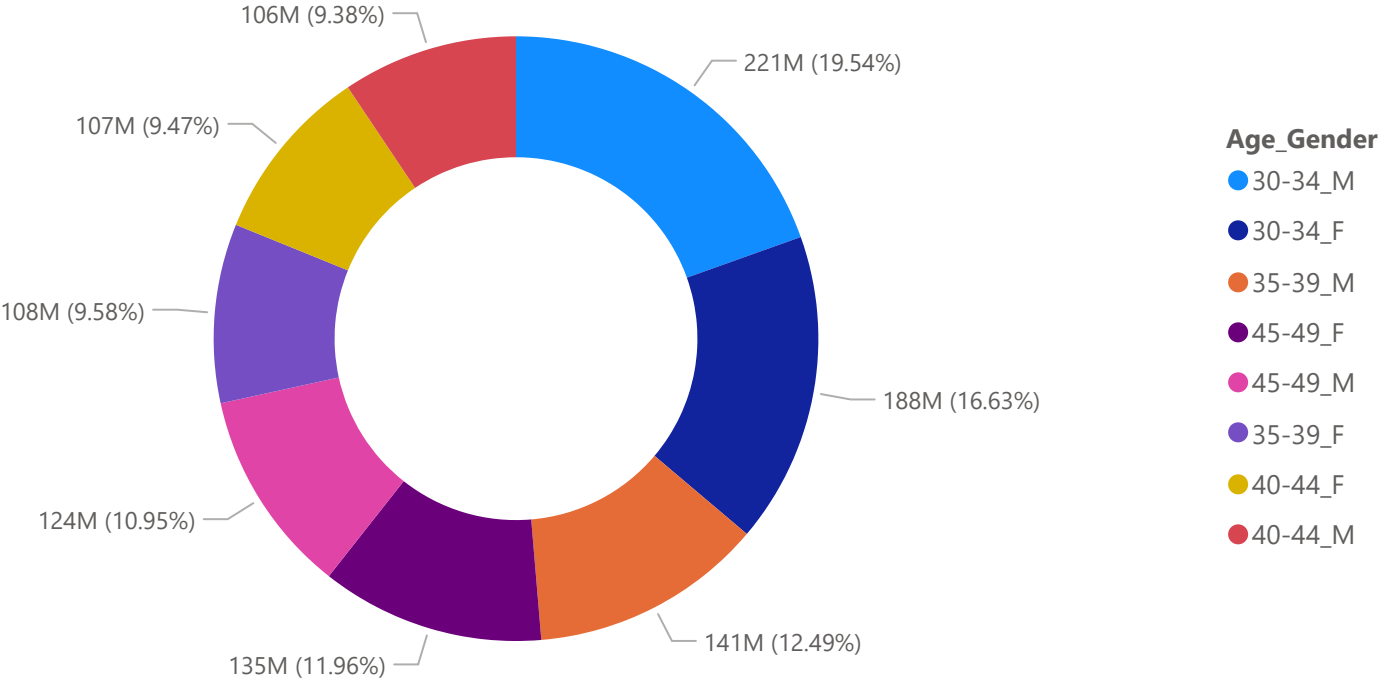
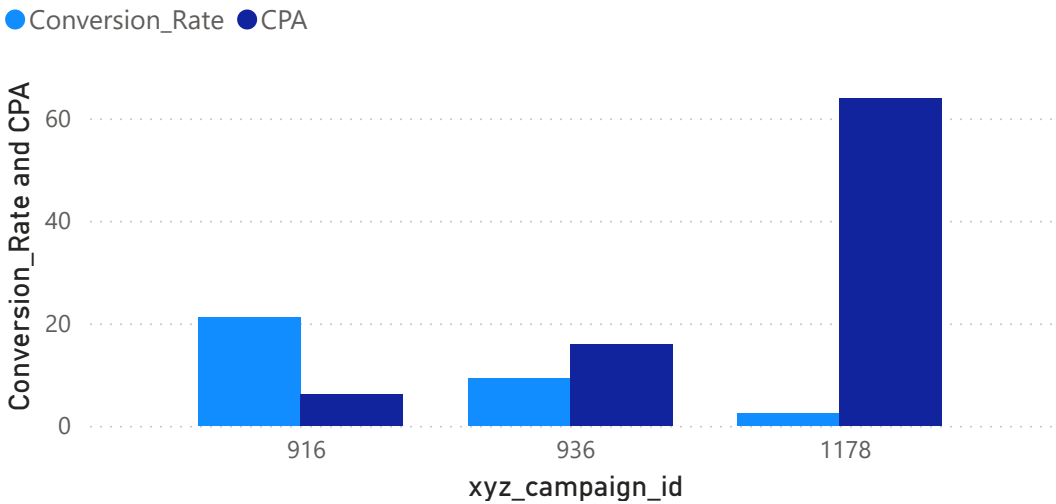


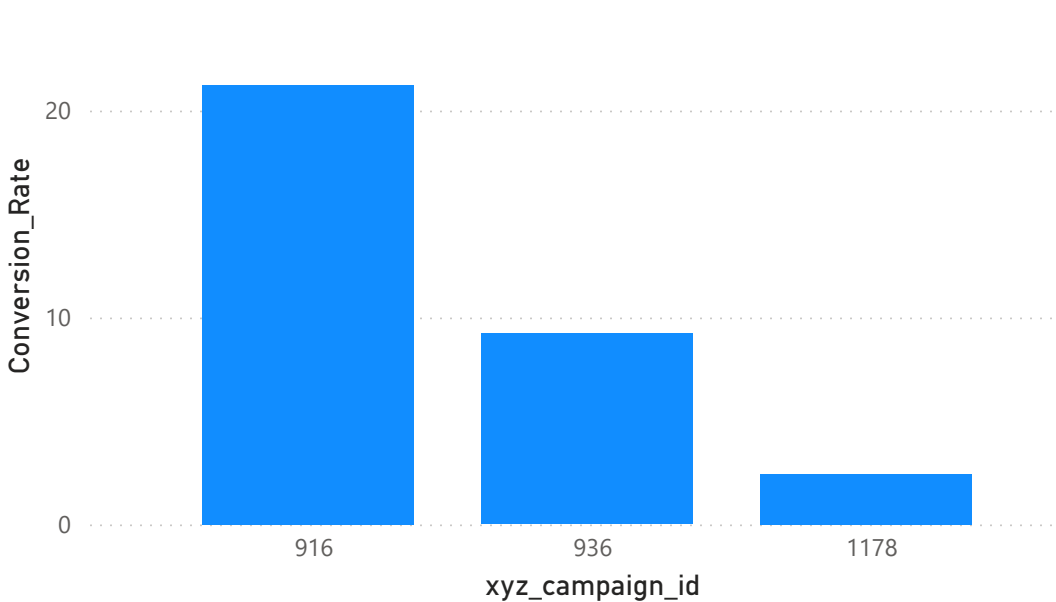
Sum of ad\_id by Age\_Gender



Conversion\_Rate and CPA by xyz\_campaign\_id

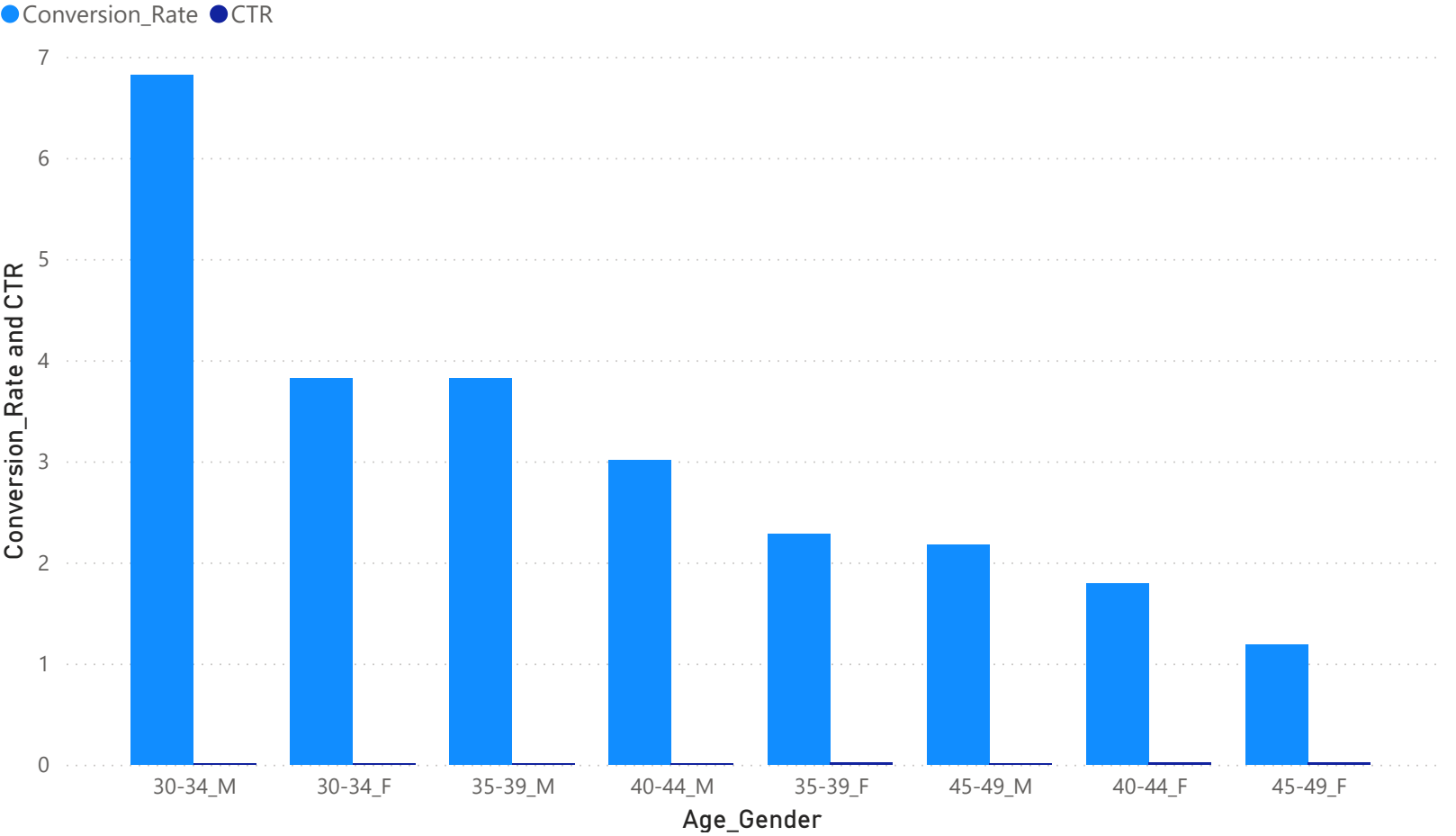


Conversion\_Rate by xyz\_campaign\_id



Age_Gender	Conversion_Rate	CTR
45-49_F	1.19	0.02
40-44_F	1.80	0.02
35-39_F	2.28	0.02
45-49_M	2.18	0.02
30-34_F	3.82	0.02
40-44_M	3.01	0.02
35-39_M	3.82	0.01
30-34_M	6.82	0.01
Total	2.83	0.02

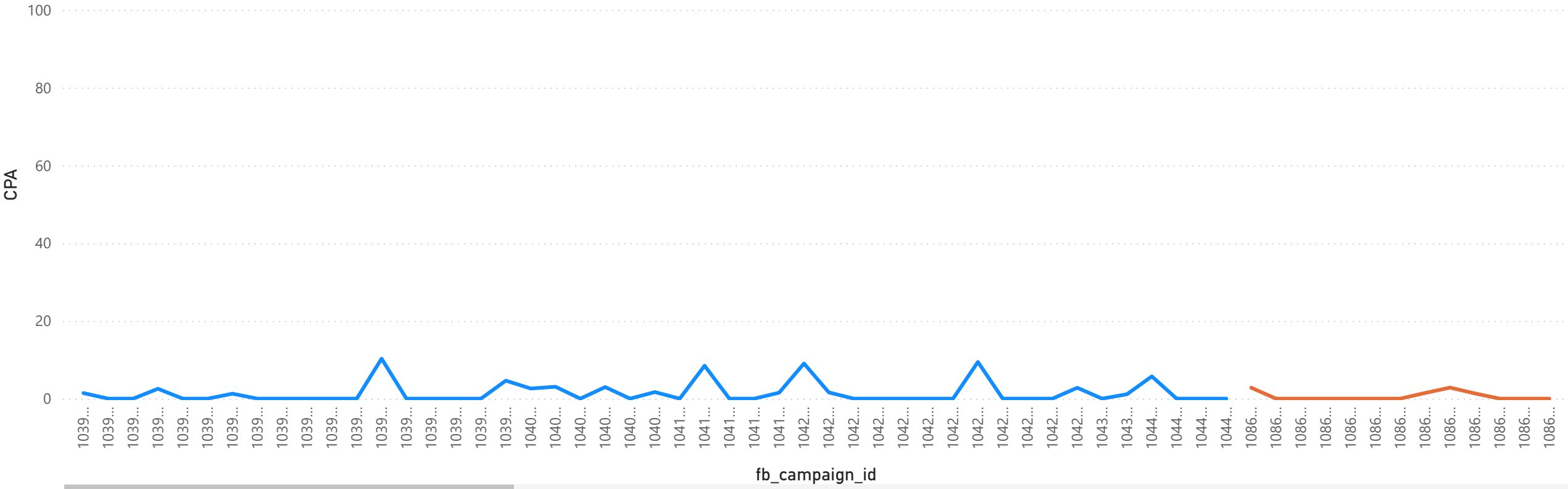
Conversion\_Rate and CTR by Age\_Gender



ad_id	CTR	Conversion_Rate
738637	0.11	0.00
950224	0.08	50.00
951779	0.06	0.00
951202	0.06	33.33
950537	0.05	0.00
776780	0.05	0.00
950495	0.05	0.00
748314	0.05	25.00
747489	0.05	50.00
951837	0.05	100.00
709059	0.05	14.29
779106	0.05	0.00
951464	0.05	0.00
951715	0.05	0.00
737524	0.05	100.00
710360	0.05	100.00
951756	0.05	0.00
738436	0.04	25.00
710088	0.04	0.00
709115	0.04	0.00
951225	0.04	50.00
951856	0.04	0.00
736869	0.04	0.00
708953	0.04	0.00
735247	0.04	0.00
770556	0.04	25.00
<b>Total</b>	<b>0.02</b>	<b>2.83</b>

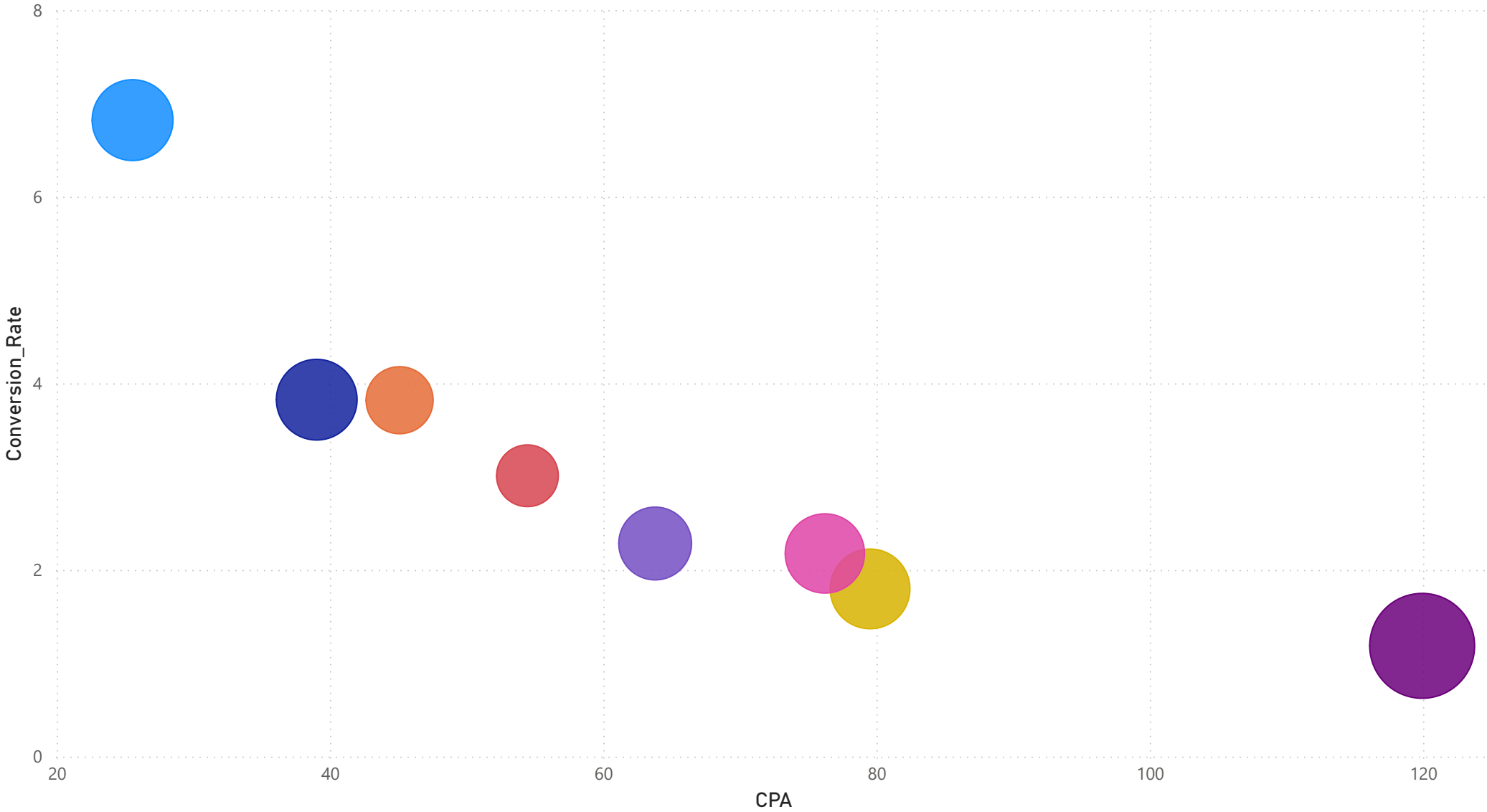
CPA by fb\_campaign\_id and xyz\_campaign\_id

xyz\_campaign\_id 1178 936 916



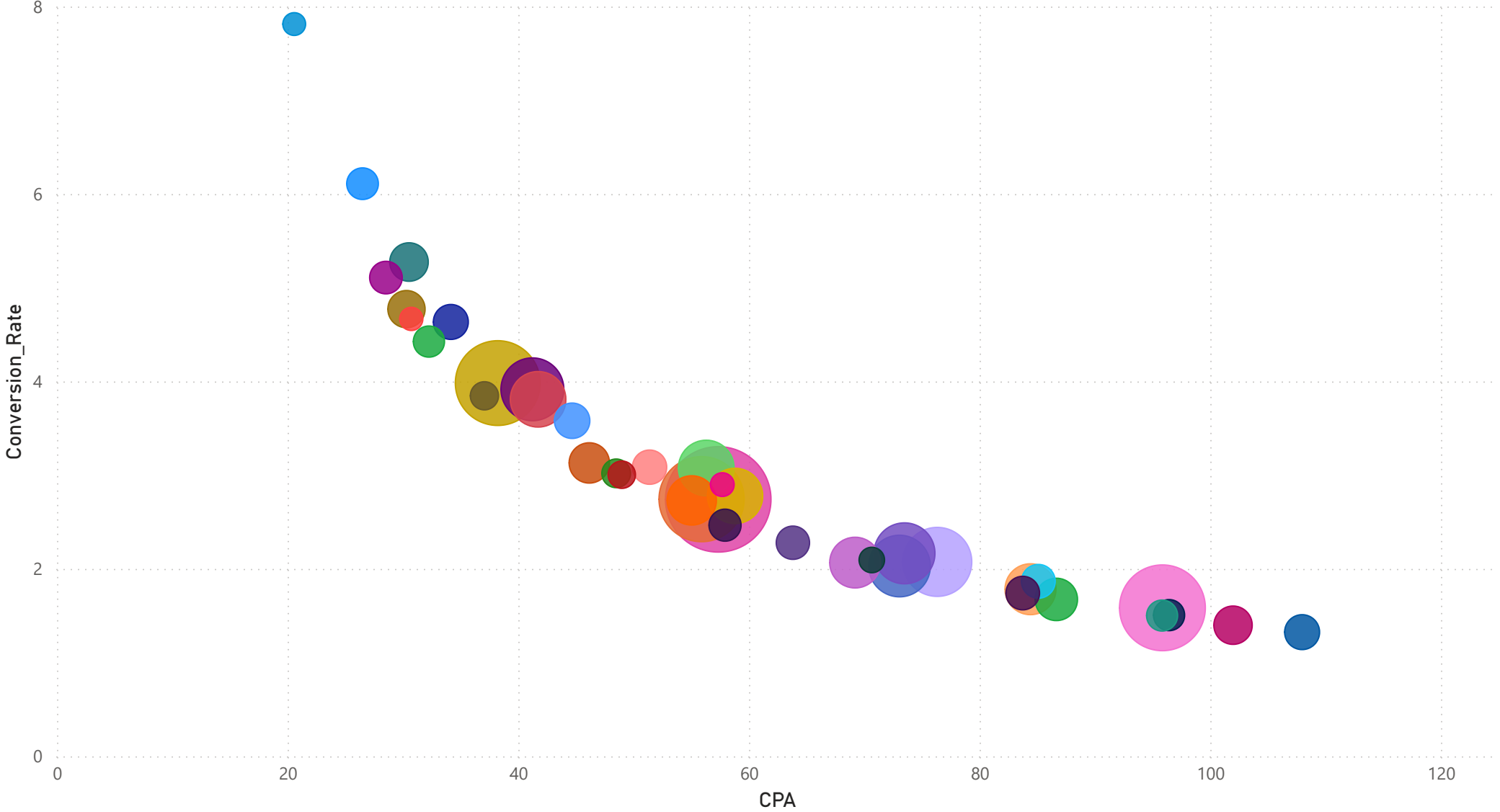
CPA, Conversion\_Rate and Sum of Spent by Age\_Gender

Age\_Gender 30-34\_F 30-34\_M 35-39\_F 35-39\_M 40-44\_F 40-44\_M 45-49\_F 45-49\_M



CPA, Conversion\_Rate and Sum of Spent by interest

interest 2 7 10 15 16 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 36 63 64 65 66 100 101 102 103 ▶



xyz_campaign_id	916					936					1178				
Age_Gender	CPA	Total_Spent	Conversion_Rate	CTR	ROI	CPA	Total_Spent	Conversion_Rate	CTR	ROI	CPA	Total_Spent	Conversion_Rate	CTR	ROI
30-34_F	12.00	47.99	11.11	0.02	7.34	6.51	253.93	20.97	0.02	14.36	48.09	7,309.56	3.12	0.02	1.08
30-34_M	3.91	27.34	33.33	0.02	24.60	2.81	137.51	49.00	0.02	34.63	30.77	7,476.07	5.70	0.01	2.25
35-39_F	5.62	5.62	25.00	0.04	16.79	14.45	317.79	9.65	0.03	5.92	79.69	5,737.94	1.83	0.02	0.25
35-39_M	3.60	18.02	38.46	0.02	26.75	5.47	65.64	25.53	0.02	17.28	52.29	4,967.42	3.31	0.01	0.91
40-44_F	1.13	1.13	100.00	0.03	87.50	31.31	375.71	4.67	0.03	2.19	87.75	7,019.74	1.63	0.02	0.14
40-44_M	5.23	15.68	23.08	0.02	18.13	5.75	74.69	24.07	0.02	16.41	67.26	4,102.78	2.45	0.02	0.49
45-49_F	7.56	15.11	18.18	0.04	12.24	62.30	1,432.93	2.39	0.03	0.61	137.76	11,985.17	1.03	0.02	-0.27
45-49_M	18.82	18.82	7.14	0.03	4.31	18.09	235.17	8.67	0.02	4.53	86.14	7,063.47	1.93	0.02	0.16
<b>Total</b>	<b>6.24</b>	<b>149.71</b>	<b>21.24</b>	<b>0.02</b>	<b>15.03</b>	<b>15.81</b>	<b>2,893.37</b>	<b>9.22</b>	<b>0.02</b>	<b>5.32</b>	<b>63.83</b>	<b>55,662.15</b>	<b>2.42</b>	<b>0.02</b>	<b>0.57</b>



interest	916	936	1178	Total
16	72.62	1,185.78	6,826.51	<b>8,084.91</b>
27	4.30	308.41	4,863.46	<b>5,176.17</b>
10	5.73	335.71	4,744.94	<b>5,086.38</b>
29	12.41	265.30	4,767.48	<b>5,045.19</b>
28	5.70	63.08	3,137.07	<b>3,205.85</b>
15	14.33	68.63	2,514.30	<b>2,597.26</b>
63	9.38	78.32	2,396.36	<b>2,484.06</b>
18	0.00	50.03	2,375.04	<b>2,425.07</b>
32	1.61	10.03	1,958.89	<b>1,970.53</b>
20	11.88	38.66	1,910.23	<b>1,960.77</b>
19	0.00	19.15	1,921.21	<b>1,940.36</b>
25	1.22	9.21	1,593.43	<b>1,603.86</b>
26		218.49	1,373.28	<b>1,591.77</b>
64		70.35	1,415.78	<b>1,486.13</b>
22		51.82	988.04	<b>1,039.86</b>
107			923.18	<b>923.18</b>
21	1.53	28.06	794.62	<b>824.21</b>
109			815.82	<b>815.82</b>
101			757.69	<b>757.69</b>
24	1.47	10.33	658.26	<b>670.06</b>
7	0.00	14.52	634.41	<b>648.93</b>
105			647.80	<b>647.80</b>
30	0.57	10.99	605.07	<b>616.63</b>
23		2.57	593.08	<b>595.65</b>
108			586.20	<b>586.20</b>
100			574.31	<b>574.31</b>
65	6.96	37.69	497.36	<b>542.01</b>
110			521.35	<b>521.35</b>
2		4.77	498.68	<b>503.45</b>
112			483.80	<b>483.80</b>
106			462.15	<b>462.15</b>
<b>Total</b>	<b>149.71</b>	<b>2,893.37</b>	<b>55,662.15</b>	<b>58,705.23</b>

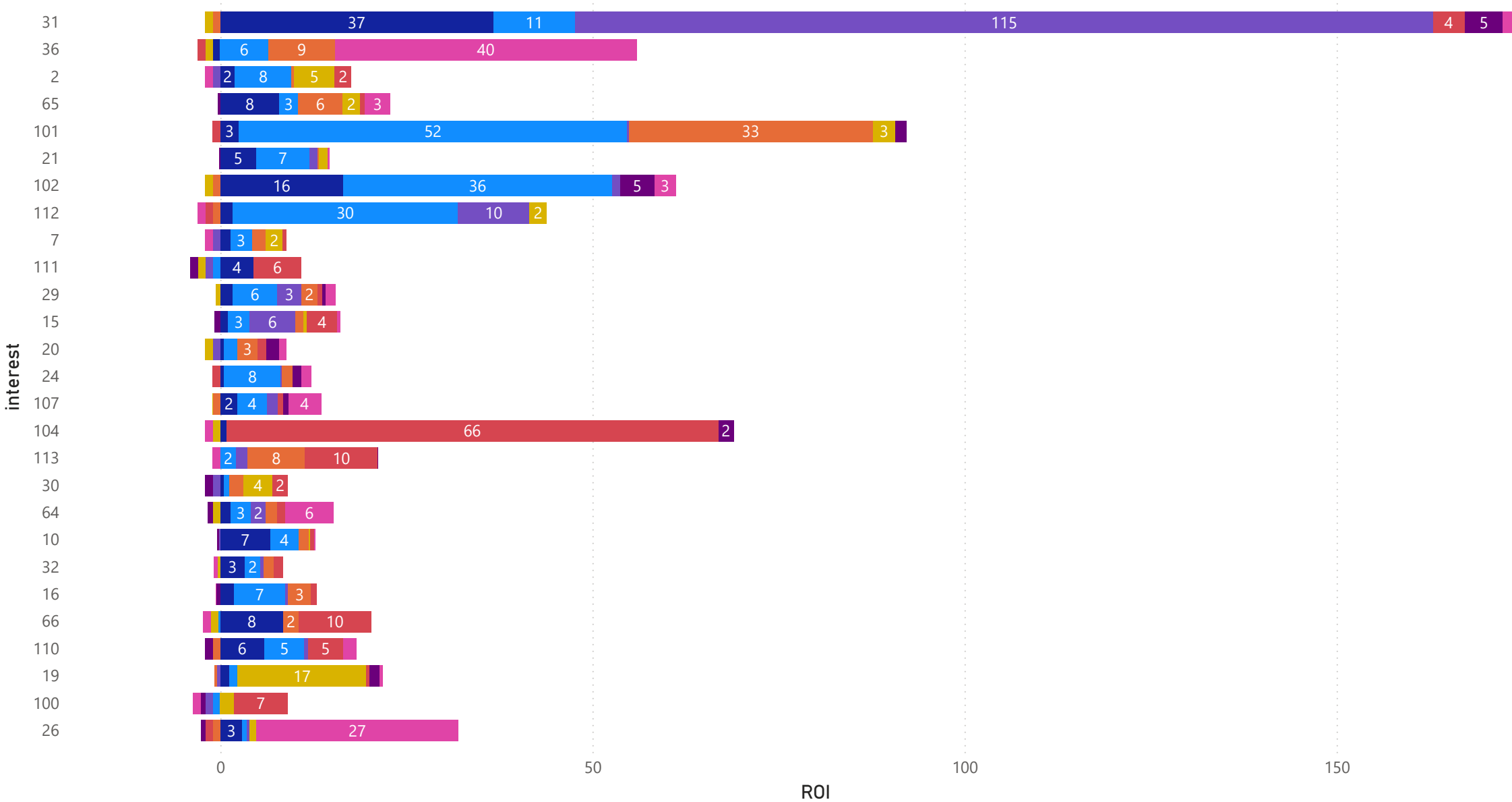
interest	916	936	1178	Total
16	57	796	4291	<b>5144</b>
27	3	186	3220	<b>3409</b>
10	4	236	3077	<b>3317</b>
29	9	197	3109	<b>3315</b>
28	5	43	1977	<b>2025</b>
63	7	53	1615	<b>1675</b>
15	10	45	1554	<b>1609</b>
18	0	36	1488	<b>1524</b>
20	8	30	1196	<b>1234</b>
19	0	14	1174	<b>1188</b>
32	1	8	1129	<b>1138</b>
26		156	957	<b>1113</b>
25	1	8	1057	<b>1066</b>
64		49	940	<b>989</b>
22		43	674	<b>717</b>
107			639	<b>639</b>
109			572	<b>572</b>
101			524	<b>524</b>
21	1	18	493	<b>512</b>
105			453	<b>453</b>
24	1	8	410	<b>419</b>
7	0	10	400	<b>410</b>
108			402	<b>402</b>
100			395	<b>395</b>
30	1	8	380	<b>389</b>
23		3	372	<b>375</b>
65	5	24	343	<b>372</b>
110			365	<b>365</b>
112			339	<b>339</b>
103			333	<b>333</b>
106			333	<b>333</b>
<b>Total</b>	<b>113</b>	<b>1984</b>	<b>36068</b>	<b>38165</b>

interest	916	936	1178	Total
16	8	32	101	<b>141</b>
29	3	19	110	<b>132</b>
10	2	21	68	<b>91</b>
15	4	9	50	<b>63</b>
27	1	10	43	<b>54</b>
20	1	7	39	<b>47</b>
28	2	8	32	<b>42</b>
32	1	6	28	<b>35</b>
63	0	6	28	<b>34</b>
18	0	7	26	<b>33</b>
19	0	3	30	<b>33</b>
21	1	5	21	<b>27</b>
64		9	18	<b>27</b>
101			25	<b>25</b>
26		8	15	<b>23</b>
107			20	<b>20</b>
2		4	15	<b>19</b>
7	0	3	16	<b>19</b>
25	0	2	17	<b>19</b>
65	0	5	14	<b>19</b>
31	1	5	10	<b>16</b>
24	0	4	11	<b>15</b>
112			15	<b>15</b>
22		3	9	<b>12</b>
30	0	3	9	<b>12</b>
36		2	8	<b>10</b>
111			10	<b>10</b>
100			9	<b>9</b>
110			9	<b>9</b>
104			8	<b>8</b>
106			8	<b>8</b>
<b>Total</b>	<b>24</b>	<b>183</b>	<b>872</b>	<b>1079</b>

xyz_campaign_id	916		936		1178		Total	
interest	Conversion_Rate	CTR	Conversion_Rate	CTR	Conversion_Rate	CTR	Conversion_Rate	CTR
31	0.00	0.00	83.33	0.02	5.29	0.02	8.21	0.02
36			100.00	0.02	6.35	0.01	7.81	0.01
2			80.00	0.04	4.90	0.02	6.11	0.02
21	100.00	0.05	27.78	0.03	4.26	0.02	5.27	0.02
65	0.00	0.04	20.83	0.03	4.08	0.02	5.11	0.02
101					4.77	0.02	4.77	0.02
102					4.67	0.01	4.67	0.01
7	0.00	0.00	30.00	0.03	4.00	0.02	4.63	0.02
112					4.42	0.01	4.42	0.01
29	33.33	0.03	9.64	0.03	3.54	0.02	3.98	0.02
15	40.00	0.02	20.00	0.02	3.22	0.01	3.92	0.01
111					3.85	0.02	3.85	0.02
20	12.50	0.04	23.33	0.03	3.26	0.02	3.81	0.02
24	0.00	0.04	50.00	0.04	2.68	0.02	3.58	0.02
107					3.13	0.01	3.13	0.01
30	0.00	0.04	37.50	0.04	2.37	0.02	3.08	0.02
32	100.00	0.03	75.00	0.03	2.48	0.02	3.08	0.02
104					3.02	0.02	3.02	0.02
113					3.00	0.01	3.00	0.01
66					2.90	0.02	2.90	0.02
19	0.00	0.00	21.43	0.03	2.56	0.02	2.78	0.02
10	50.00	0.03	8.90	0.03	2.21	0.02	2.74	0.02
16	14.04	0.02	4.02	0.02	2.35	0.02	2.74	0.02
64			18.37	0.03	1.91	0.02	2.73	0.02
110					2.47	0.01	2.47	0.01
100					2.28	0.02	2.28	0.02
18	0.00	0.00	19.44	0.02	1.75	0.02	2.17	0.02
114					2.09	0.02	2.09	0.02
28	40.00	0.03	18.60	0.03	1.62	0.02	2.07	0.02
26			5.13	0.03	1.57	0.02	2.07	0.02
63	0.00	0.04	11.32	0.03	1.73	0.02	2.03	0.02
Total	21.24	0.02	9.22	0.02	2.42	0.02	2.83	0.02

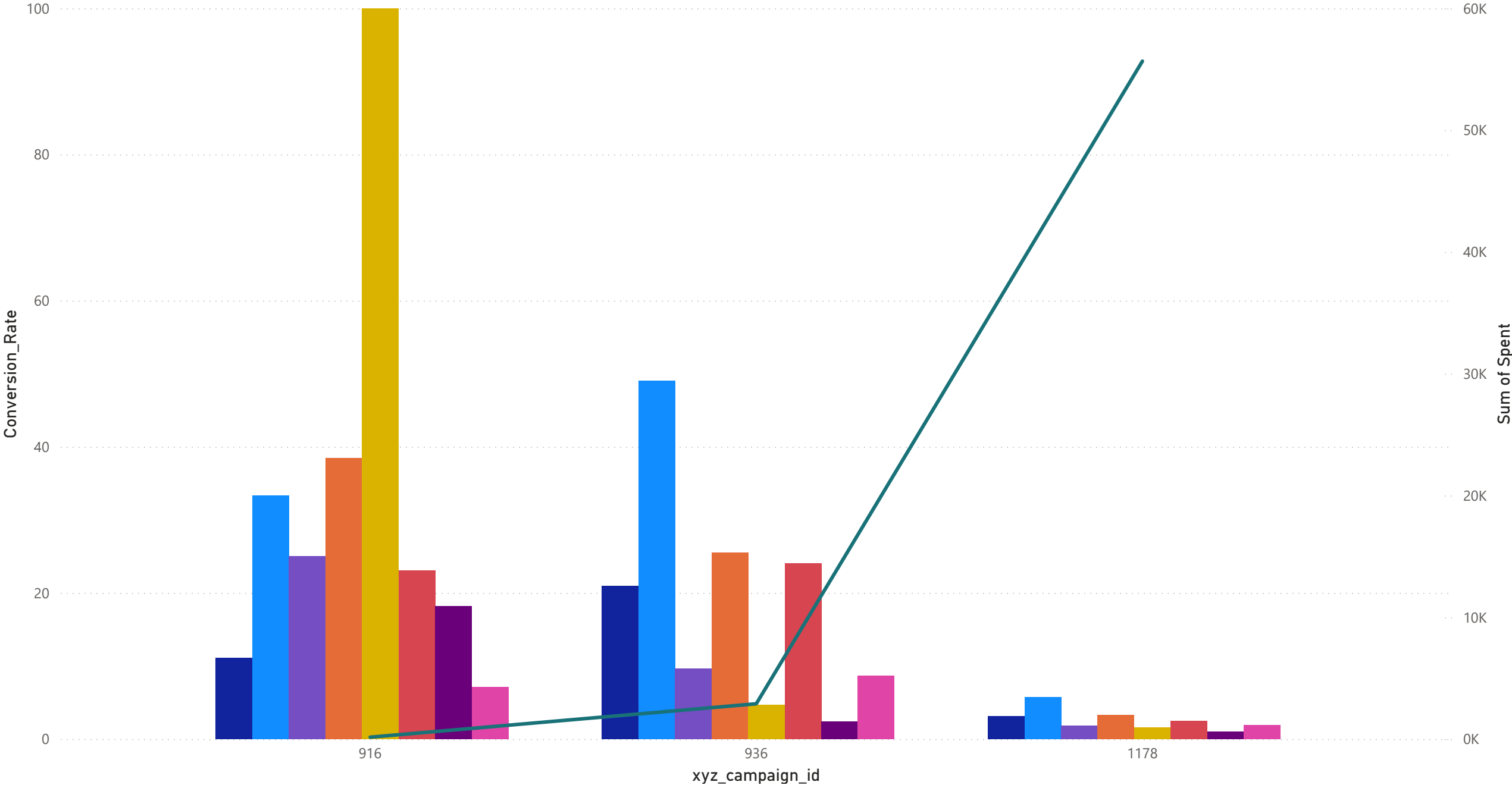
ROI by interest and Age\_Gender

Age\_Gender 30-34\_F 30-34\_M 35-39\_F 35-39\_M 40-44\_F 40-44\_M 45-49\_F 45-49\_M



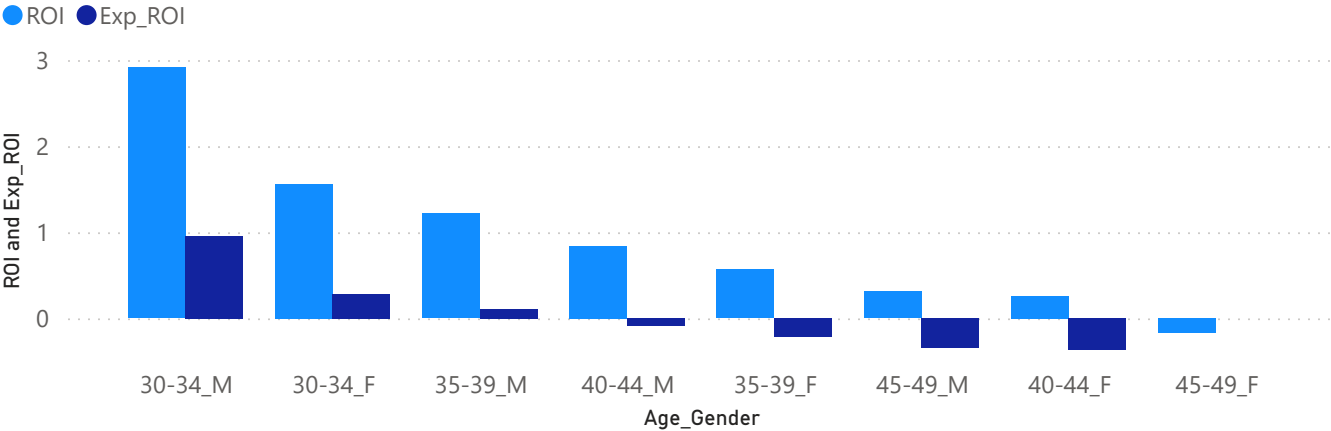
Conversion\_Rate and Sum of Spent by xyz\_campaign\_id and Age\_Gender

Age\_Gender 30-34\_F 30-34\_M 35-39\_F 35-39\_M 40-44\_F 40-44\_M 45-49\_F 45-49\_M Sum of Spent



Age_Gender	ROI	Exp_ROI	Sum of Spent	Recommended_Budget	CPA	Exp_CPA
30-34_M	2.91	0.96	7,640.92	15,281.84	25.55	51.11
30-34_F	1.56	0.28	7,611.48	15,222.96	39.03	78.07
35-39_M	1.22	0.11	5,051.08	10,102.16	45.10	90.20
40-44_M	0.84	-0.08	4,193.15	8,386.30	54.46	108.91
35-39_F	0.57	-0.22	6,061.35	12,122.70	63.80	127.61
45-49_M	0.31	-0.34	7,317.46	14,634.92	76.22	152.45
40-44_F	0.26	-0.37	7,396.58	14,793.16	79.53	159.07
45-49_F	-0.17	0.00	13,433.21	0.00	119.94	0.00
Total	0.84	15.81	58,705.23	6,417.84	54.41	5.95

ROI and Exp\_ROI by Age\_Gender



# Ad Performance Optimization Dashboard

Interest

Age with Gender

XYZ Campaign ID

Total Spent

58,705.23

Approved Conversion

1079

CTR

0.02

Conversion Rate

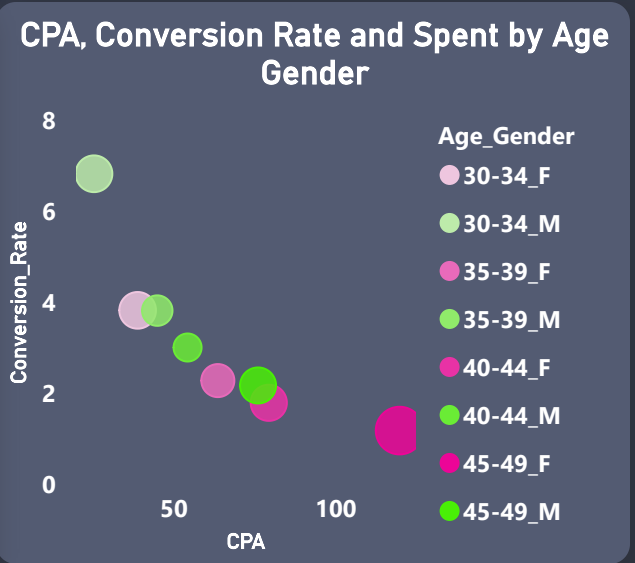
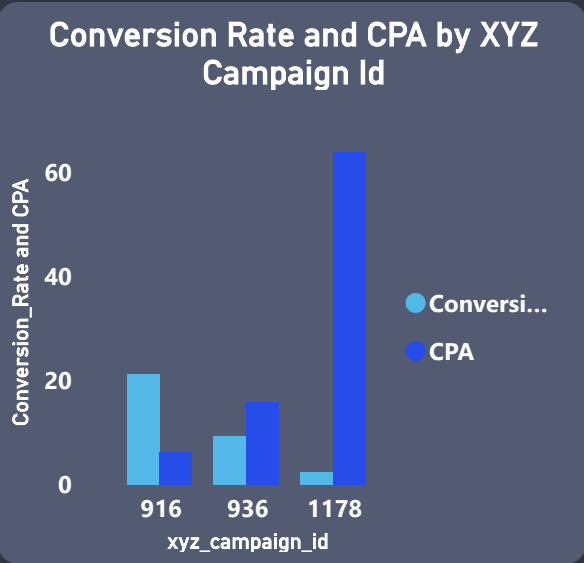
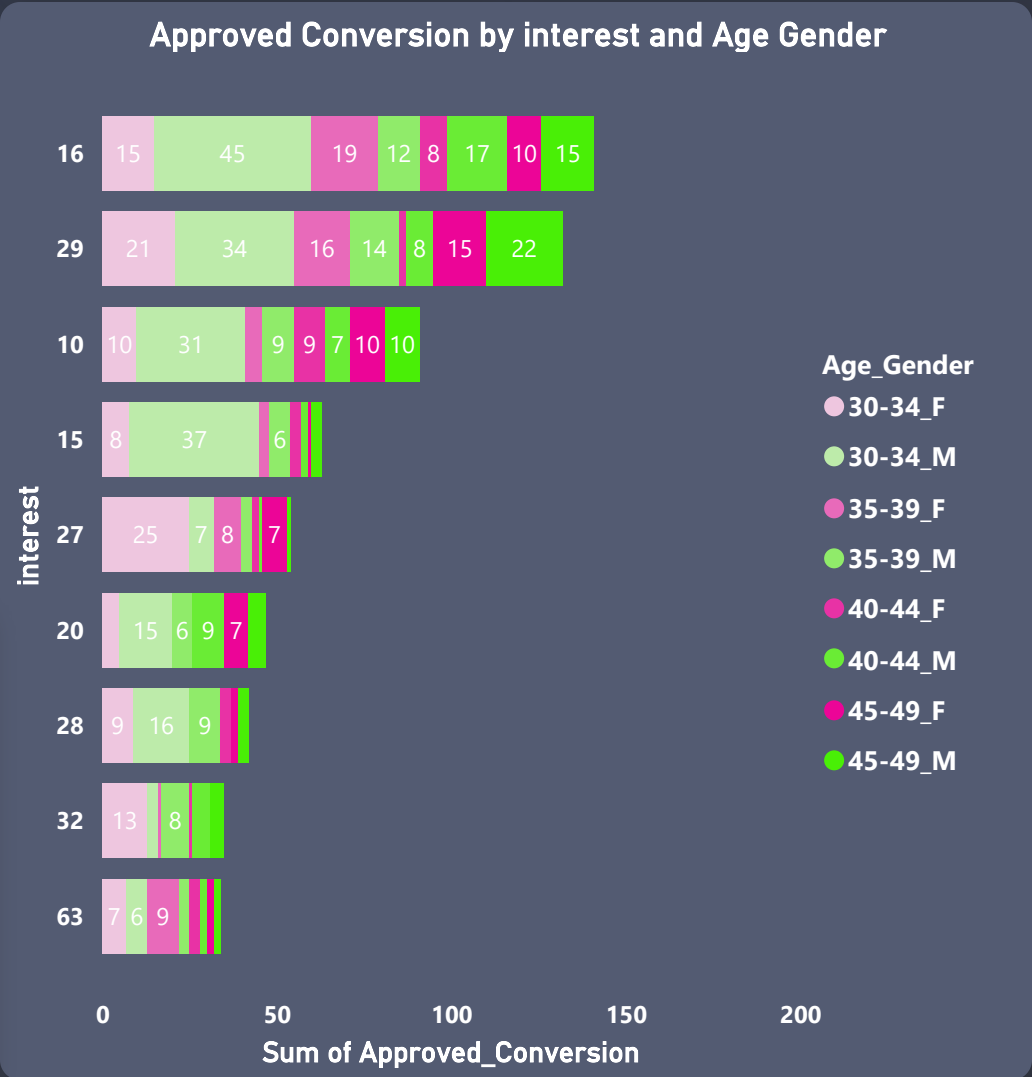
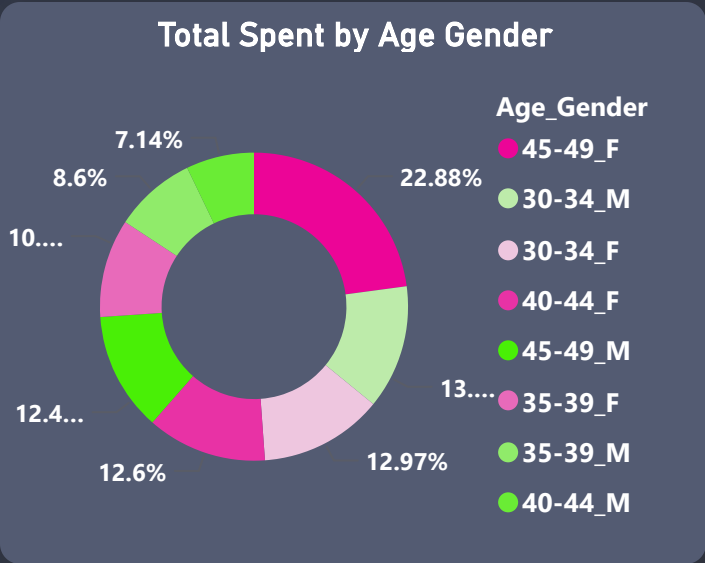
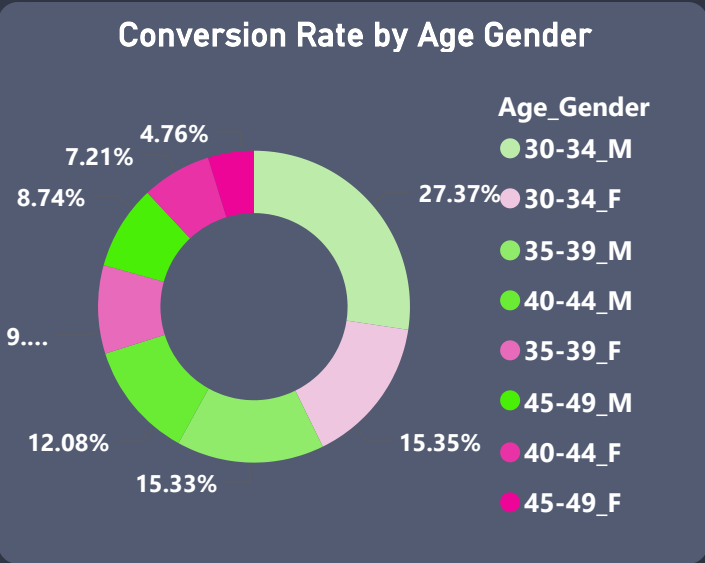
2.83

CPA

54.41

ROI

0.84



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	6.82	2.91	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	-0.08	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	13,433.21	0.00	1.19	-0.17	0.00	119.94	0.00
Total	0.02	58,705.23	6,417.84	2.83	0.84	15.81	54.41	5.95

