

# Travel Booking Insights

Facebook Ads Overview 

Add Filters  All Available Data  Mar 20, 2024 – Jun 15, 2024

# Facebook Ads Performance

**Budget Tracking** 

This Month | SUM \$1,022.6  +133.8%  
20.45%   
Goat \$5,000

**CPC (All)** 

This Month \$1.36  -82.56%  
136%   
Goat \$1

**Breakdown of Spend**  

facebook-video-8  
facebook-cost-1  
facebook-video-1  
facebook-speed-3

**Weekly Impressions & Clicks** 

3m All 21 Mar 2024 – 16 Jun 2024  
Show All Impressions Clicks (All)  
Impressions Clicks (All)  
Date Apr '24 May '24 Jun '24

**Best Ads by CTR**  

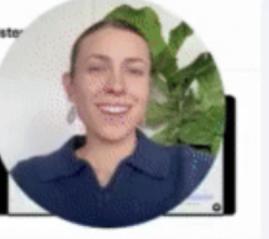
Ad Name Ctr (All)

Ad Name	Ctr (All)
Advertisement 1	0.012
Advertisement 2	0.010
Advertisement 3	0.009
Advertisement 4	0.008
Advertisement 5	0.007
Advertisement 6	0.006
Advertisement 7	0.005
Advertisement 8	0.004
Advertisement 9	0.003
Advertisement 10	0.002

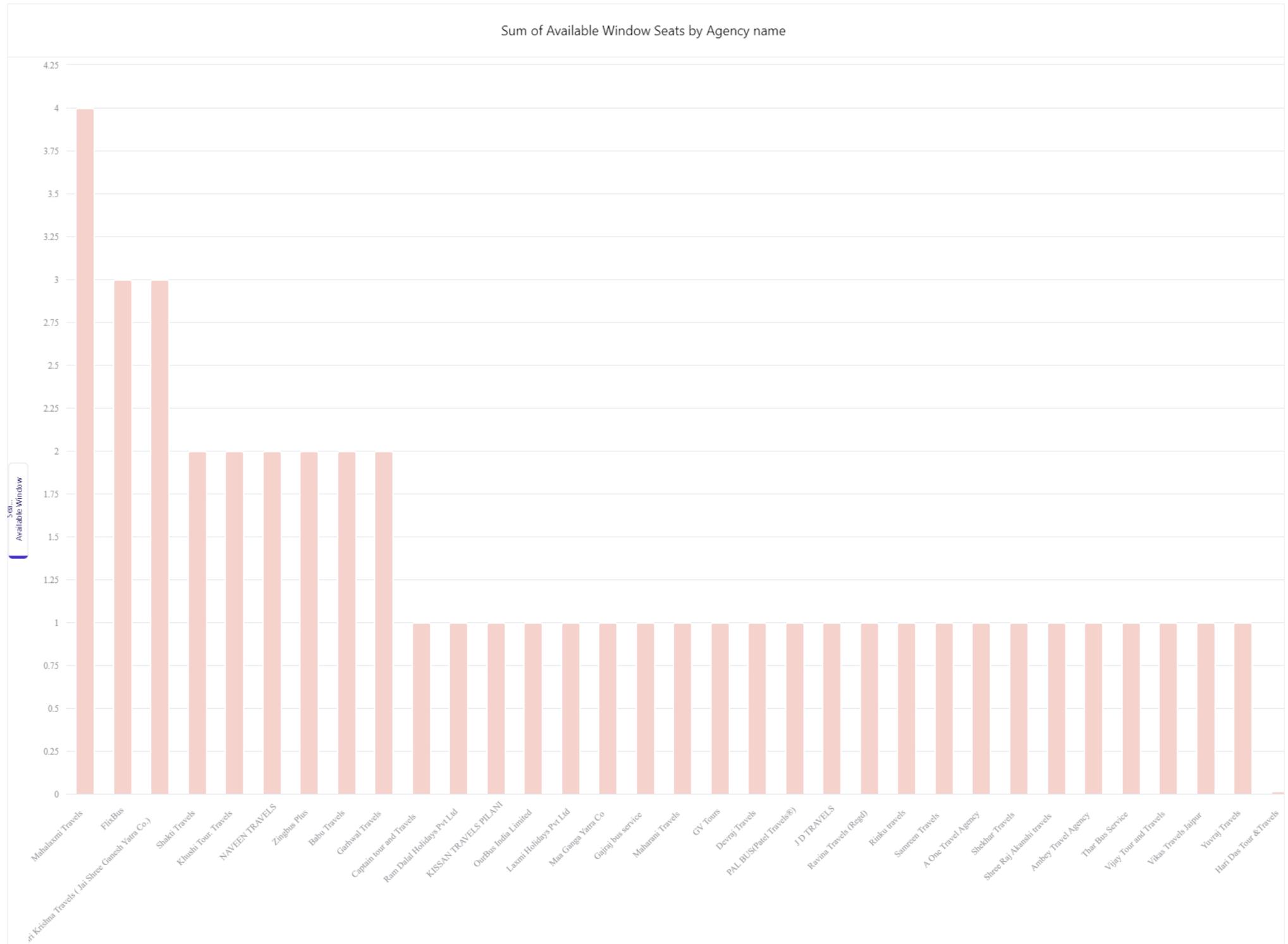
**Daily KPI Summary**  

Total  
Cpm Cpc (All) Ctr (All) Purchase Rate

**Advertiser Insights**  Lister

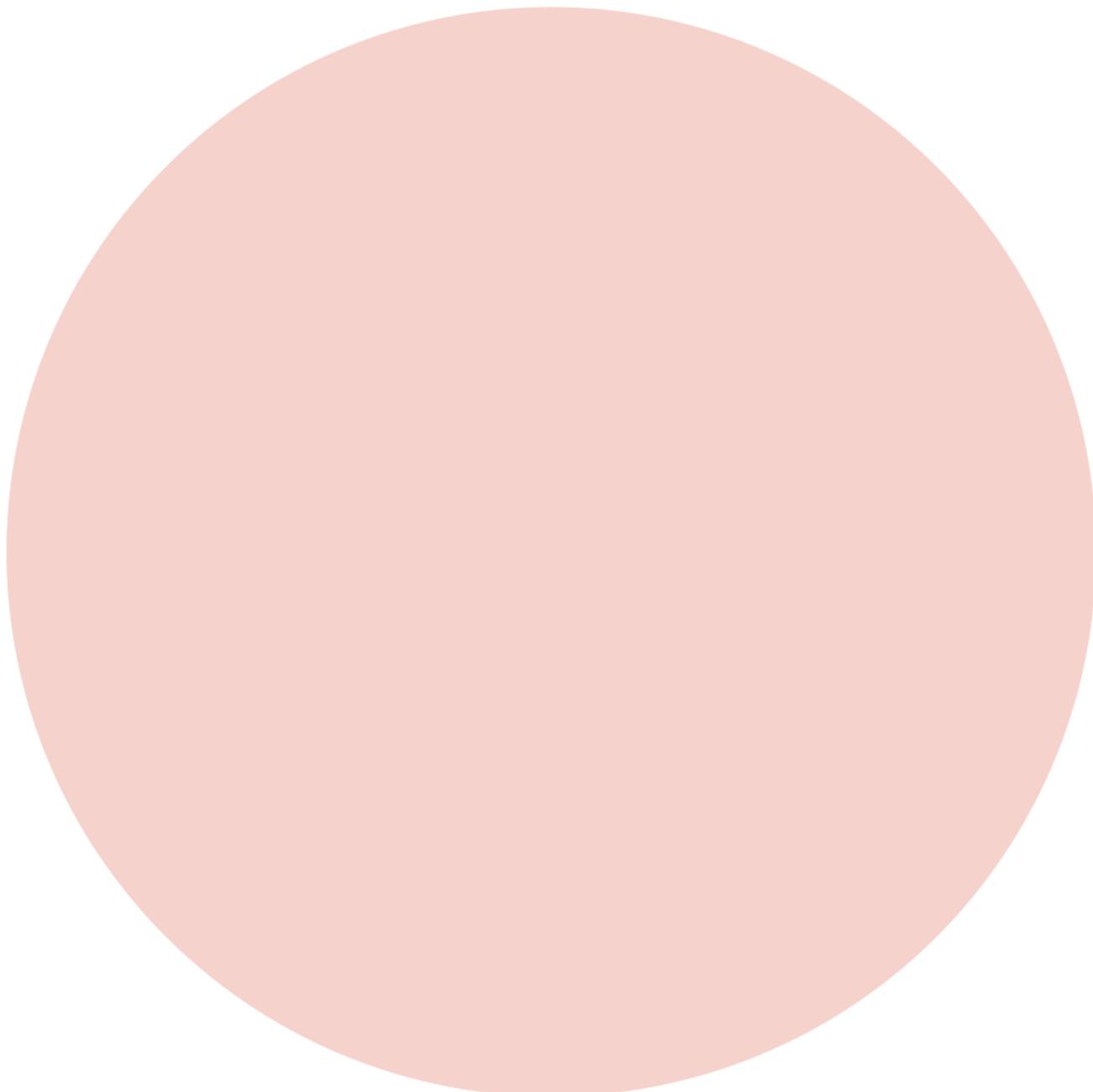


Sum of Available Window Seats by Agency name

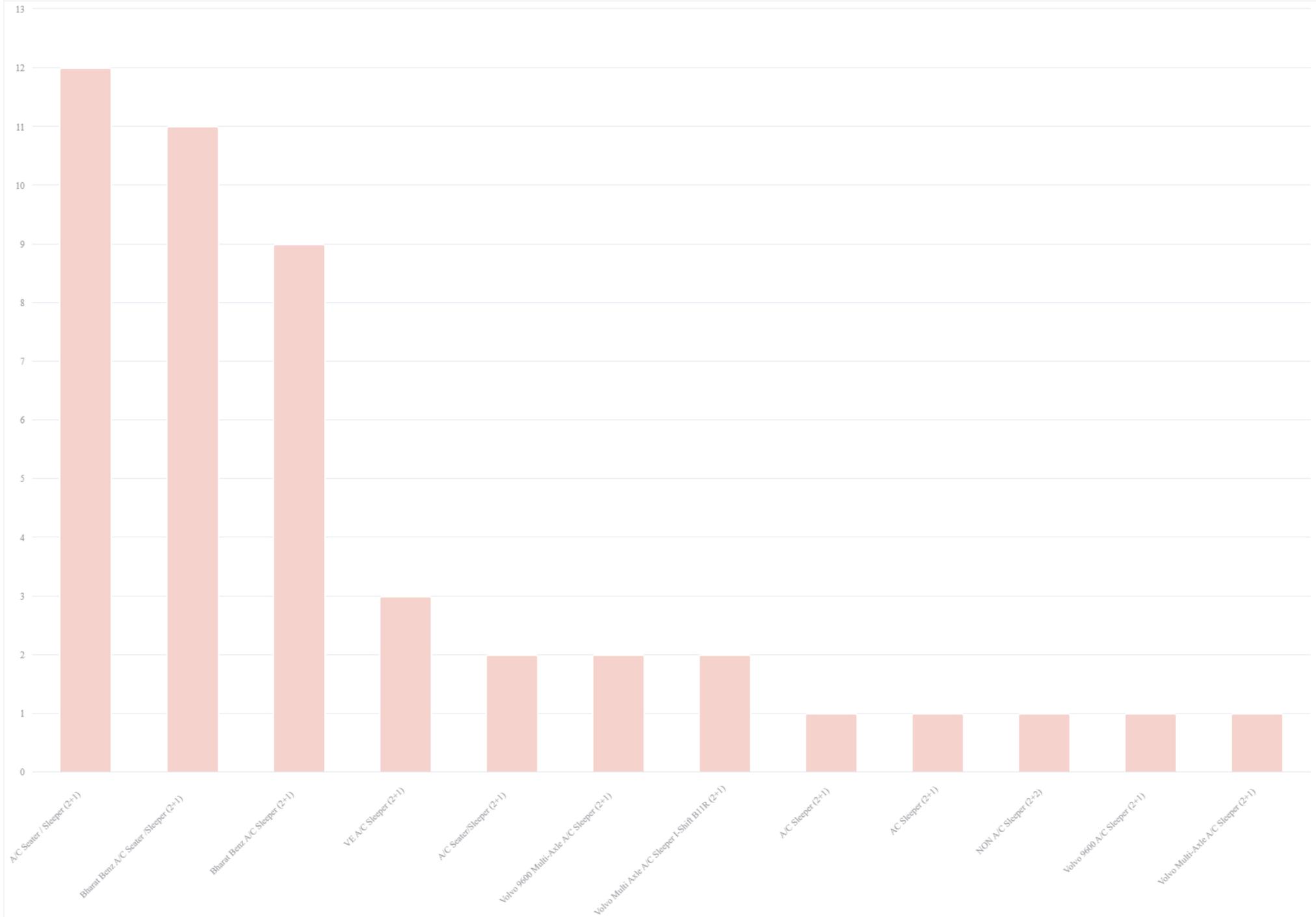


### Breakdown of Agency Name by Sum of Price

● Samreen Travels



Sum of Available Seats by Travel type



 Price	MIN ↑
 Price	MAX ↑
 Ratings	MIN ↑
 Ratings	MAX ↑

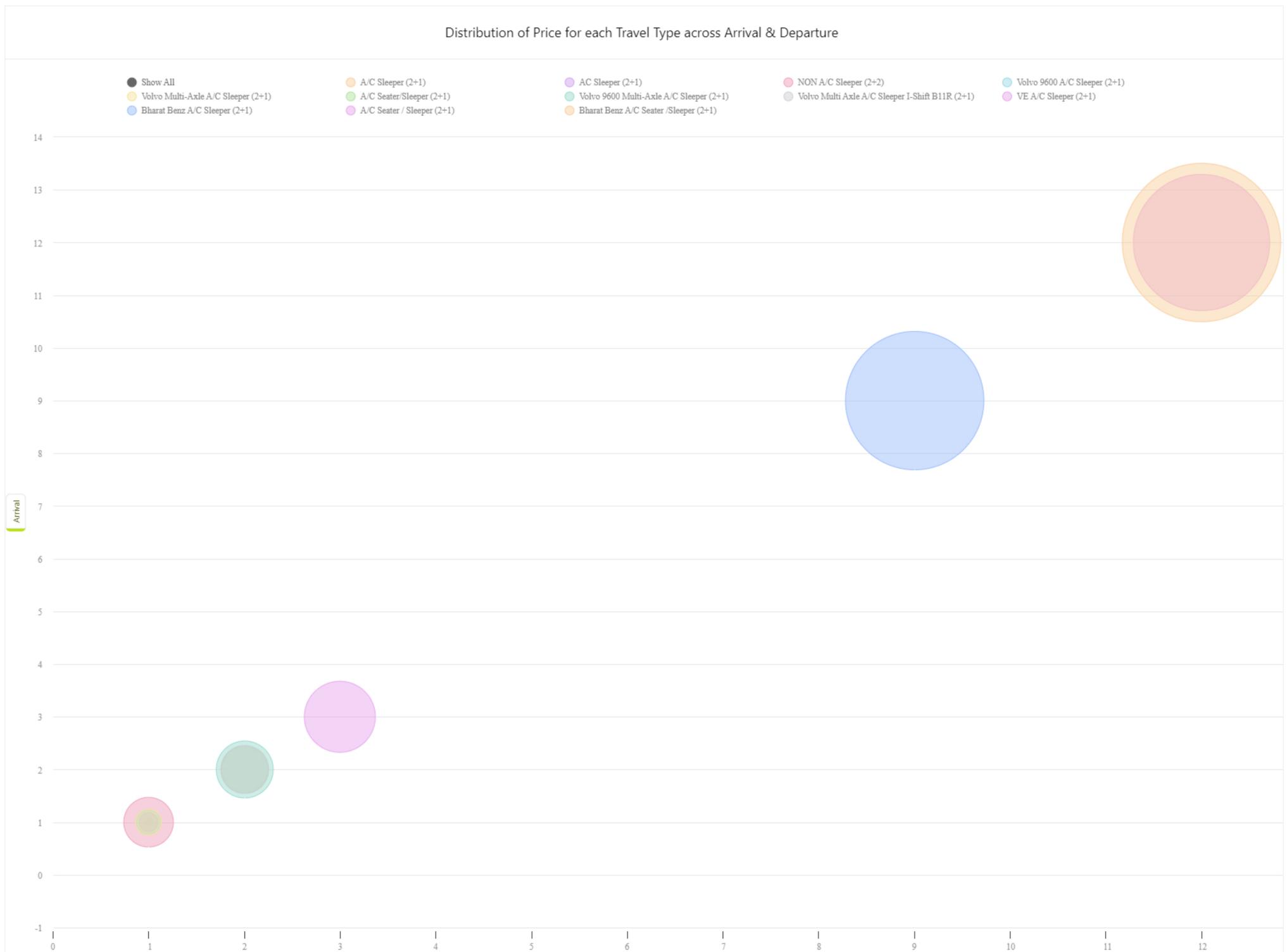
550

5,000

1.2

4.9

### Distribution of Price for each Travel Type across Arrival & Departure



### Breakdown of Travel Type

● Bharat Benz A/C Seater /Sleeper (2+1)  
● Volvo 9600 Multi-Axle A/C Sleeper (2+1)  
● Volvo Multi-Axle A/C Sleeper (2+1)

● A/C Seater / Sleeper (2+1)  
● Volvo Multi Axle A/C Sleeper I-Shift B11R (2+1)  
● Volvo 9600 A/C Sleeper (2+1)

● Bharat Benz A/C Sleeper (2+1)  
● A/C Sleeper (2+1)

● VE A/C Sleeper (2+1)  
● AC Sleeper (2+1)

● A/C Seater/Sleeper (2+1)  
● NON A/C Sleeper (2+2)

