

Facebook Ad Dashboard



Gender

All

age

All

Analysis Date

17-08-2017

30-08-2017

Total Actions
 1645

Impressions
 79M

Conversion
 1645

Clicks
 12K

Total spending
 19.62K

Ads Id
 761

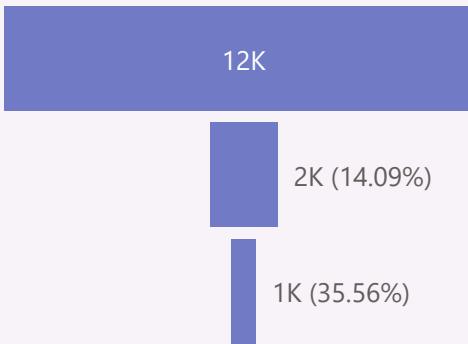
CR
 30.45

CPA
 10.47

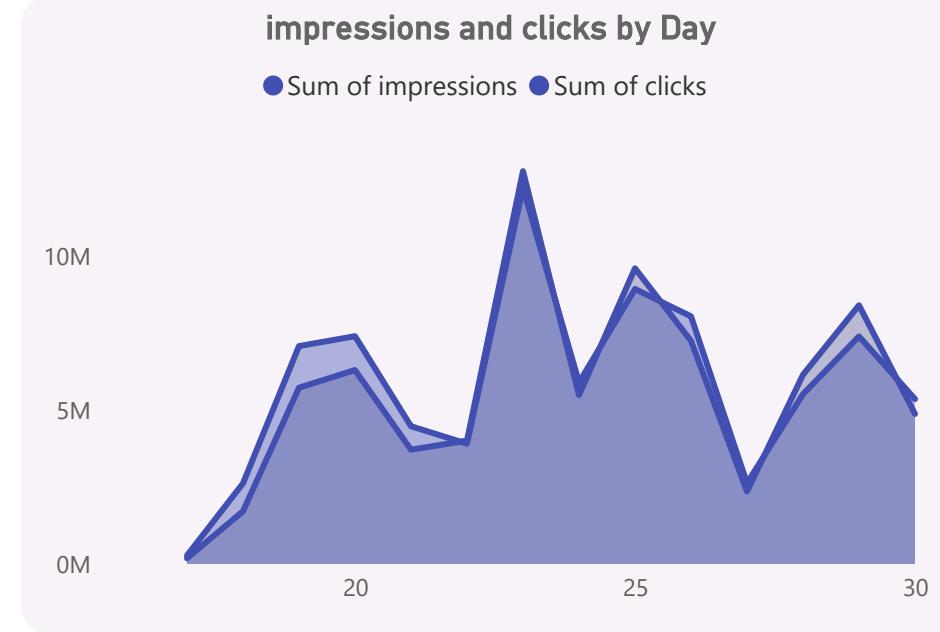
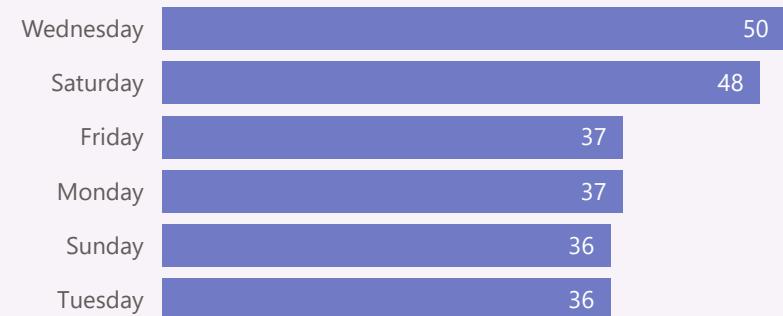
CPC
 1.10

CTR
 0.02

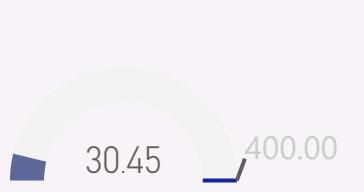
Marketing Funnel: Clicks → Conversion → Approved Conversion



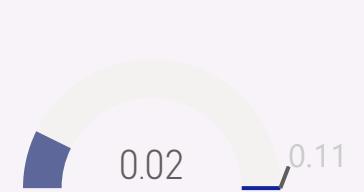
Top CR days



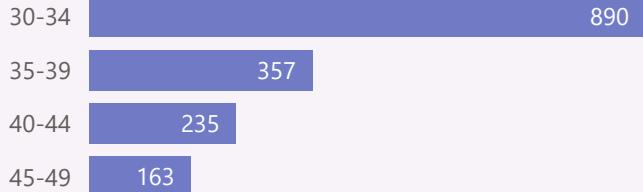
Conversion Rate



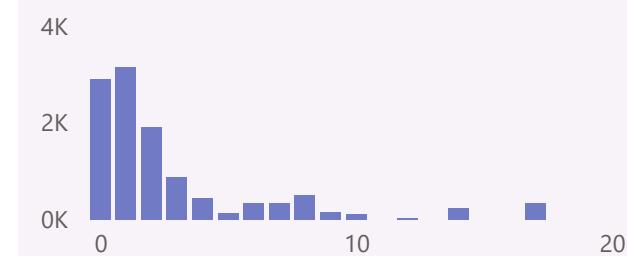
CTR



Conversion by Age group



Clicks by approved conversion



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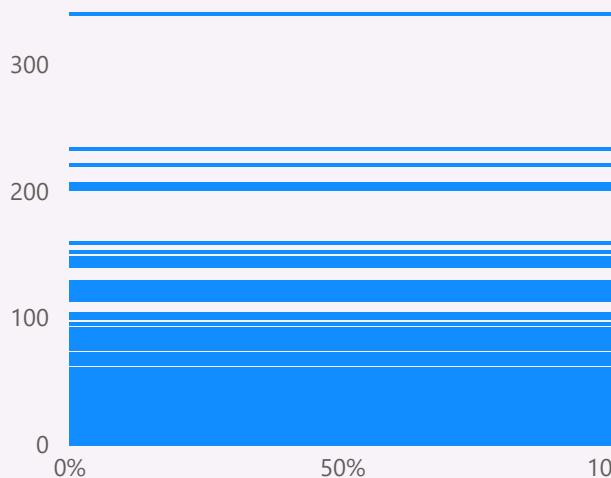
All

Analysis Date

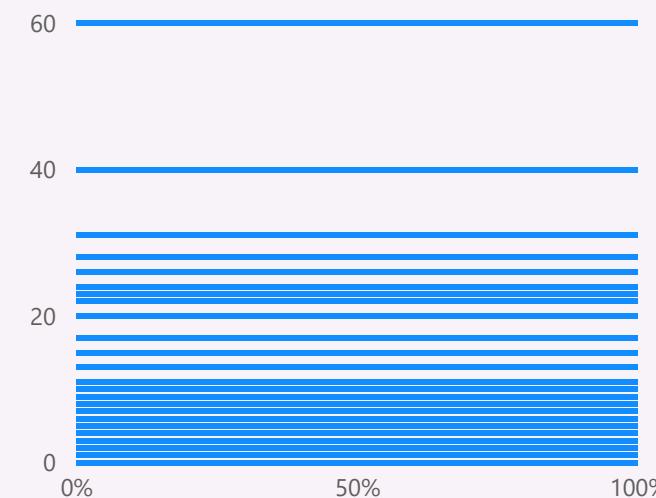
17-08-2017

30-08-2017

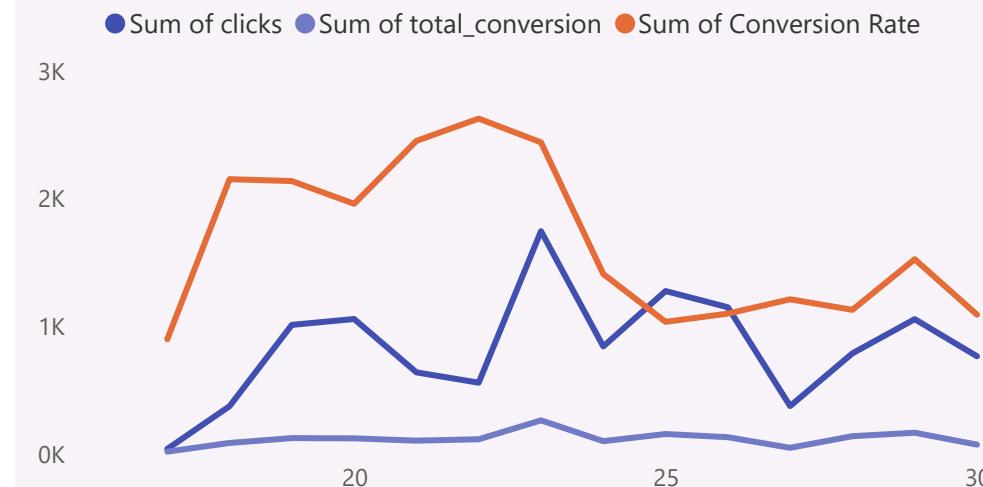
Gender conversion rate



Age conversion rate

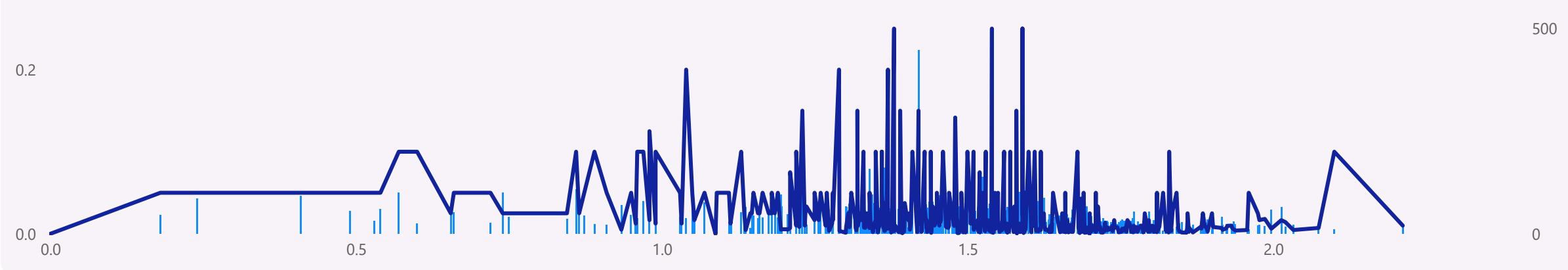


Daily trends



CTR vs Conversion rate

● Sum of CTR ● Sum of Conversion Rate



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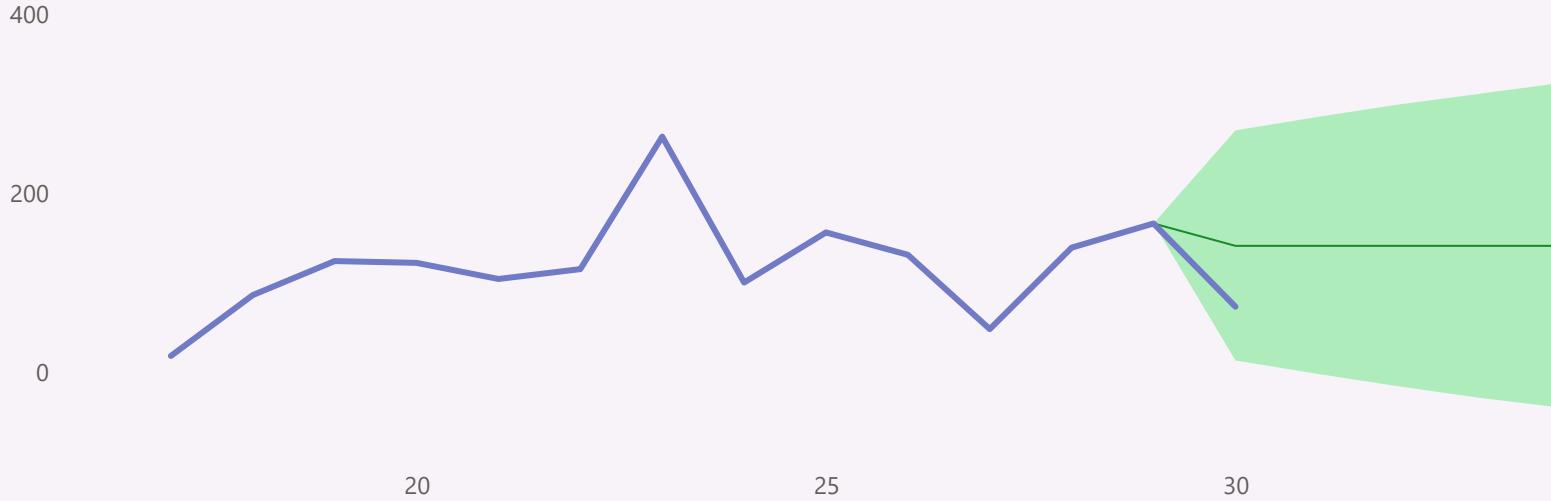
All

Analysis Date

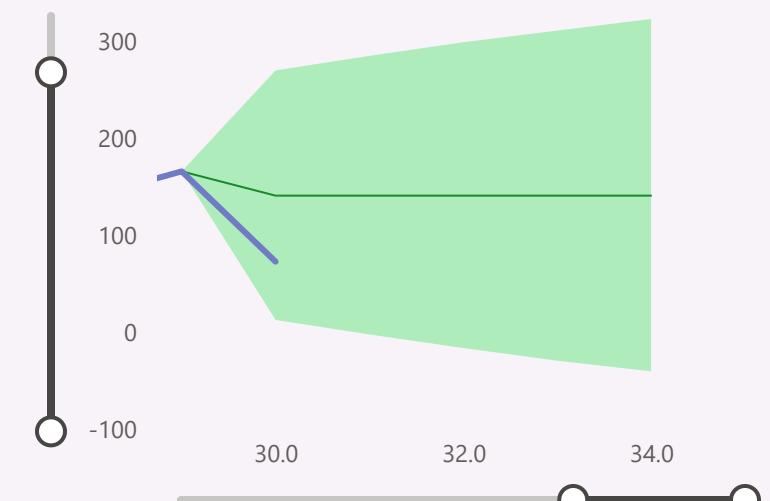
17-08-2017

30-08-2017

Conversion Forecast - 5 Days



Conversion Forecast - 5 Days (Zoomed View)



Spend Forecast - 5 Days



Spend Forecast - 5 Days (Zoomed View)

