

Facebook Ad Campaign: ROI & Performance Analytics

19.62K

Ad Investment

58.50K

Gross Return

198.2%

Campaign ROI

12K

Ad Engagement

Campaign Id

☐ 916

☐ 936

☐ 1178

Age

☐ 30-34

☐ 35-39

☐ 40-44

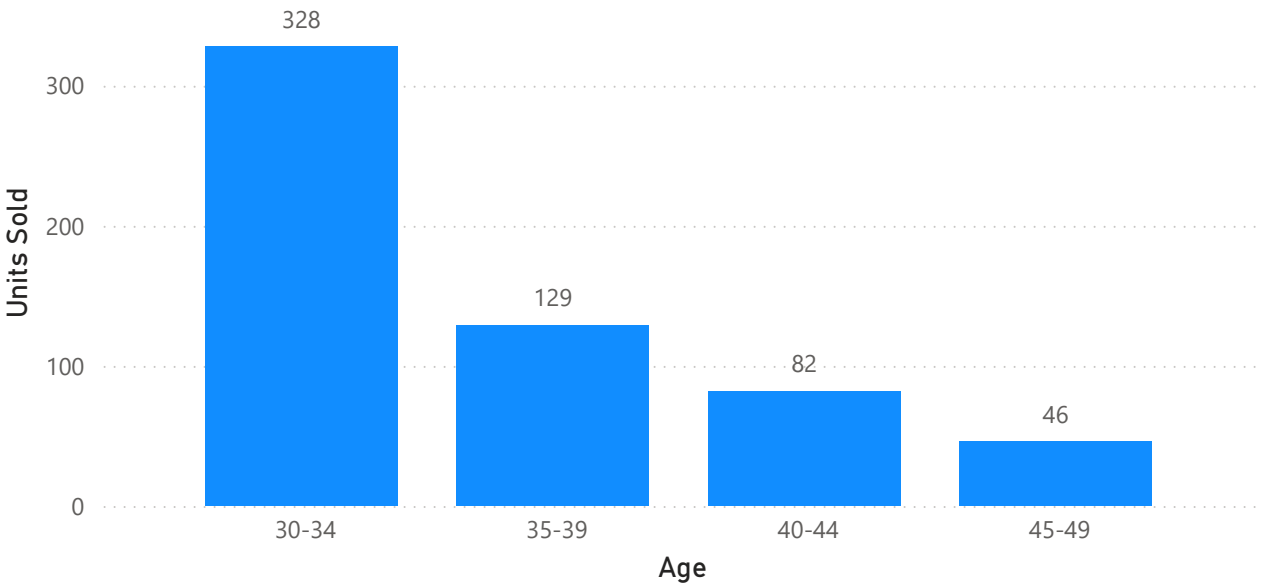
☐ 45-49

Gender

☐ F

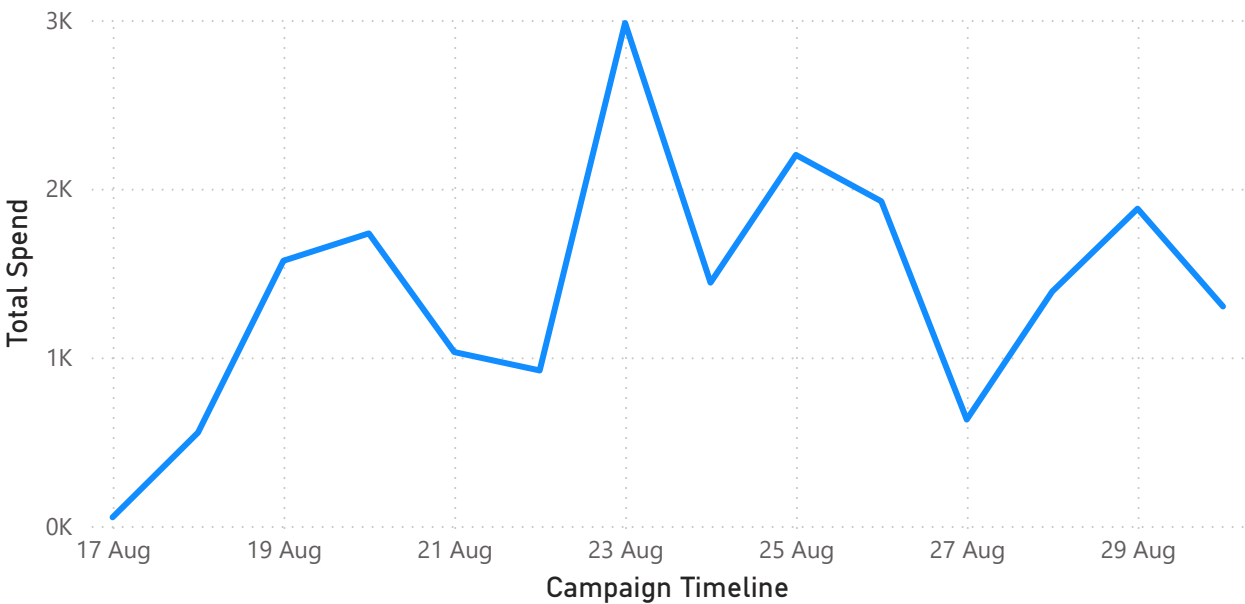
☐ M

Total Sales by Age Group



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%
Total		19,620.24	0.01%	198.2%

Daily Spending Trend



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."