

# Facebook Ads Campaign Performance Dashboard

Select date range

Impressions  
**213,434,828**

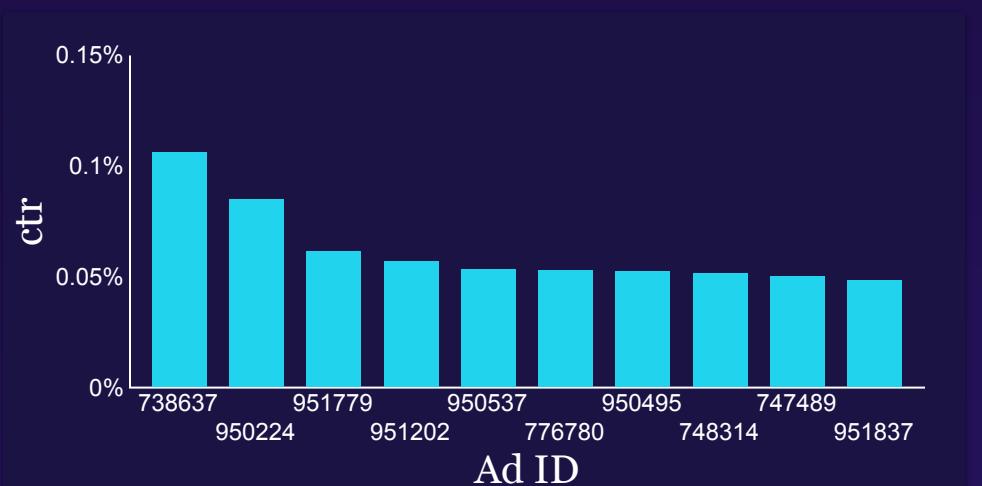
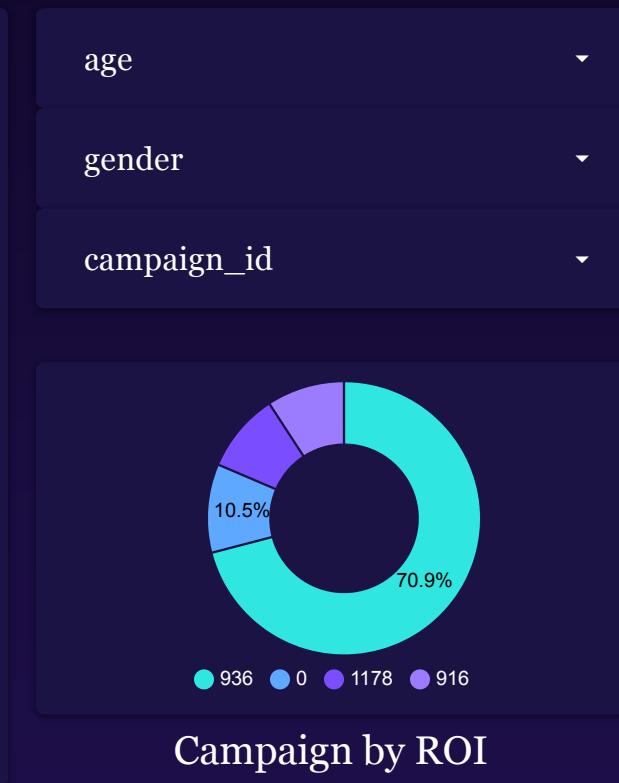
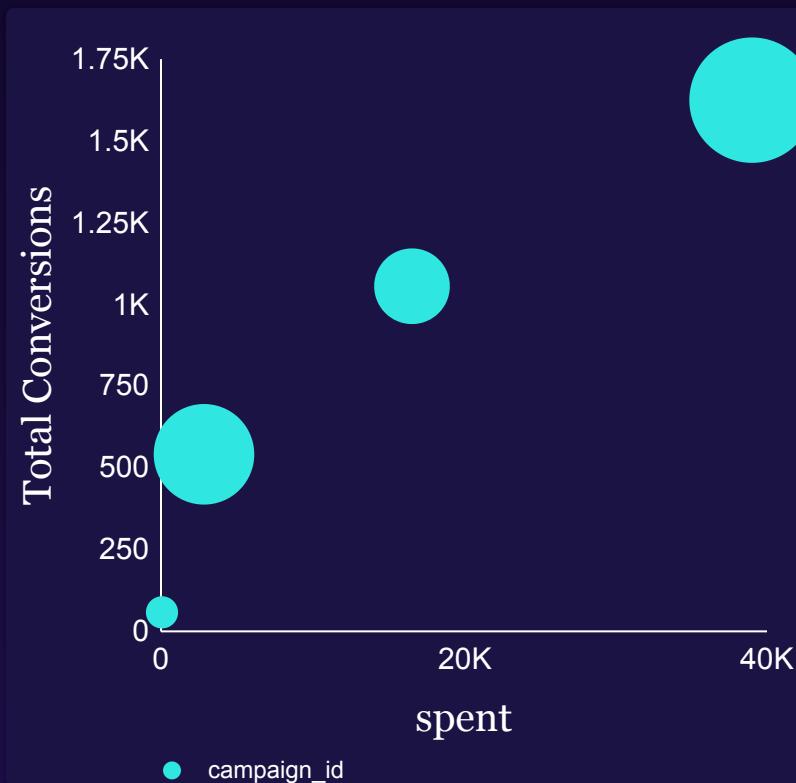
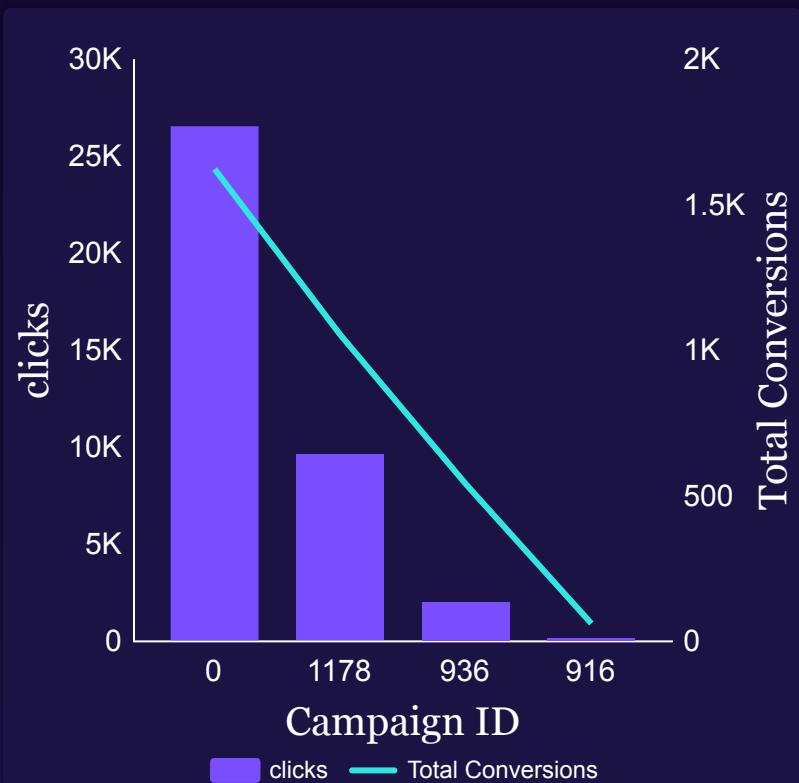
Clicks  
**38,165**

Spent  
**58,705.23**

CTR %  
**18.77%**

Total Conversions  
**32**

ROI  
**7,019.46**



Top 10 Ads

## Actionable Recommendations

- Campaigns with high spend but low ROI should be optimized to reduce the budget wastage.
- Ads targeting the (25–34) age group show higher CTR and should be prioritized in campaigns.
- Campaigns delivering strong ROI with moderate spend should be expanded gradually for improved returns.