

# Facebook Ad Campaign Analysis

Conversion rate

33.53%

Cost per mille(CPM)

\$0.291

Cost per click(CPC)

\$1.495

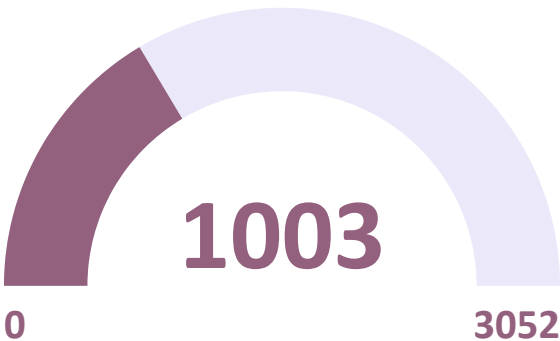
Click through rate(CTR)

0.020%

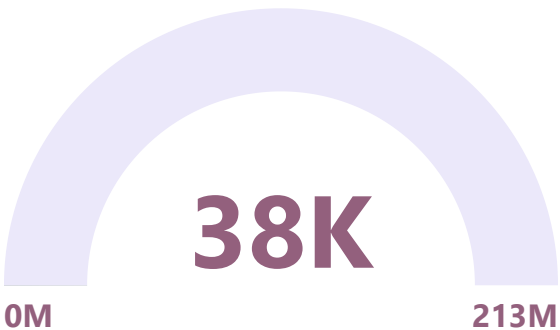
Click per action(CPA)

\$25.221

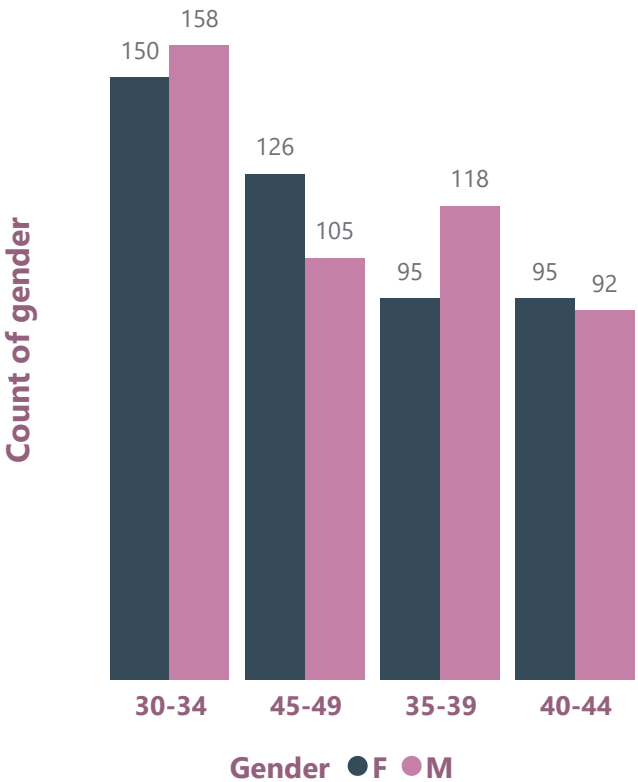
Total Sales



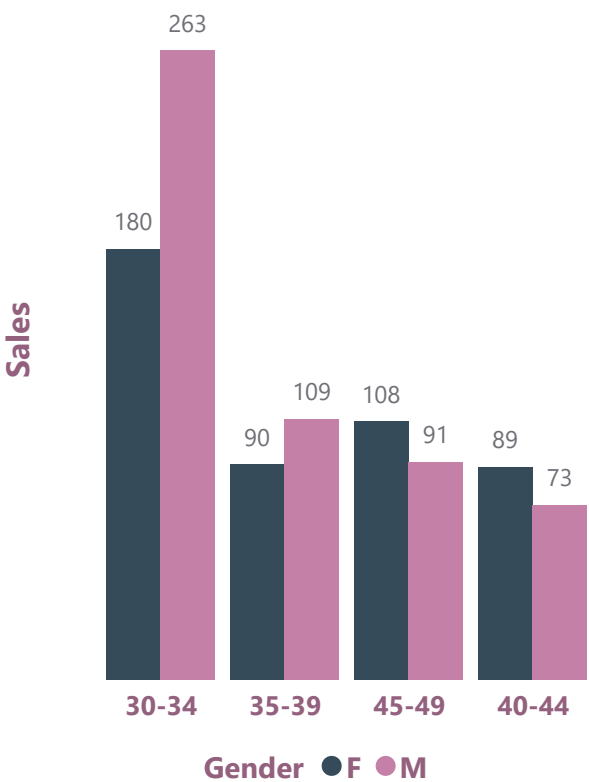
Total Clicks Vs Impression



Gender wise Age Group



Age - Gender wise sales



Gender - Age wise Amount spent

