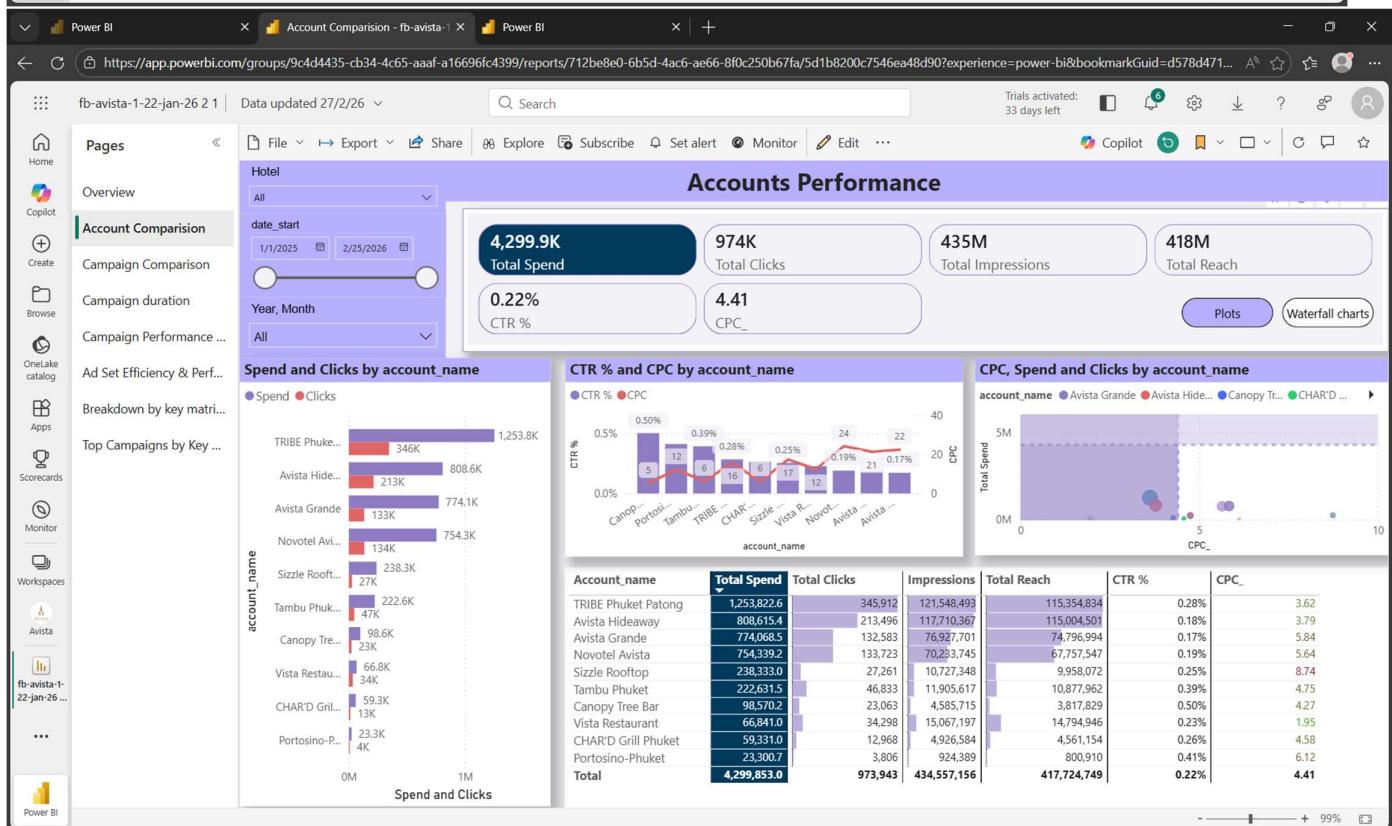
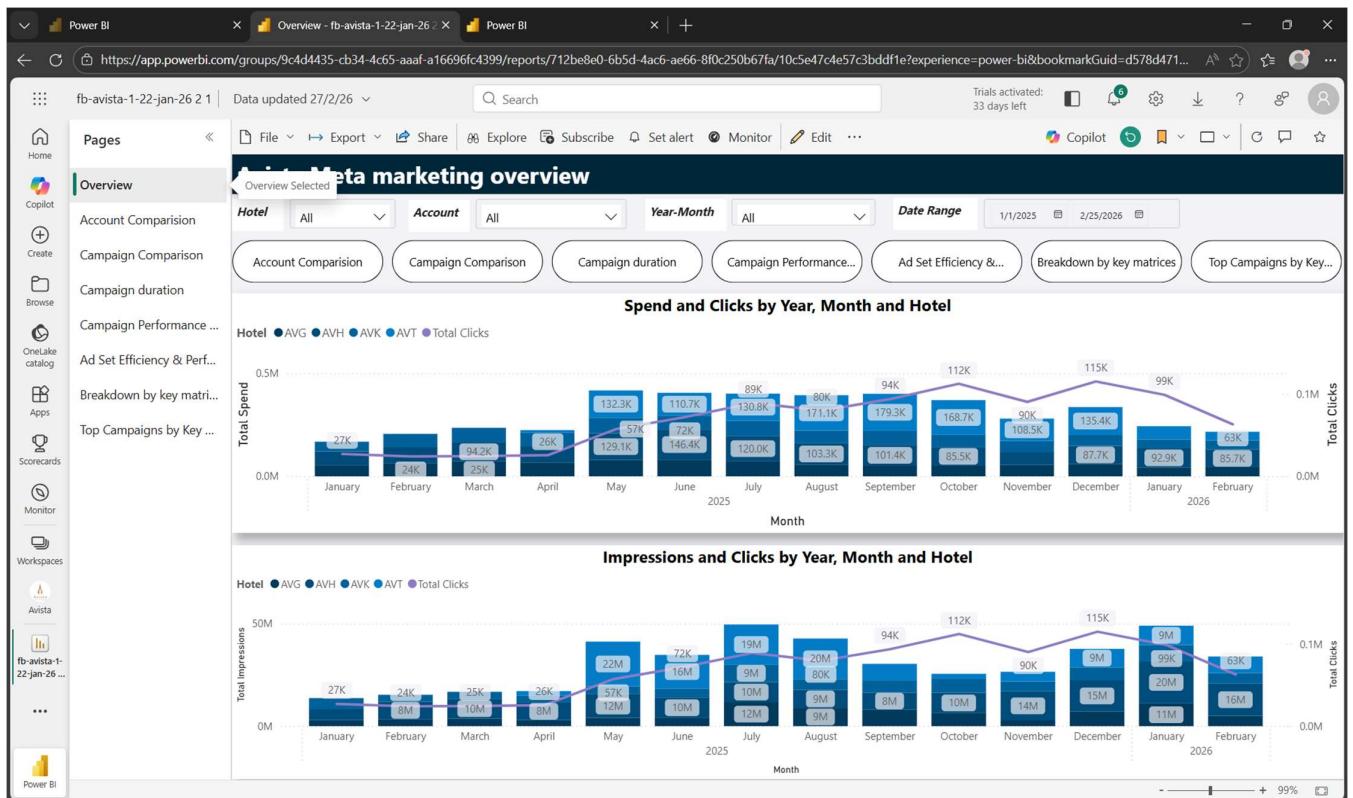


## Meta marketing



**Pages**

- Overview
- Account Comparison**
- Campaign Comparison
- Campaign duration
- Campaign Performance ...
- Ad Set Efficiency & Perf...
- Breakdown by key matri...
- Top Campaigns by Key ...

**Hotel**

**date\_start**: 1/1/2025 - 2/25/2026

**Year, Month**: All

## Accounts Performance

**4,299.9K** Total Spend

**974K** Total Clicks

**435M** Total Impressions

**418M** Total Reach

**0.22%** CTR %

**4.41** CPC

**Plots** **Waterfall charts**

**Spend by account\_name**

Account Name	Spend
Avista Grande	774K
Avista Hideaw	809K
Canopy Tree Bar	99K
CHAR' Grill Phuket	59K
Novotel Avista	754K
Portosi	23K
Sizzle Roofto	238K
Tambu Phuket	223K
TRIBE Phuket Patong	1M
Vista Restaur	67K
<b>Total Spend</b>	<b>4M</b>

**Clicks by account\_name**

Account Name	Clicks
Avista Grande	133K
Avista Hideaw	213K
Canopy Tree Bar	23K
CHAR'D Grill Phuket	13K
Novotel Avista	134K
Portosi	4K
Sizzle Rooftop	27K
Tambu Phuket	47K
TRIBE Phuket Patong	346K
Vista Restaur	34K
<b>Total Clicks</b>	<b>974K</b>

**Impressions by account\_name**

Account Name	Impressions
Avista Grande	77M
Avista Hideaw	118M
Canopy Tree Bar	5M
CHAR' Grill Phuket	5M
Novotel Avista	70M
Portosi	924K
Sizzle Roofto	11M
Tambu Phuket	12M
TRIBE Phuket Patong	122M
Vista Restaur	15M
<b>Total Impressions</b>	<b>435M</b>

**Reach by account\_name**

Account Name	Reach
TRIBE Phuket Patong	115M
Avista Hideaw	115M
Avista Grande	75M
Novotel Avista	68M
Vista Restaur	15M
Tambu Phuket	11M
Sizzle Roofto	10M
CHAR'D Grill Phuket	5M
Canopy Tree Bar	4M
Portosi	801K
<b>Total Reach</b>	<b>418M</b>

The screenshot shows a Power BI report interface. The left sidebar contains navigation links like Home, Copilot, Create, Browse, OneLake catalog, Apps, Scorecards, Monitor, Workspaces, and a specific item 'fb-avista-1-22-jan-26 ...'. The main area has a title 'Breakdown Analyze' with a dropdown menu 'Breakdown by key matrics Selected' showing options: Clicks (selected), Reach, CPC, and CTR. Below this is a date range selector 'date\_start' from '1/1/2025' to '2/21/2026'. To the right is a treemap visualization with four main categories: account\_name (TRIBE Phuket Patong), campaign\_name (AVT-260525-Opening...), adset\_name (AVT-260525-Opening...), and ad\_name (AVT-260525-Opening...). Each category is represented by a purple bar with its numerical value at the end. The 'Clicks' metric is highlighted in blue.

