455	725.699998	48.380000	1.066970
38	113	342.830000	7	48.975714	0.020418	1.041828	1.041828	514.245000	73.403571	0.361219
39	114	282.619998	4	70.630000	0.014153	0.415328	0.415328	423.929997	105.982499	-0.056448

- Strong ROI: 2, 7, 21, 31, 36 → increase spend.
- Poor ROI: 22, 23, 25, 26, 29, 104, 109 → reduce spend.
- High spend but weak ROI: 16 & 29 → optimize creatives before reinvesting.



# Final Recommendations

- Reallocate budget to 30–34 audience groups.
- Prioritize Campaigns 916 & 936.
- Cut Campaign 1178 spending drastically.
- Focus on top-performing creatives and pause underperformers.
- Optimize high-spend but weak ROI interests before reinvestment.

# Conclusion & Next Steps

- Most profitable strategy: double down on 30–34 audience.
- Focus on Campaigns 916 & 936, reduce waste on 1178.
- Invest in interests 2, 7, 21, 31, 36.
- Improve creatives, optimize landing pages, and track time-series performance.

# Dashboard

## Ad Performance Optimization Dashboard

Interest

Age with Gender

XYZ Campaign ID

Total Spent  
58,705.23

Approved Conversion  
1079

CTR  
0.02

Conversion Rate  
2.83

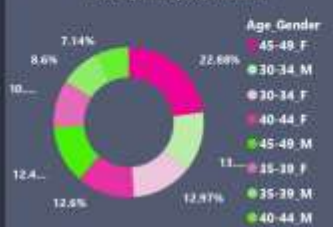
CPA  
54.41

ROI  
0.84

Conversion Rate by Age Gender



Total Spent by Age Gender



Approved Conversion by Interest and Age Gender



Conversion Rate and CPA by XYZ Campaign Id

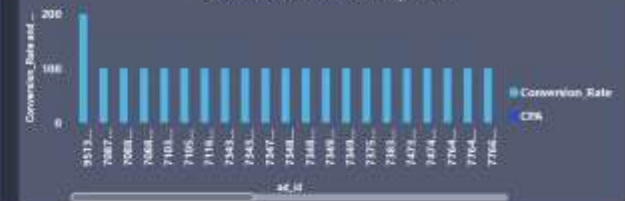


CPA, Conversion Rate and Spent by Age Gender

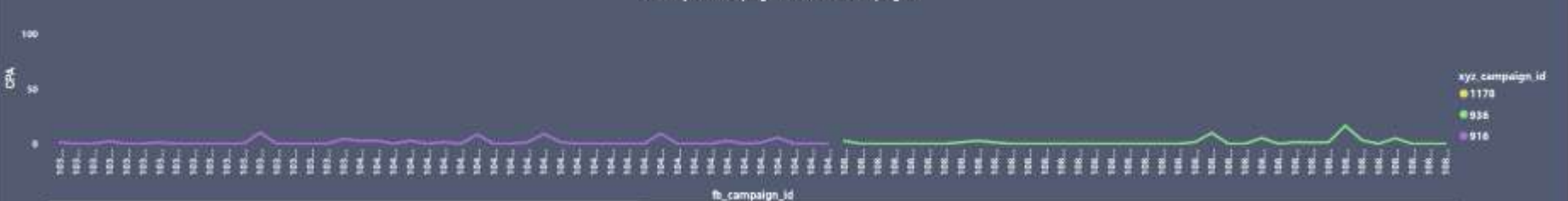


Age_Gender	CTR	Total Spent	Recommended Budget	Conversion_Rate	ROI	Exp_ROI	CPA	Exp_CPA
30-34 M	0.01	7,640.92	15,281.84	3.82	2.85	0.96	25.55	51.11
30-34 F	0.02	7,611.48	15,222.96	3.82	1.56	0.28	39.03	78.07
35-39 M	0.01	5,051.08	10,102.16	3.82	1.22	0.11	45.10	90.20
40-44 M	0.02	4,193.15	8,386.30	3.01	0.84	-0.06	54.46	108.91
35-39 F	0.02	6,061.35	12,122.70	2.28	0.57	-0.22	63.80	127.61
45-49 M	0.02	7,317.46	14,634.92	2.18	0.31	-0.34	76.22	152.45
40-44 F	0.02	7,396.58	14,793.16	1.80	0.26	-0.37	79.53	159.07
45-49 F	0.02	13,433.31	0.00	1.19	-0.17	0.00	119.84	0.00
Total	0.02	58,705.23	6,417.84	2.83	0.84	15.81	54.41	5.95

Conversion Rate and CPA by Ad Id



CPA by FB Campaign Id and XYZ Campaign Id



# **Thank You**

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