Meta Ad Performance Analysis
DASHBOARD INSIGHTS

==**KPI Metrics**==

- **Impressions: 216K:** Total times the ads were shown, Good reach.

- **Clicks: 25.4K:** Number of people who clicked on the ads.

- **Shares: 1.3K, Comments: 2.6K:** Indicators of organic engagement (beyond paid reach).

- **Purchases (Conversions): 1.3K:** Real customer acquisitions from ads.
- **Engagements: 29K:** Sum of clicks, likes, shares, comments.

- **CTR (Click-Through Rate): 11.76%:** Strong performance (above industry average ~1-2%). Ads are very attractive.

- **Engagement Rate: 13.56%:** Very healthy; content resonates with the audience.
- **Conversion Rate: 5.21%:** Out of all clicks, 5.21% converted into purchases. Good but could improve with landing page optimization.

• Purchase Rate: 0.61%: Out of impressions, only 0.61% resulted in purchases. Low conversion funnel efficiency (room to optimize).

• Total Budget: 2.5M: Total ad spends.

• Avg Budget per Campaign: 50.7K: Suggests multiple campaigns were run.

Insight: Ads are performing strongly in visibility and engagement, but actual purchase efficiency is weak: need to optimize targeting/landing pages.

High CTR (11.76%) and Engagement Rate (13.56%) → clearly indicate that the ad creatives, messaging, and targeting at the top of the funnel are very effective. People are interested enough to click, like, share, or comment.

• Low Purchase Rate (0.61%) and only 1.3K conversions out of 216K impressions → shows a sharp drop-off in the lower funnel. This is a classic case of "awareness and interest" being strong but "action (purchase)" being weak.

Engagement Breakdown

- **By Gender (Donut Chart)**
  1. Female: 13K (43%)
  2. Male: 6K (22%)
  3. Other/Not Specified: 10K (35%)

 Females engage more than males; campaigns could be tailored toward female audiences.

- **By Target Age (Bar Chart)**
  1. Peak engagement: 20–30 age group (especially early 20s).
  2. Drops significantly after 35+. Primary audience = Young adults.

Insight: Target ads towards females aged 18–30 for better ROI.

Geographic Distribution

- **Top Engaged Countries**

US, India, Brazil, Germany, and the UK are major contributors.

- **Weekly Engagement Trend (Stacked Bar)**
  Fairly consistent across weeks, with no sharp drop.
  Steady engagement shows ads maintain attention.

- **Hourly Engagement Trend (Line Chart)**
  Peaks around late afternoon & evening (~15–20 hours).
  Lowest engagement early morning (~0–5 hours).

Insight: Schedule ad delivery during afternoons & evenings for maximum impact.

Calendar View

- **Engagements are mapped to days in June.**
- **Certain dates (like 19th–21st, 25th–27th) show higher highlights.**

Campaign activity peaks on specific days, possibly due to launches/promotions. Insight: Weekly promotions/events significantly drive engagement.

Ad Type	Impressions	Clicks	CTR	Purchase Rate	Conversion Rate	Engagement Rate
Carousel	48K	6K	11.70%	0.59%	5.10%	13.40%
Image	51K	6K	11.70%	0.57%	4.90%	13.50%
Stories	72K	8K	11.80%	0.65%	5.20%	13.60%
Video	46K	5K	11.90%	0.62%	5.20%	13.70%

1. Video ads have the highest CTR, CR, ER (best-performing).

2. Stories ads also perform strongly with higher impressions.

3. Images/Carousels have decent performance but slightly lower conversions.

Insight: Focus budget more on Video & Story ads for better ROI

Final Insights & Recommendations

1. Strong awareness & engagement (high CTR & ER), but low purchase funnel efficiency : need better conversion strategy.

2. Target audience: Females, 18–30, especially in India & Brazil.

3. Best ad formats: Video > Stories > Carousel/Image.

4. Timing: Schedule ads in the afternoon & evening slots.

5. Budget Optimization: Shift more spend to high-performing geographies and ad formats.

6. Action: Improve landing pages, offers, retargeting campaigns to lift purchase rate