

Ads Analytics Within Jwero



1. Ad analytics

Key Benefits of Ad Analytics:

- **Performance Tracking:** Monitor how many people have seen and interacted with your ad.
- **Audience Insights:** Understand your audience demographics and engagement patterns.
- **Budget Optimization:** Ensure your ad spend is being utilized effectively.
- **Conversion Analysis:** Measure the number of users who took the desired action (e.g., clicked, engaged, purchased).
- **Ad Refinement:** Adjust your targeting, creatives, and messaging based on real-time data.

Using ad analytics, you can make data-driven decisions to improve the effectiveness of your campaigns and maximize your return on investment (ROI).



Ad analytics helps you measure and understand the performance of your ads.

It provides key insights such as impressions, reach, clicks, conversions, and total amount spent.

By analyzing these metrics, you can determine how well your ad is performing, identify areas for improvement, and optimize your ad strategy to achieve better results.



2. Click on this icon to see check the analytics of an ad.

A screenshot of the JWERO CHATS dashboard. At the top, there's a header with the JWERO CHATS logo, a search bar, and a help button. Below the header, there's a summary section with metrics: Total chats (7777), Tasks pending (34), Total contacts (9588), and Response rate (23.41%). Underneath this, there's a section titled "Your channels" with icons for WhatsApp, Messenger, Instagram (Connected), Webchat (Connected), Commerce (Connected), and Ads manager (Connected). A callout box with a yellow arrow points to the "Ads manager" icon. The bottom of the screen shows various buttons for "New Task", "New broadcast", "New template", and "Generate QR code".

Good afternoon, Jwero Care 🌟

Let's see what's going on ...

Total chats 7777 Tasks pending 34 Total contacts 9588 Response rate 23.41%

Your channels

WhatsApp Messenger Instagram Connected Webchat Connected Commerce Connected Ads manager Connected

New Task New broadcast New template Generate QR code

ChatsApp business API Integrated number Status Quality rating Daily messaging limit

3. Select the ad you want to analyze to view its performance metrics.

Jwero chats promo ad
ID - 120212859126320710

New Collection promotion ad
ID - 120212705346370710

Chat Video with Bot Testing
ID - 120212621529760710

Jwero ONE Awareness ad
ID - 120210492640320710

WhatsApp ChatBot Experience
ID - 120212572088730710

Instagram post: Tanika Tech is now Meta Business...
ID - 120206345093610710

Impress... : 1.6k
Reach : 691
₹500.33 / ₹503.46 2 days PAUSED

Convers... : 0
Impress... : 1.4k
Reach : 531
₹509.27 / ₹526.33 2 days ACTIVE

Impress... : 228.6k
Reach : 219.4k
₹476.98 / ₹0 0 days PAUSED

Impress... : 625
Reach : 156
₹504.53 / ₹530.69 2 days ACTIVE

Impress... : 5.2k
Reach : 4k
₹833.32 / ₹0 0 days PAUSED

4. Click on "Analytics" which displays all metrics.

Ads / Details

← Chat Video with Bot Testing

Show data for: All time

Duration: 2 days Budget: 300/day Status: ACTIVE Refresh Edit

Impressions 1.4k Conversations 1

Total amount spent ₹ 509.27

Reach over time

Ad performance

Tanika Tech Sponsored 244 followers

Send Message Whatsapp >

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5. Impression represents the total number of times the ad has been displayed on users' screens. In this case, the ad has been shown 1.4k (1,400 times).

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Reach over time chart showing Impressions (1421) and Reach (531).

6. Total Reach indicates the number of unique users who have seen the ad at least once. Here, the ad has reached 531 unique users.

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7. "Clicks" shows how many times users have interacted with the ad by clicking on it. Here, the ad has received 12 clicks.

Duration: 2 days Budget: 300/day Status: ACTIVE Refresh Edit

Impressions 1.4k Total reach 531 Clicks 12 Conversations 1 Total amount spent ₹ 509.27 Reach 531 Impressions 1421 Send Message Whatsapp >

"Clicks" shows how many times users have interacted with the ad by clicking on it. Here, the ad has received 12 clicks.

8. This metric tracks the number of times users have initiated a conversation after interacting with the ad.

Example: 1 recorded conversation.

Duration: 2 days Budget: 300/day Status: ACTIVE Refresh Edit

Impressions 1.4k Total reach 531 Clicks 12 Conversations 1 Total amount spent ₹ 509.27 Reach 531 Impressions 1421 Send Message Whatsapp >

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Example: 1 recorded conversation.

9. The total amount of money spent on running the ad campaign so far. Here, ₹509.27 has been spent.

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Impressions	Total reach	Clicks	Conversations
1.4k	531	12	1

Reach over time

Ad performance

Impressions: 350, 300, 250

Reach: 531, 1421

Send Message Whatsapp >

10. Reach over time

Key Insights from Reach Over Time:

1. Trends & Patterns:

- Identify when your ad received the highest and lowest reach.
- Helps in determining the best times/days to run future campaigns.

2. Audience Engagement:

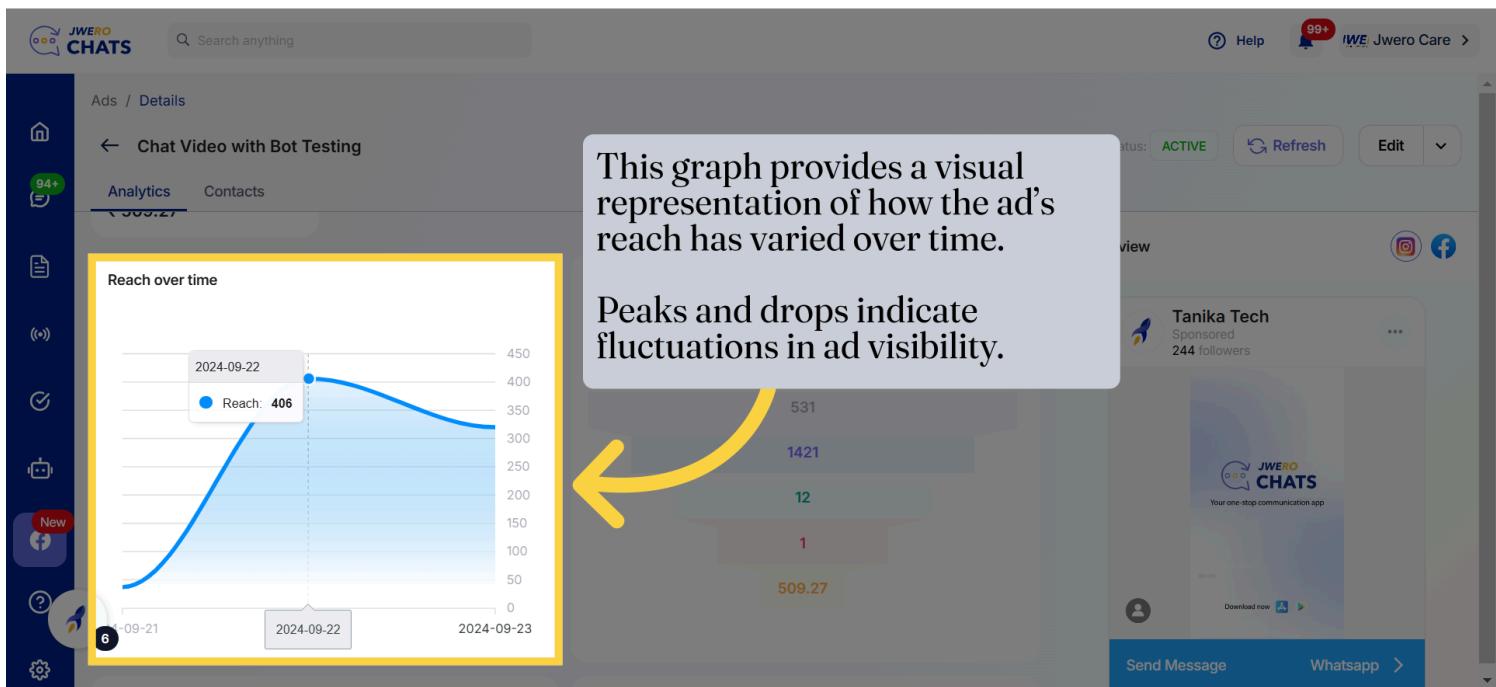
- A steady increase in reach over time suggests growing audience interest.
- A sharp drop may indicate ad fatigue, where users stop engaging with repeated exposure.

3. Effectiveness of Budget Allocation:

- If reach declines despite an active campaign, it may signal the need for budget adjustments.
- Comparing reach trends with daily spend can help optimize ad performance.

4. Optimization Opportunities:

- If reach is low during certain hours or days, adjusting your ad schedule or targeting strategy can improve visibility.
- Testing different creatives or ad placements can also help boost reach.



11. Ad performance

Breakdown of Each Metric:

1. Reach (531)

- The number of unique users who saw your ad.
- Indicates how well your ad was distributed to the targeted audience.

2. Impressions (1421)

- The total number of times your ad was displayed.
- A single user can see the ad multiple times, increasing the impression count.

3. Clicks (12)

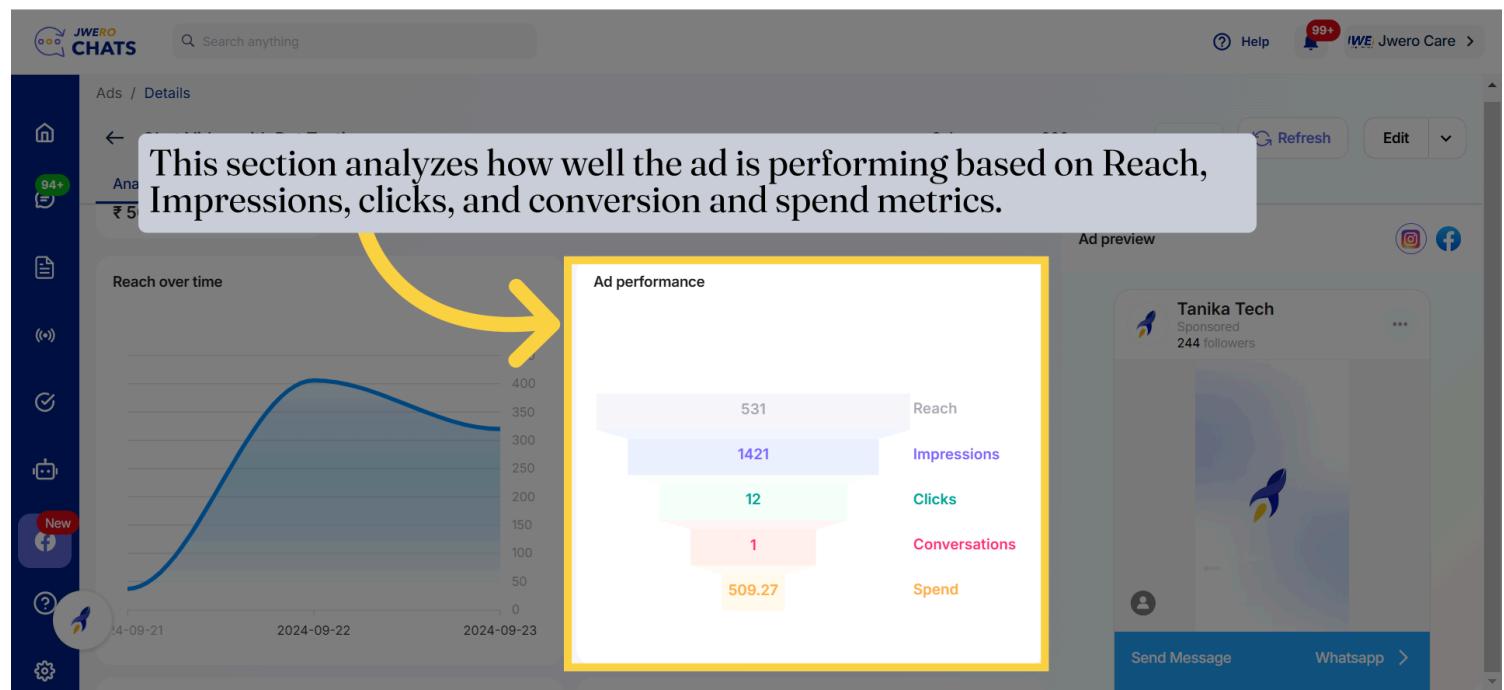
- The number of users who clicked on your ad.
- Reflects how engaging your ad is in driving users to take action.

4. Conversations (1)

- The number of users who started a chat or interaction with your business.
- Indicates how many users were genuinely interested in engaging further.

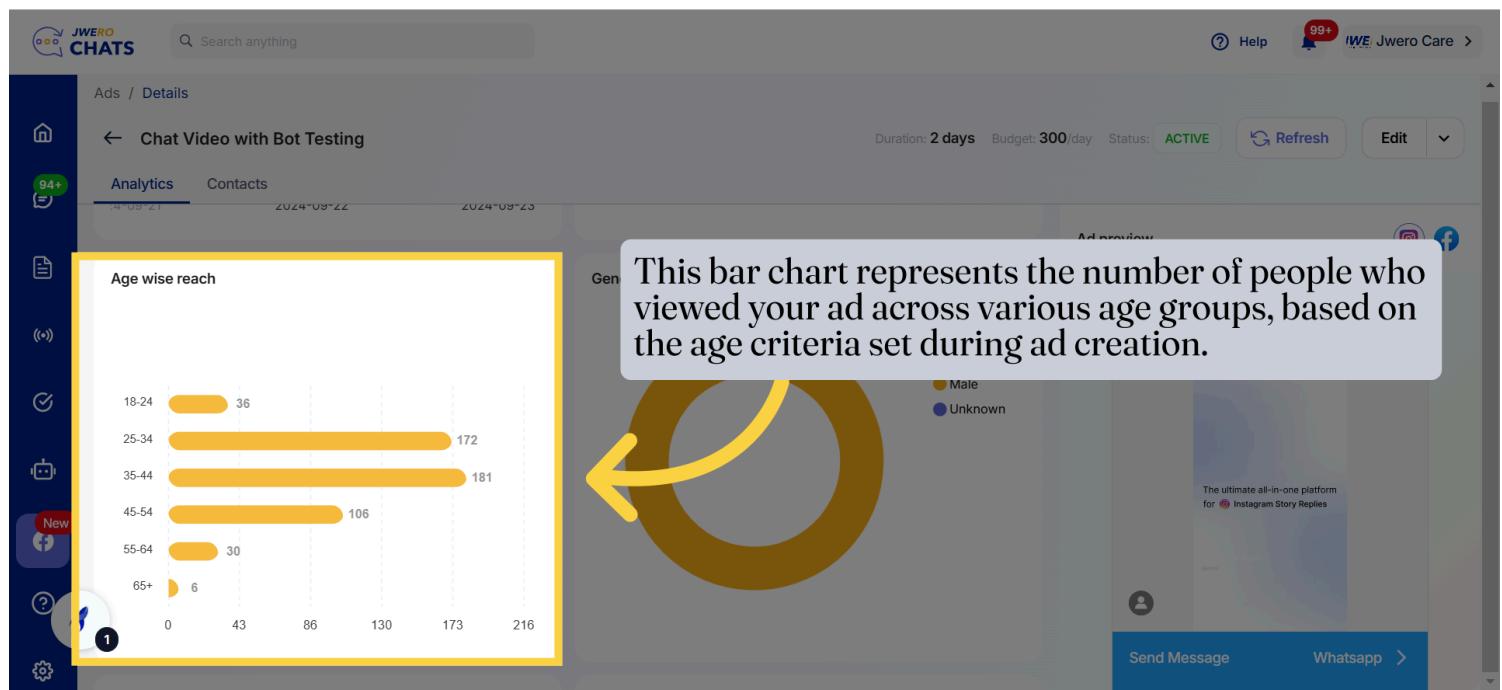
5. Spend (₹509.27)

- The total amount spent on the ad campaign.
- Helps in evaluating cost-effectiveness and return on investment (ROI).



12. Age wise reach

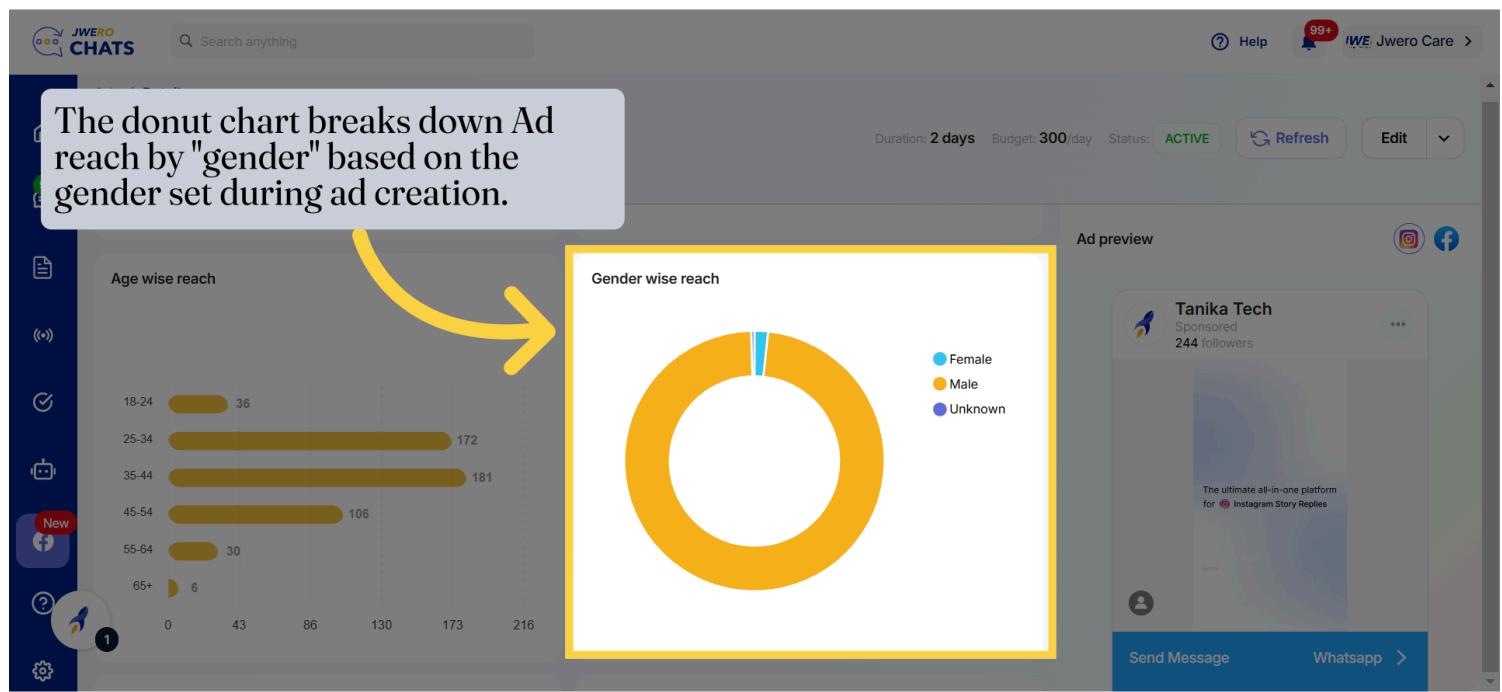
This data helps identify which age groups are most interested in your ad so you can refine targeting for future campaigns.



13. Gender wise reach

- Male (Yellow):** The majority of the audience is male.
- Female (Blue):** Very small segment of the audience.
- Unknown (Purple):** A minor percentage of the audience falls under an unknown category (possibly due to limited profile data).

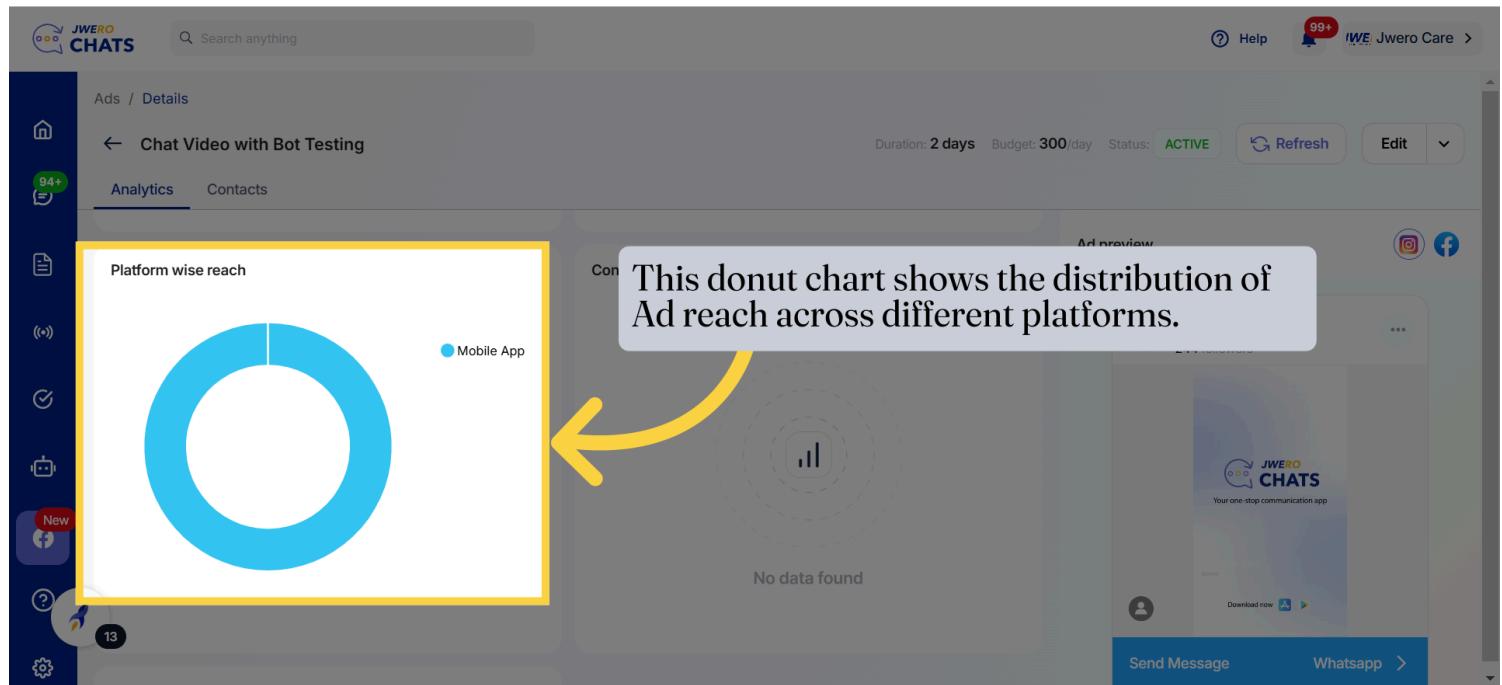
This analysis helps in adjusting ad targeting and messaging based on which gender is engaging more with your ad.



14. Platform wise reach

The entire reach is from **Mobile App** (represented in blue), meaning all users who viewed or interacted with the ad did so via mobile devices rather than desktop or other platforms.

This insight can help in optimizing ads for mobile users by ensuring mobile-friendly creatives and messages.



15. The Conversations section indicates how many users engaged with the chatbot or initiated a conversation after clicking on the ad.

Navigate to the next step

The screenshot shows the JWERO CHATS platform interface. At the top, there's a search bar and a help icon. Below the search bar, a message box says "The Conversations section indicates how many users engaged with the chatbot or initiated a conversation after clicking on the ad." To the right of this message, there are filters for "Duration: 2 days", "Budget: 300/day", and "Status: ACTIVE". There are also "Refresh" and "Edit" buttons. On the left, there's a sidebar with various icons and a notification count of 13. The main area has a donut chart titled "Platform wise reach" with a "Mobile" segment highlighted by a yellow arrow. To the right of the chart is a section titled "Conversations" which displays a circular icon and the text "No data found". On the far right, there's an "Ad preview" showing a mobile phone screen with an app called "Tanika Tech" and a "JWERO CHATS" app download link. There are also "Send Message" and "Whatsapp" buttons.

16. Region-wise Reach

Key Insights from Region-wise Reach:

- **Audience Distribution:** See which regions have the most impressions and engagements.
- **Performance Comparison:** Identify high-performing locations to refine future ad targeting.
- **Optimization Strategy:** Adjust your ad placements based on the best-performing regions.

This metric is crucial for businesses aiming to target specific areas effectively and maximize ad reach.

The screenshot shows the Jwero Chats interface. On the left, there's a sidebar with various icons and a notification count of 94+. The main area has tabs for 'Ads / Details' and 'Analytics'. Under 'Analytics', there's a sub-tab 'Region wise reach' which is currently selected. It displays a donut chart titled 'Region wise reach' with categories: Countries, State, and City. The 'State' tab is active, showing a list of Indian states with their respective colors: Andhra Pradesh (light blue), Assam (orange), Bagmati Zone (purple), Bihar (pink), Chandigarh (light blue), Chhattisgarh (orange), and Dadra And Nagar Haveli (blue). A yellow box highlights the 'State' tab, and a yellow arrow points from this box to a callout bubble.

The callout bubble contains the text: "The Region-wise Reach analytics provide insights into how your ad is performing across different geographic locations selected while ad creation."

17. Click on this icon to refine the data based on time range.

This screenshot shows the same Jwero Chats interface as the previous one, but with a different focus. The 'Analytics' tab is still selected, and the 'Show data for:' dropdown is highlighted with a yellow box and a yellow arrow pointing to it. A callout bubble with the text "Click on this icon to refine the data based on time range." is positioned over the dropdown. The rest of the page includes sections for Impressions (1.4k), Total reach (531), Clicks (12), Conversations (1), and Ad preview.

18. Choose the appropriate option based on which the data will be displayed.

Select the time frame

Choose the appropriate option based on which the data will be displayed.

The screenshot shows the JWERO CHATS Ads Analytics interface. A yellow box highlights the 'Show data for:' dropdown menu, which includes options: All time (selected), Today, This week, This month, and This year. A yellow arrow points from the text above to this menu. The background shows various performance metrics like Impressions (1.4k), Clicks (12), and Conversations (1). To the right, there's an 'Ad preview' section for a sponsored post by Tanika Tech.

Ads / Details

← Chat Video with Bot Testing

Analytics Contacts

Show data for: All time

- All time
- Today
- This week
- This month
- This year

Impressions 1.4k

Total amount spent ₹ 509.27

Reach over time

Clicks 12

Conversations 1

Ad performance

531

1421

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JWERO CHATS Your one-stop communication app

Send Message WhatsApp