



Meta Ad Performance Dashboard



Impressions
216.0K

Clicks
25.4K

Shares
1.3K

Comments
2.6K

Purchases
1.3K

Engagements
29.3K

CTR (Click-Through-Rate)
11.76%

Engagement Rate
13.56%

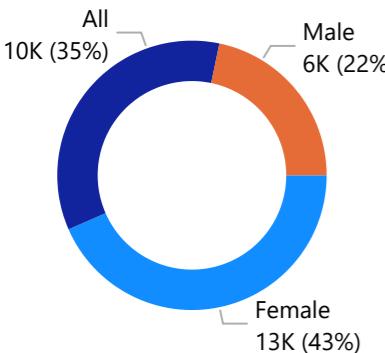
Conversion Rate
5.21%

Purchase Rate
0.61%

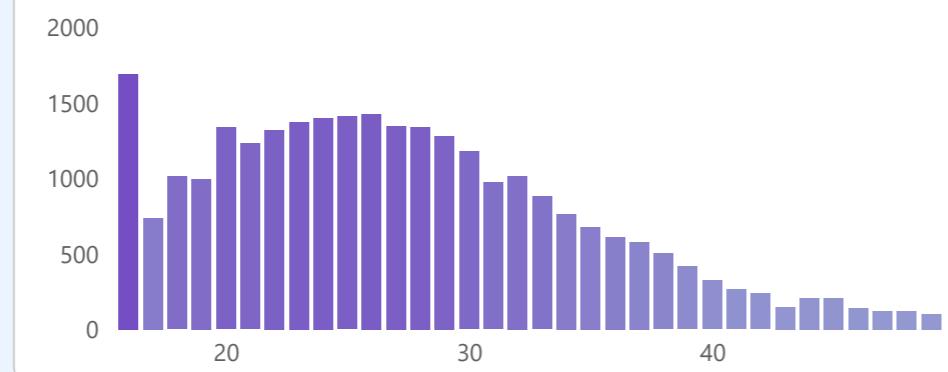
Total Budget
\$2.5M

Avg Budget per Campaign
\$50.7K

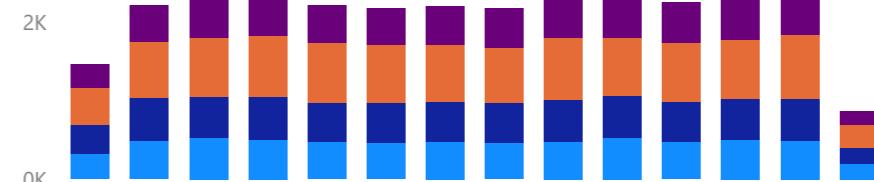
Engagements By Gender



Engagements By Target Age



Weekly Engagements Trend



Engagements By Country



Analysis By Month

Month

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1						
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Analysis By Ad Type

Ad Type	IMPR	CLKS	CTR	PR	CR	ER
Carousel	15.9K	1.8K	11.08%	0.58%	5.24%	12.76%
Image	16.8K	1.9K	11.23%	0.59%	5.23%	12.96%
Stories	23.8K	2.7K	11.35%	0.64%	5.63%	13.16%
Video	15.1K	1.8K	11.78%	0.66%	5.56%	13.67%

Meta

Facebook

Instagram

Select Measure

Engagements

Campaign Name

All

Target Interest

All

Developed By
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