

Carousel

Reel

Image

Video

Brand Awareness

Engagement

Lead Generation

Reach

Client 1

Client 2

Client 4

Client 6

Client 8

Client 10

Client 3

Client 5

Client 7

Client 9

96.51

Sum of CTR (%)

70.75K

Sum of Spend (INR)

36K

Sum of Engagements

18K

Sum of Clicks

1725

Sum of Leads Generated

Sum of Spend (INR) by Year, Quarter, Month and Day

Date	Spend (INR)
01 Apr	7500
02 Apr	5200
03 Apr	6000
04 Apr	7500
05 Apr	8500
06 Apr	2800
07 Apr	10500
08 Apr	6500
09 Apr	7200
10 Apr	7200
11 Apr	1000

RECOMMENDATION BASED ON ANALYSIS

1. Increase investment in **Monsoon Magic** and **Branding Push April** — highest leads with moderate spend.

2. Pause or redesign campaigns like **Minimal Ad Set**, **Logo Reveal Promo**, and **Client X Boost** — high spend, low leads.

3. Analyze **Facebook vs Instagram** conversion rates — clicks are similar, but cost-efficiency might differ

Sum of Leads Generated by Campaign Name

Campaign Name	Sum of Leads Generated
MonsoonMagic	273
BrandingPushApril	216
DiwaliBlast	204
SummerSale2025	168
NewArrivalsPush	165

Campaign Name	Client	Platform	Sum of Reach	Spend (INR)	Sum of Clicks
BlackFridayPrep	Client 6	Facebook	13732	1849	215
BlackFridayPrep	Client 8	Facebook	8317	710	96
BrandingPushApril	Client 10	Facebook	22967	2116	765
BrandingPushApril	Client 2	Facebook	10249	918	472
BrandingPushApril	Client 4	Facebook	18878	2077	694
ClientXBoost	Client 10	Facebook	20261	1616	326
DiwaliBlast	Client 3	Facebook	13755	1892	354
DiwaliBlast	Client 8	Facebook	13449	1425	683
LogoRevealPromo	Client 3	Facebook	13380	1992	206
LogoRevealPromo	Client 3	Facebook	18668	2447	640
MinimalAdSet	Client 5	Facebook	19058	1934	787

Sum of Clicks by Platform

Platform	Sum of Clicks
Instagram	9000
Facebook	8500

Sum of Clicks by Campaign Name

Campaign Name	Sum of Clicks
DiwaliBlast	2200
MonsoonMagic	2000
BrandingPushA...	1900
NewArrivalsPush	1800
SummerSale2025	1600

Campaign

☐ #BrandBoost

☐ #GoViral

☐ #LoopVibes

☐ #ReachMax

Post Time

☐ Afternoon

☐ Evening

☐ Morning

☐ Night

Sum of Engagement Rate

82.34

Sum of Female Audience

888

Sum of Followers Gained

3K

Sum of Male Audience

912

Post Type

☐ Carousel

☐ Reel

☐ Static Image

☐ Story

☐ Video

Platform

☐ Facebook

☐ Instagram

☐ LinkedIn

Sum of Posts Published

322

Sum of Referral Traffic

10K

Sum of Top Post Reach

107K

SOCIAL MEDIA MARKETING

Sum of Age 25-34

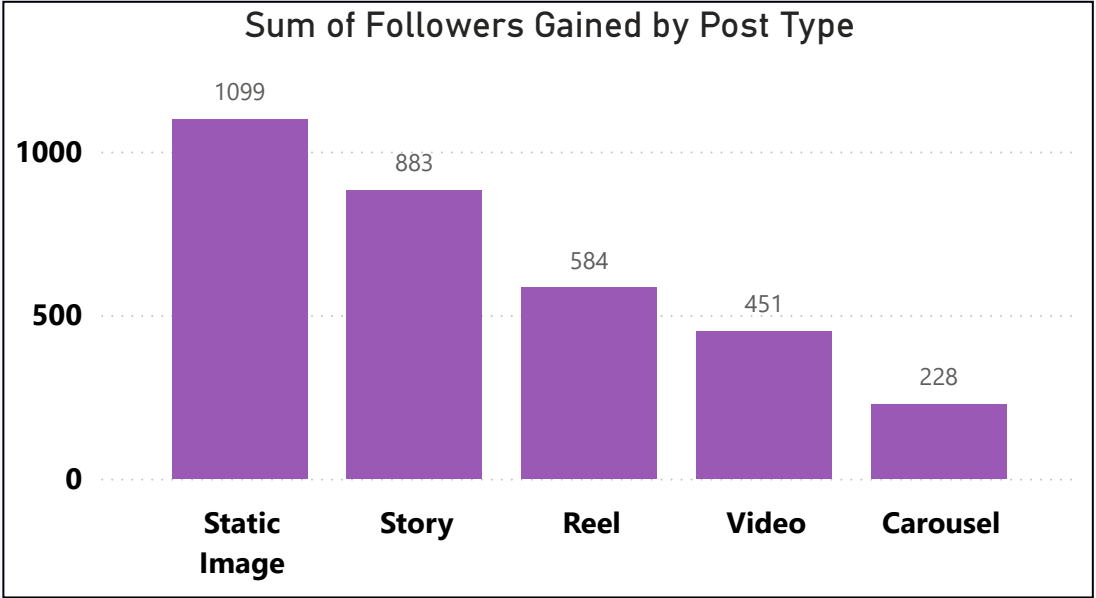
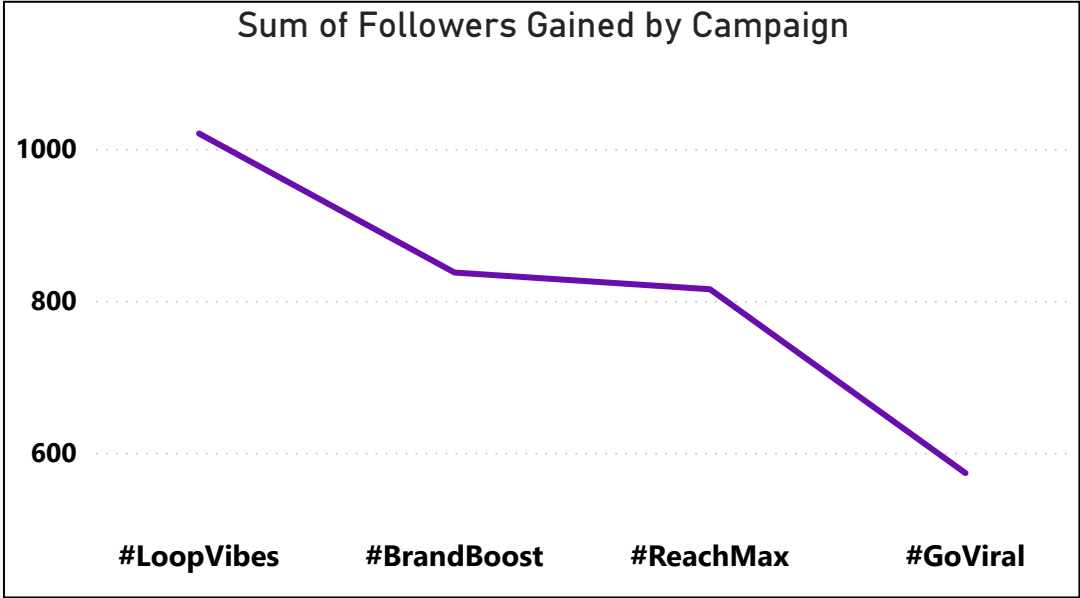
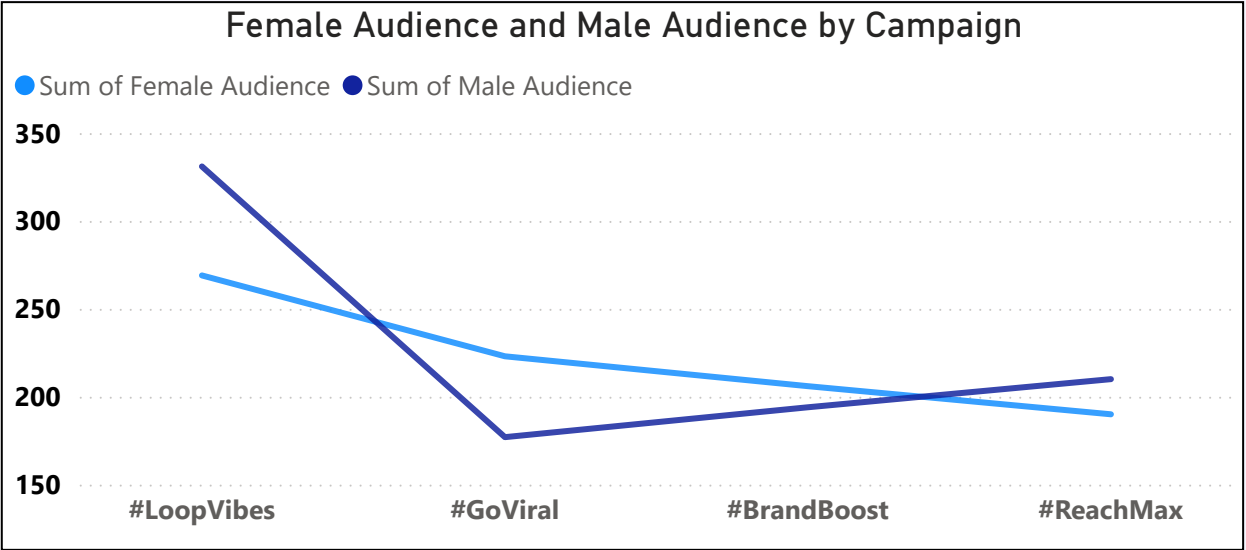
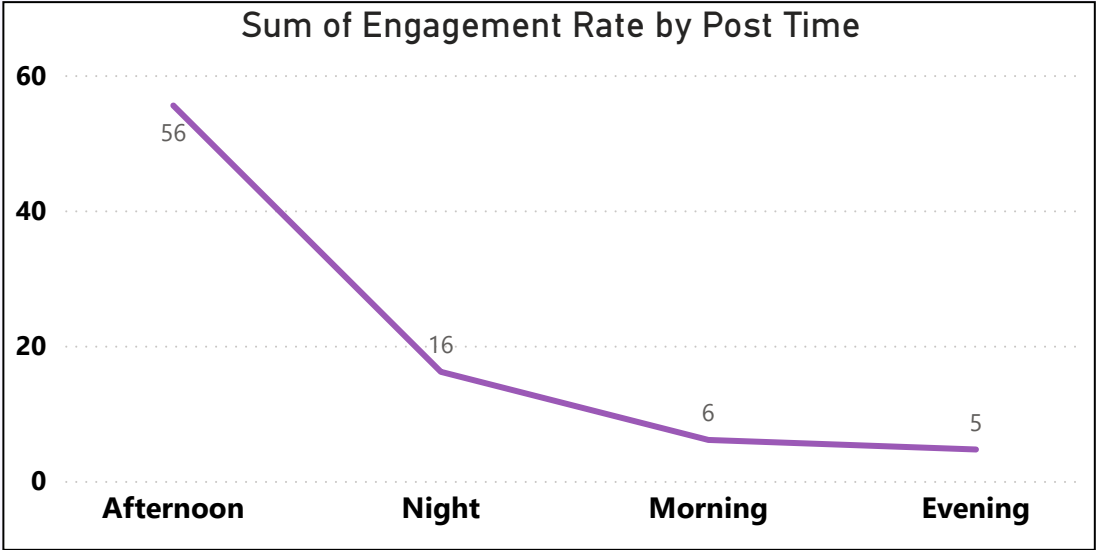
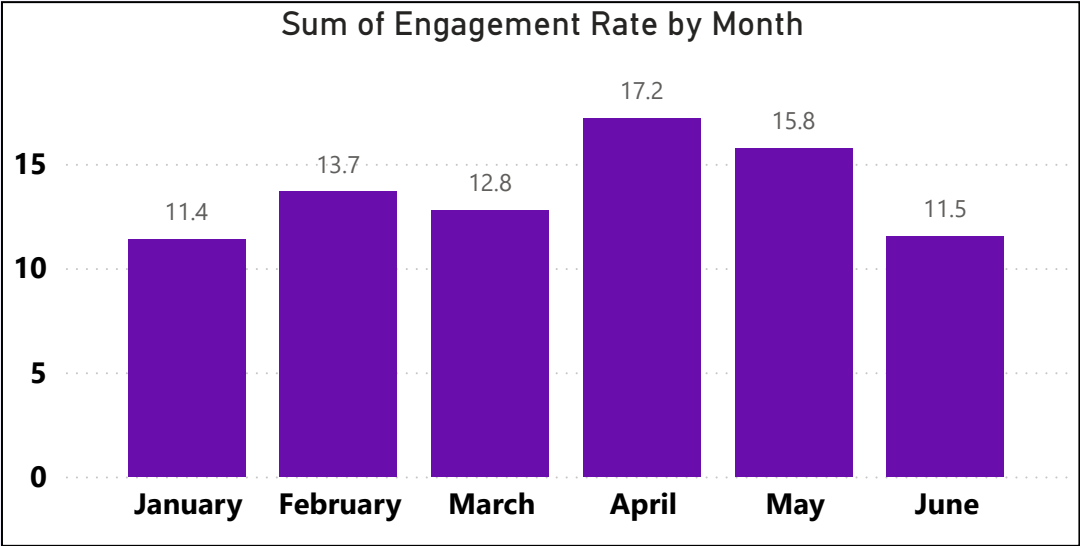
669

Sum of Age 18-24

497

Sum of Age 35-44

634



Platform	Post Type	Sum of Engagement Rate	Sum of Followers Gained	Post Time
Facebook	Static Image	6.06	77	Morning
LinkedIn	Static Image	4.65	82	Evening
Facebook	Reel	3.70	145	Afternoon
LinkedIn	Reel	3.31	153	Night
Instagram	Static Image	9.57	206	Afternoon
Facebook	Static Image	4.18	224	Afternoon
Facebook	Static Image	4.97	224	Night
Instagram	Carousel	4.58	228	Afternoon
LinkedIn	Story	3.79	255	Afternoon
Facebook	Story	9.42	275	Afternoon

The Loop Studio Ad Analysis

This dashboard provides a birds-eye view of ad campaigns and strategy effectiveness.

Key Features

- KPIs showing CTR, spend, engagement, clicks, and leads
- Campaign type and purpose filters
- Client-specific performance tabs
- Trend charts for spend and clicks
- Breakdowns by campaign for detailed insights



THE LOOP STUDIO

Final Outcomes

- Best Performing Campaign: Monsoon Magic (216 leads)
- Top Platform: Facebook (slightly higher clicks vs. Instagram)
- Best Days for Spend: April 3, 7
- Optimize/Drop: High spend, low lead campaigns

Sugandha Saini (You, presenting)

Stop presenting

loopStudio • Last saved: Today at 12:25 PM

File Home Insert Modeling View Optimize Help External tools

Get data - workbook catalog

Excel

OneLake

SQL Server

Enter data

Dataverse

Recent sources

Transform data

Refresh data

Queries

New visual

Text box

More visuals

New visual calculation

New measure

Quick measure

Sensitivity

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Sum of Clicks by Platform

THE LOOP STUDIO

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