

# Facebook Ads Campaign Performance Dashboard

Select date range

Impressions

213,434,828

Clicks

38,165

Spent

58,705.23

CTR %

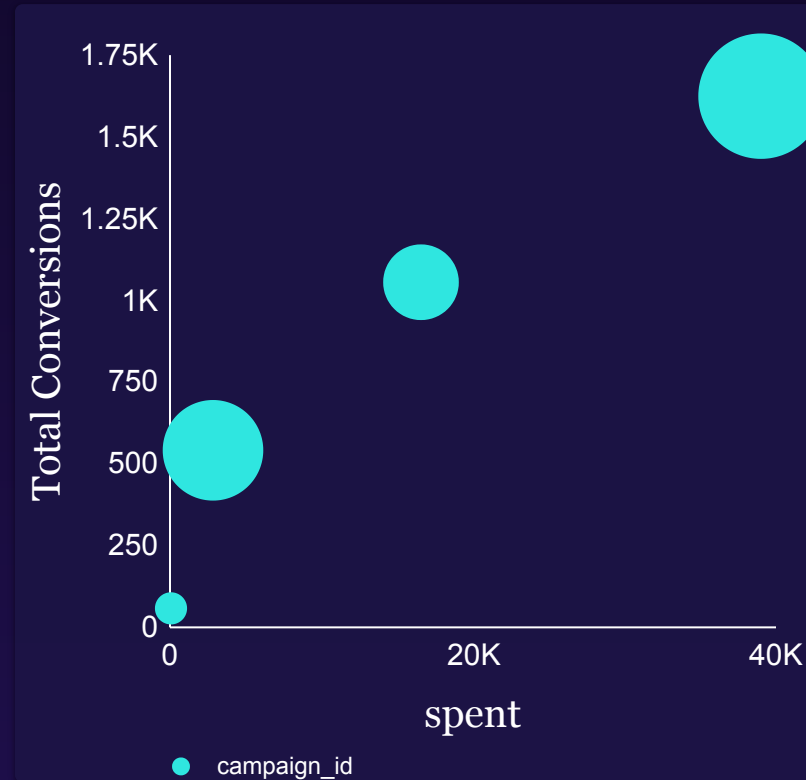
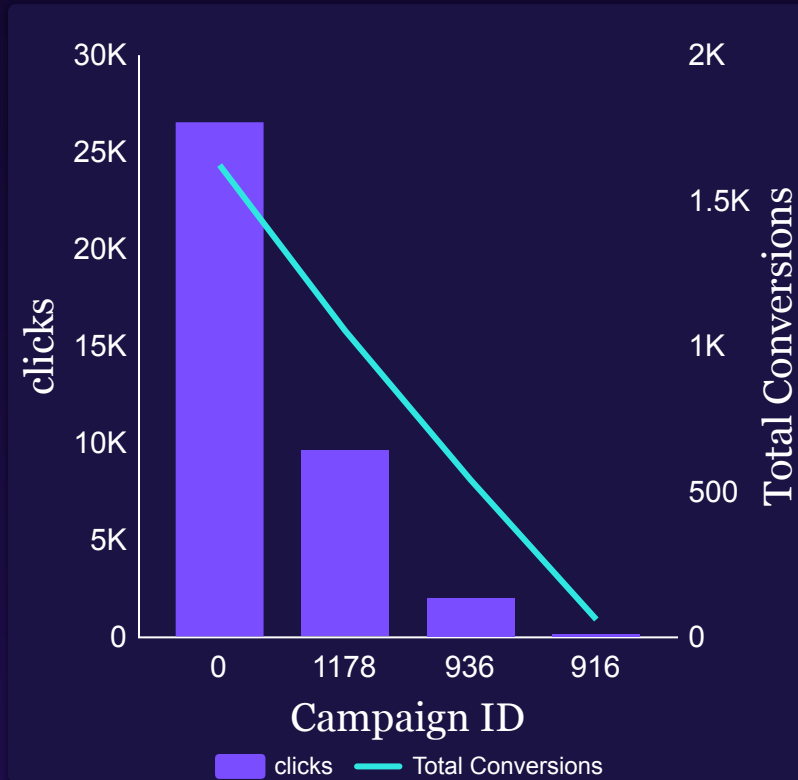
18.77%

Total Conversions

32

ROI

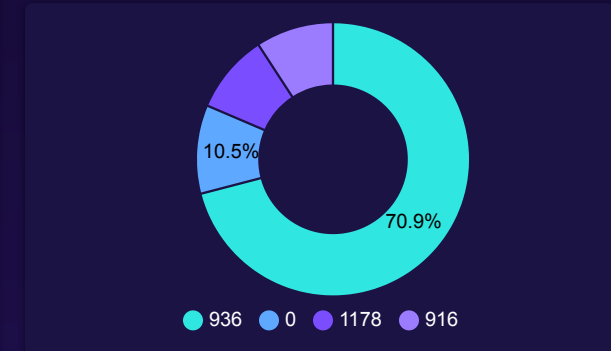
7,019.46



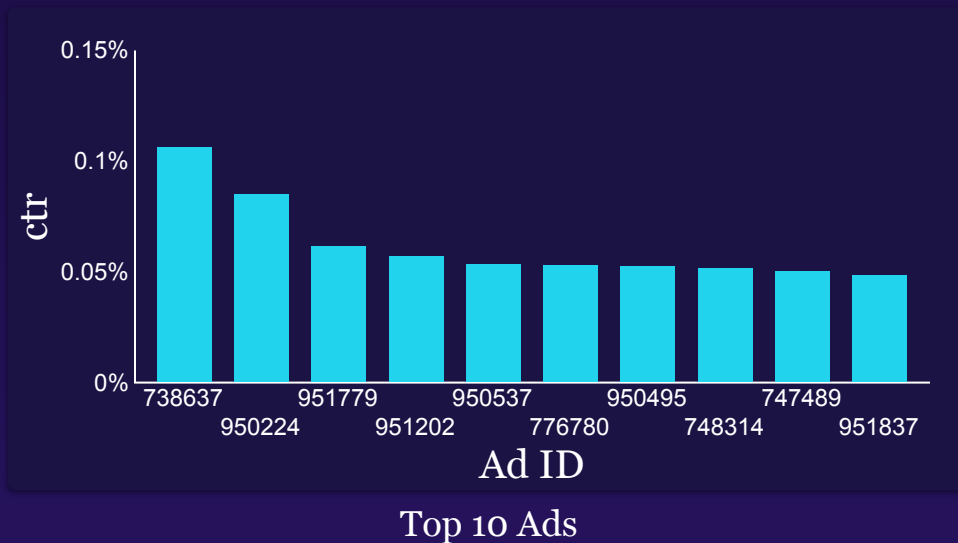
age

gender

campaign\_id



Campaign by ROI



## 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.