

Ad Performance Dashboard

Total Spend

\$10,222,673

Estimated

2025

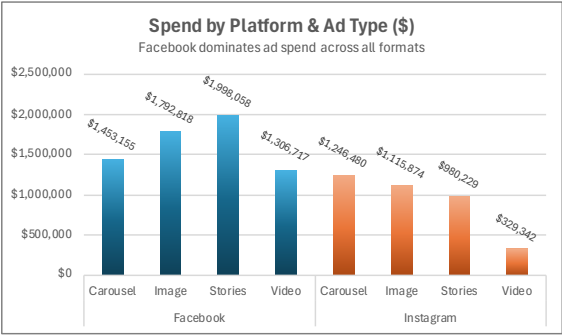
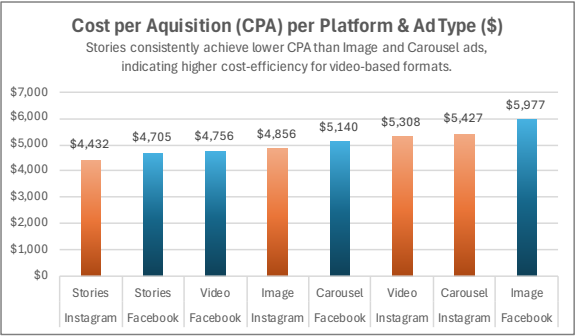
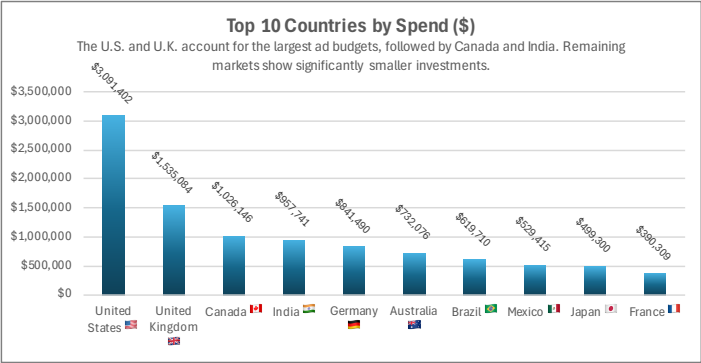
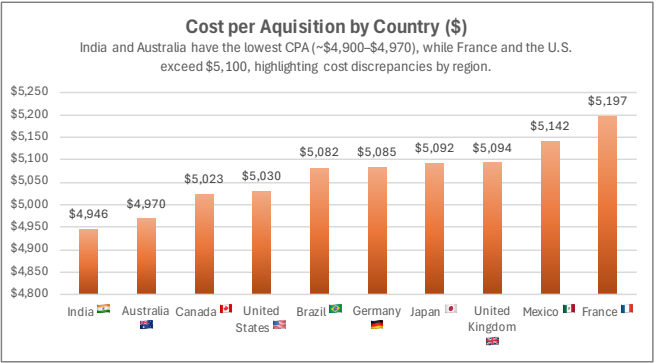
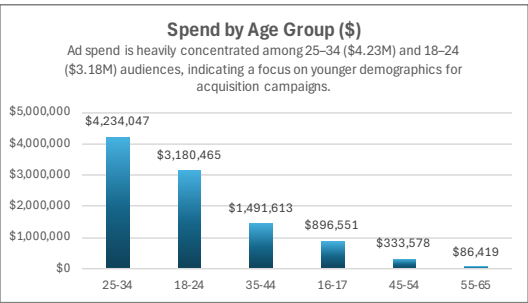
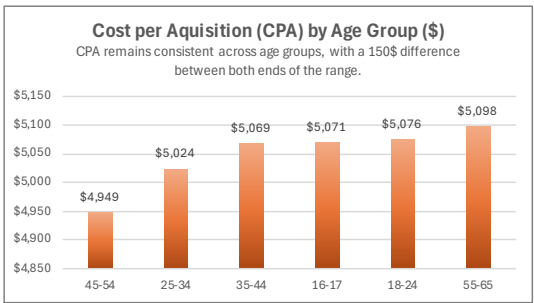
Average CPA

\$5,049

Average ROAS

0.99%

Performance overview by demographic, region, and platform.



Key Insights

-Overall Campaign: Total spend reached **\$10.2M** with an average CPA of **\$5,049** and ROAS of **0.99**, suggesting moderate returns and opportunities for optimization.

-Demographics: The **25-34 age group** absorbed the highest ad spend and conversions, while **45-54-year-olds** showed the **lowest CPA**, revealing a potential undervalued audience.

-Geographic Efficiency: **India and Australia** produced the lowest CPA values, signaling strong ROI potential; **France and the U.S.** were costlier markets.

-Platform Trends: **Facebook** drove ~64% of total ad spend but at higher CPAs; **Instagram Stories** achieved better efficiency per conversion.

-Ad Format Performance: **Stories and Video** formats outperformed **Image and Carousel** ads on CPA, suggesting stronger engagement through motion-based content.

-Spend Concentration: The bulk of budget allocation was focused on **high-cost regions** and **Facebook image ads**, limiting global ROI

Key Takeaways

-Budget Optimization: Reallocate funds from high-cost markets (U.S., France) to **lower-CPA regions** such as India and Australia to improve overall campaign ROI.

-Leverage Untapped Efficiency: Expand targeting of **45-54-year-olds**, the lowest CPA group, to capture underutilized conversion potential.

-Platform Balance: Diversify away from heavy **Facebook spend** toward **Instagram Stories and Video**, emphasizing efficient ad formats and audience engagement.

-Creative Direction: Continue prioritizing **Stories and Video** ads that deliver stronger engagement and lower acquisition costs across key demographics.

-ROI Monitoring: Implement **region-specific ROAS dashboards** to track efficiency changes monthly and guide dynamic reallocation of ad budgets.