**Meta Ad Performance Analysis**

**Dashboard Insights**

# KPI Metrics

* **Impressions: 216K**: Total times the ads were shown. Good reach.
* **Clicks: 25.4K**: Number of people who clicked on the ads.
* **Shares: 1.3K**, **Comments: 2.6K**: Indicators of organic engagement (beyond paid reach).
* **Purchases (Conversions): 1.3K**: Real customer acquisitions from ads.
* **Engagements: 29K**: Sum of clicks, likes, shares, comments.
* **CTR (Click-Through Rate): 11.76%**: Strong performance (above industry average

~1-2%). Ads are very attractive.

* **Engagement Rate: 13.56%**: Very healthy; content resonates with the audience.
* **Conversion Rate: 5.21%**: Out of all clicks, 5.21% converted into purchases. Good but could improve with landing page optimization.
* **Purchase Rate: 0.61%**: Out of impressions, only 0.61% resulted in purchases. Low conversion funnel efficiency (room to optimize).
* **Total Budget: 2.5M**: Total ad spends.
* **Avg Budget per Campaign: 50.7K**: Suggests multiple campaigns were run. **Insight:** Ads are performing strongly in visibility and engagement, but actual **purchase efficiency is weak**: need to optimize targeting/landing pages.
* **High CTR (11.76%) and Engagement Rate (13.56%)** → clearly indicate that the **ad creatives, messaging, and targeting at the top of the funnel are very effective**. People are interested enough to click, like, share, or comment.

# Low Purchase Rate (0.61%) and only 1.3K conversions out of 216K impressions

→ shows a **sharp drop-off in the lower funnel**. This is a classic case of "awareness and interest" being strong but "action (purchase)" being weak.

# Engagement Breakdown

* **By Gender (Donut Chart)**
  + Female: 13K (43%)
  + Male: 6K (22%)
  + Other/Not Specified: 10K (35%)

Females engage more than males; campaigns could be tailored toward female audiences.

# By Target Age (Bar Chart)

* + Peak engagement: 20–30 age group (especially early 20s).
  + Drops significantly after 35+. Primary audience = Young adults.

**Insight:** Target ads towards **females aged 18–30** for better ROI.

# Geographic Distribution

* **Top Engaged Countries**
  + US, India, Brazil, Germany, UK are major contributors..

**Insight:** Focus campaigns in **India & US** (high potential, high engagement), and **premium campaigns in Germany/UK** (better conversion potential due to higher purchasing power).

# Time-Based Trends

* **Weekly Engagement Trend (Stacked Bar)**
  + Fairly consistent across weeks, with no sharp drop.
  + Steady engagement shows ads maintain attention.

# Hourly Engagement Trend (Line Chart)

* + Peaks around late afternoon & evening (~15–20 hours).
  + Lowest engagement early morning (~0–5 hours).

**Insight:** Schedule ad delivery during **afternoons & evenings** for maximum impact.

# Calendar View

* Engagements are mapped to days in June.
* Certain dates (like 19th–21st, 25th–27th) show higher highlights.

Campaign activity peaks on specific days, possibly due to launches/promotions.

**Insight:** Weekly promotions/events significantly drive engagement.

# Analysis by Ad Type (Bottom-Right Table)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Ad Type** | **Impressions** | **Clicks** | **CTR** | **Purchase Rate** | **Conversion Rate** | **Engagement Rate** |
| Carousel | 48K | 6K | 11.7% | 0.59% | 5.1% | 13.4% |
| Image | 51K | 6K | 11.7% | 0.57% | 4.9% | 13.5% |
| Stories | 72K | 8K | 11.8% | 0.65% | 5.2% | 13.6% |
| Video | 46K | 5K | 11.9% | 0.62% | 5.2% | 13.7% |

**Video ads** have the highest **CTR, CR, ER** (best-performing).

**Stories ads** also perform strongly with higher impressions.

**Images/Carousels** have decent performance but slightly lower conversions.

**Insight:** Focus budget more on **Video & Story ads** for better ROI.

# Final Insights & Recommendations

1. **Strong awareness & engagement** (high CTR & ER), but **low purchase funnel efficiency** : need better conversion strategy.
2. **Target audience:** Females, 18–30, especially in India & Brazil.
3. **Best ad formats:** Video > Stories > Carousel/Image.
4. **Timing:** Schedule ads in the **afternoon & evening slots**.
5. **Budget Optimization:** Shift more spend to high-performing geographies and ad formats.
6. **Action:** Improve **landing pages, offers, retargeting campaigns** to lift purchase rate.