

Facebook Ad Campaign Analysis

Conversion rate

33.53%

Cost per mille(CPM)

\$0.291

Cost per click(CPC)

\$1.495

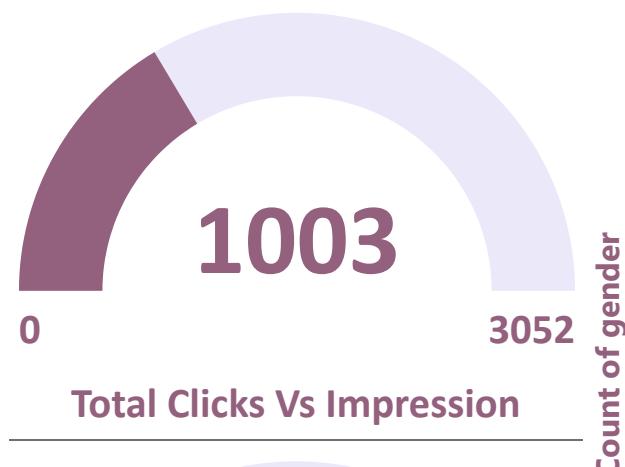
Click through rate(CTR)

0.020%

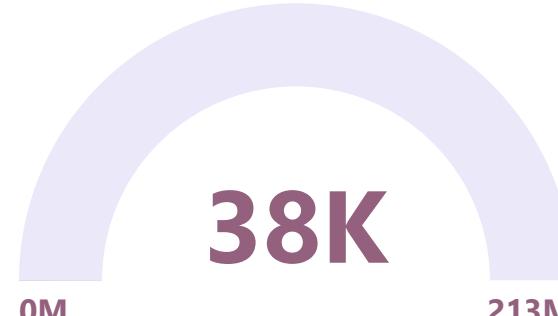
Click per action(CPA)

\$25.221

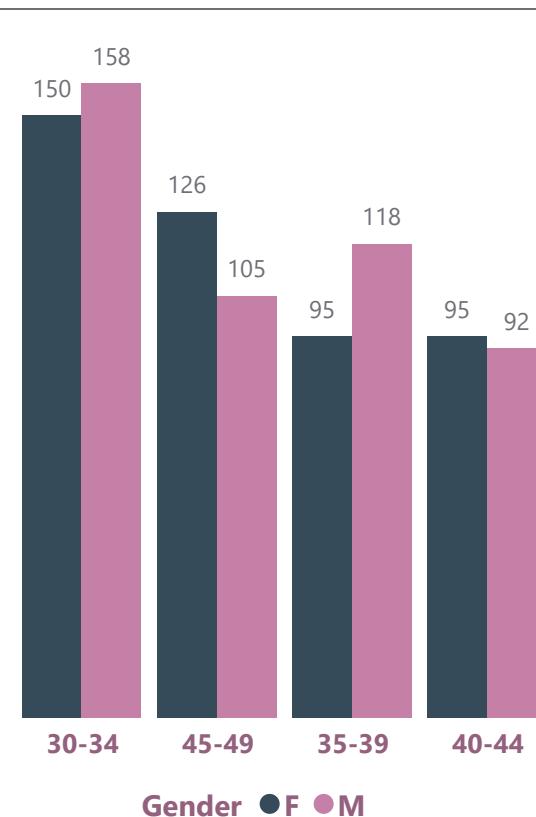
Total Sales



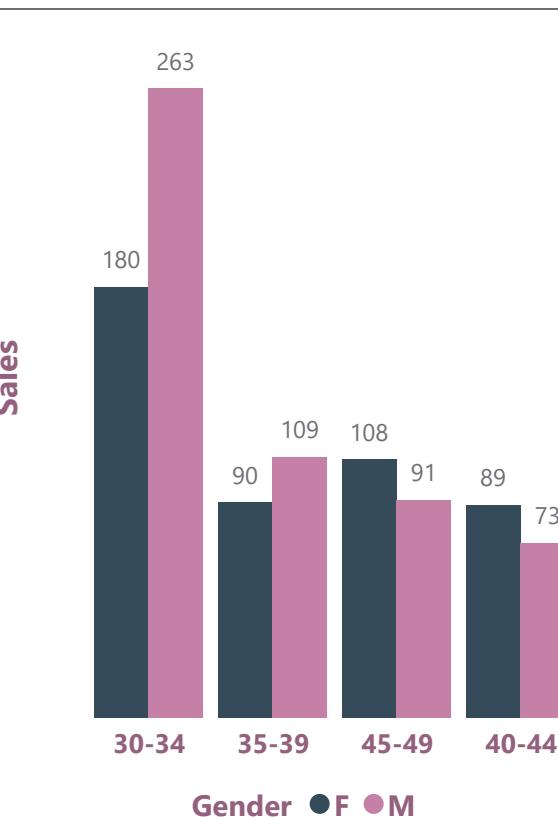
Total Clicks Vs Impression



Gender wise Age Group



Age - Gender wise sales



Gender - Age wise Amount spent



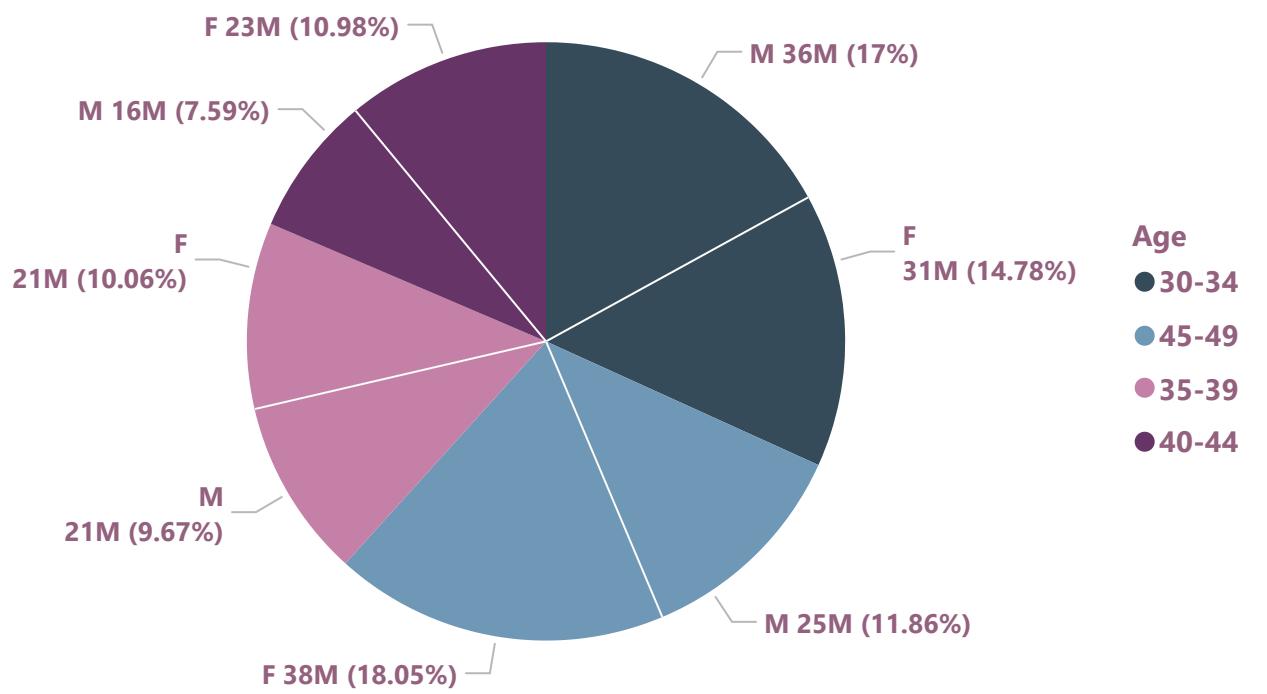
Target Customers

M gender	40-44 age	43.74% Average of Conversion rate
M gender	35-39 age	38.71% Average of Conversion rate
F gender	35-39 age	32.99% Average of Conversion rate
F gender	40-44 age	27.32% Average of Conversion rate

Top 5 Target Category

65 interest	372 Sum of Clicks	57.56% Average of Conversion rate
31 interest	195 Sum of Clicks	51.47% Average of Conversion rate
32 interest	1138 Sum of Clicks	50.28% Average of Conversion rate
101 interest	524 Sum of Clicks	47.21% Average of Conversion rate
102 interest	150 Sum of Clicks	42.86% Average of Conversion rate

Impressions Distribution by Age & Gender



Top Selling Ad

777105 ad_id	100.00% Average of Conversio... Sum of Spent	\$0.180
776416 ad_id	100.00% Average of Conversio... Sum of Spent	\$0.490
776663 ad_id	100.00% Average of Conversio... Sum of Spent	\$0.570
778626 ad_id	100.00% Average of Conversio... Sum of Spent	\$0.720
738307 ad_id	100.00% Average of Conversio... Sum of Spent	\$0.860
747401 ad_id	100.00% Average of Conversio... Sum of Spent	\$0.980
777235 ad_id	100.00% Average of Conversio... Sum of Spent	\$0.990