



# Facebook Ads Campaign Performance Dashboard

Developed by Ancy George

TOTAL CLICKS  
13K

TOTAL SPENT  
20.11K

IMPRESSIONS  
79M

CPC  
954.84

ROI  
93.48

CTR%  
\$0.30

AGE

30-34

35-39

40-44

45-49

Gender

F

M

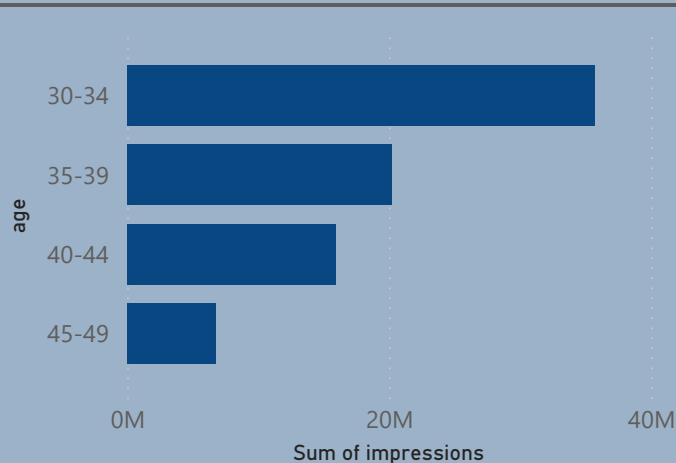
Date

☐ 17 August 2017

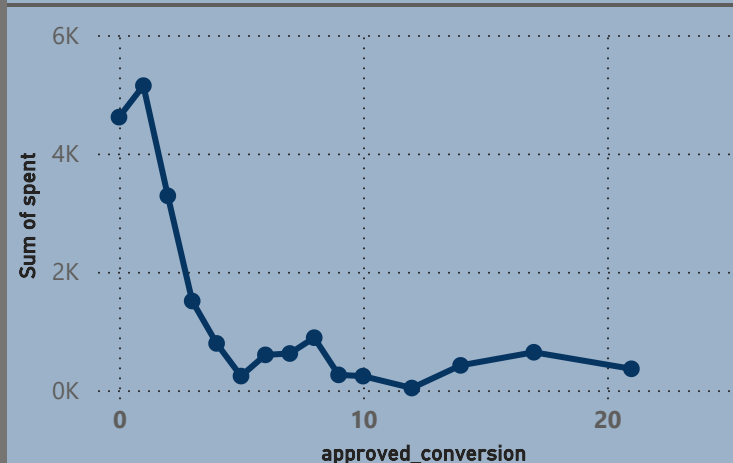
☐ 18 August 2017

☐ 19 August 2017

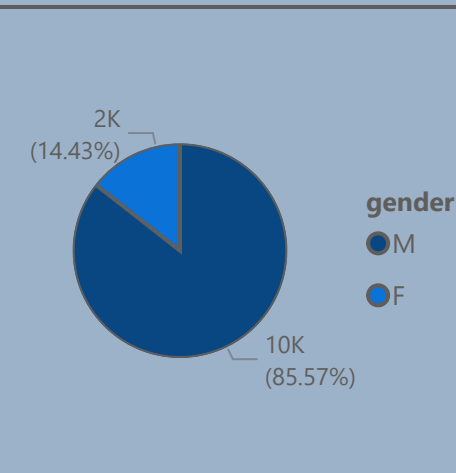
Impressions by age



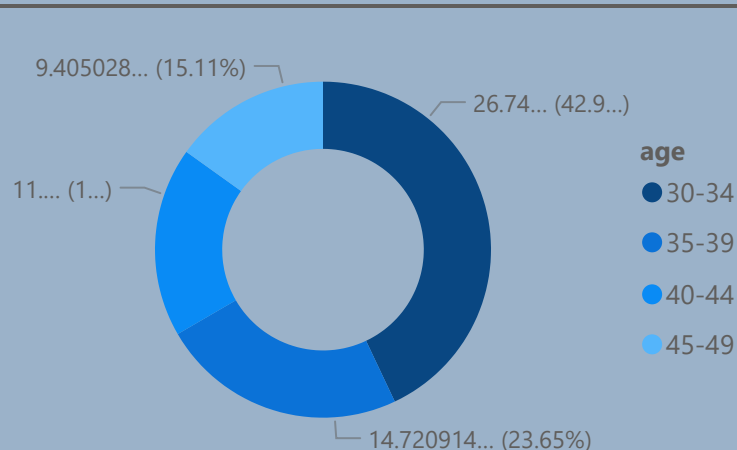
Spend vs Conversions



Total clicks by gender



ROI by age



CTR (%) by gender



Interests vs total\_conversion

