

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.