

# Facebook Ad Campaign: ROI & Performance Analytics

**19.62K**

Ad Investment

**58.50K**

Gross Return

**198.2%**

Campaign ROI

**12K**

Ad Engagement

Campaign Id

916

Age

30-34

Gender

F

936

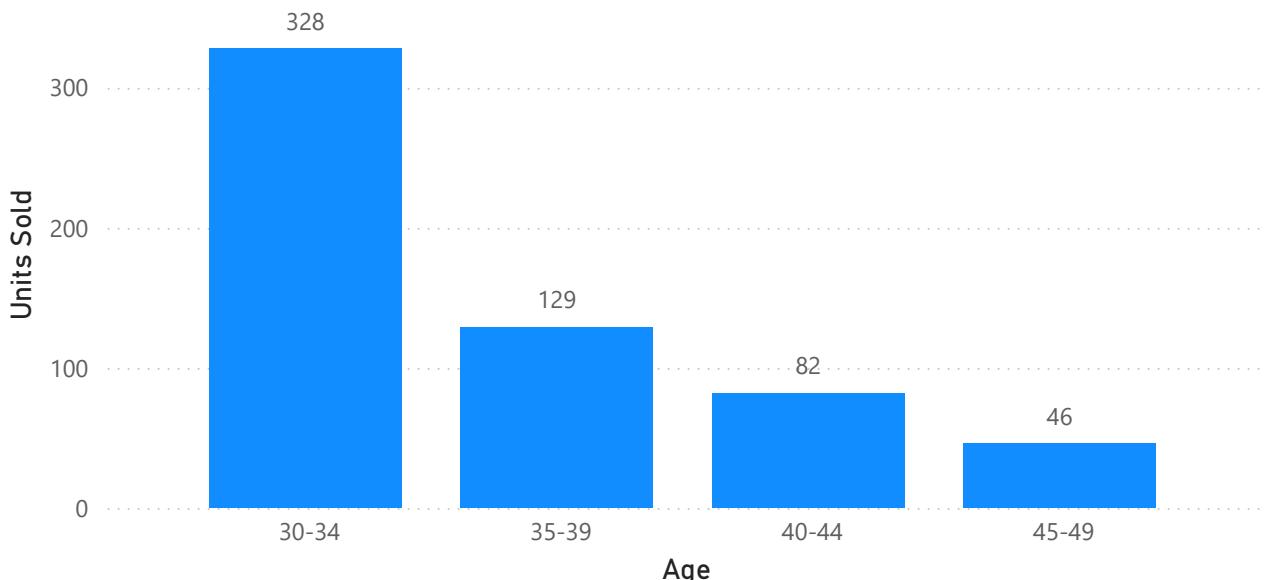
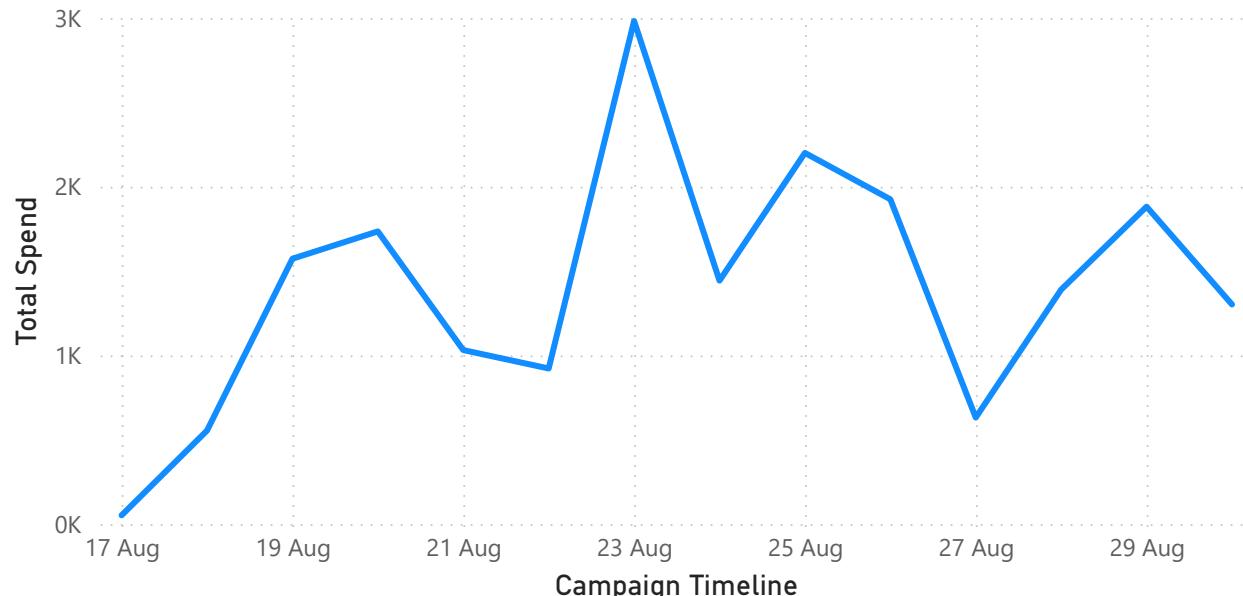
35-39

M

1178

40-44

45-49

**Total Sales by Age Group****Daily Spending Trend**

| Ad_Id        | Age   | Total Spend      | Actual CTR % | Actual ROI %  |
|--------------|-------|------------------|--------------|---------------|
| 708746       | 30-34 | 1.43             | 0.01%        | 6893.0%       |
| 708749       | 30-34 | 1.82             | 0.01%        | -100.0%       |
| 708771       | 30-34 | 0.00             | 0.00%        | 0.0%          |
| 708815       | 30-34 | 1.25             | 0.02%        | -100.0%       |
| 708818       | 30-34 | 1.29             | 0.02%        | 7651.9%       |
| 708820       | 30-34 | 0.00             | 0.00%        | 0.0%          |
| <b>Total</b> |       | <b>19,620.24</b> | <b>0.01%</b> | <b>198.2%</b> |

- Targeting:** "Audience 30-34 is our most efficient segment with a **326.3% ROI**. Recommend increasing budget share here by 15%."
- Performance:** "Daily spend peaked on **Aug 23**, coinciding with our highest sales volume."
- Optimization:** "Campaign ROI is healthy at **198%**, well above the 150% benchmark."