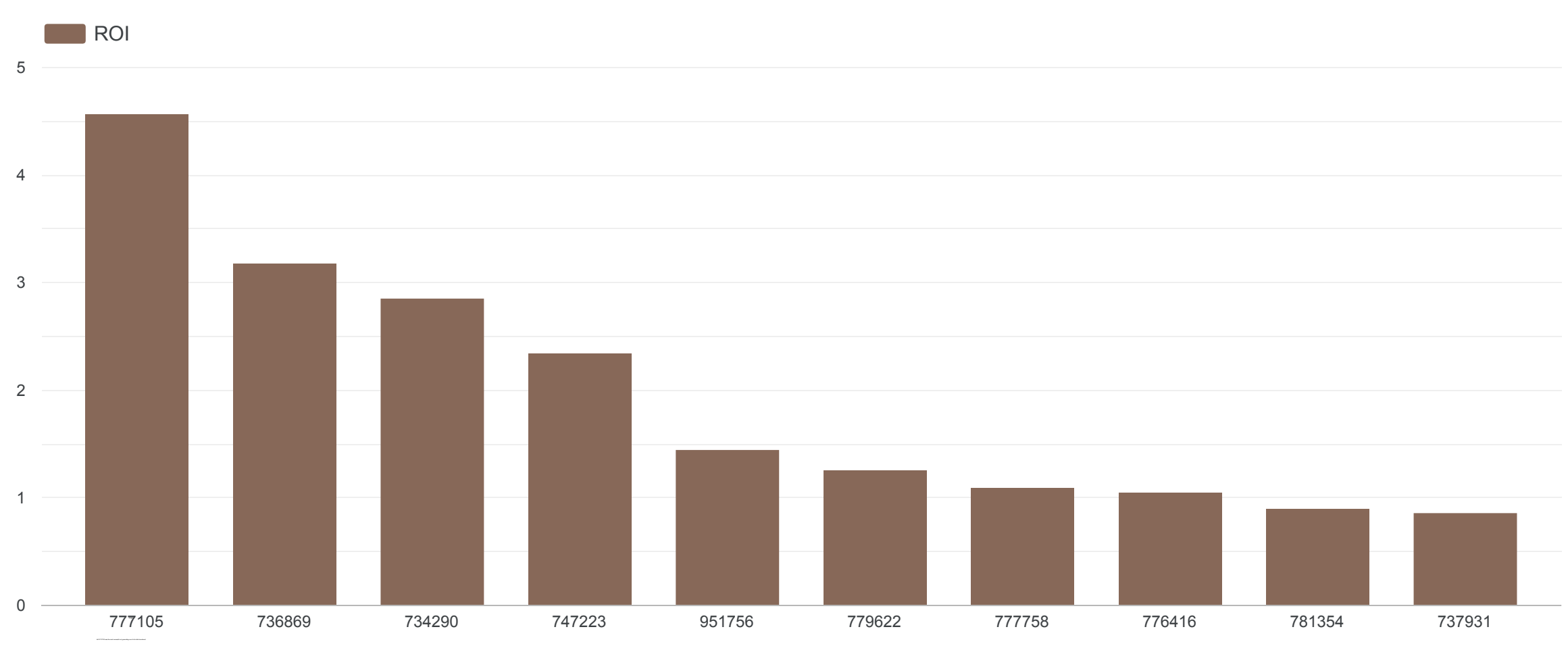| spent	impressions		ROI	CTR	clicks
19,620.24	78,513,588		-0.49	0.02%	11,674

age ▾   gender ▾

ROI

Final Analysis & Key Findings

1. How well did the ad campaign perform overall?

As we can see from the scorecards at the top, the campaign had mixed results. While it generated a significant number of impressions (over 78 million) and clicks (over 11,000), the overall financial performance was negative. The average Return on Investment (ROI) was -49%, meaning the campaign did not recover its costs. The average Click-Through Rate (CTR) was 0.02%, which provides a benchmark for future campaign performance.

2. Which ads had the highest engagement and profitability?

The bar chart clearly shows the performance of each individual ad. Top Performer: From the chart, we can see that **Ad ID 737105 was the most successful ad by a large margin,** generating a return of over 4x its initial cost (an ROI of over 400%). This ad was highly effective. Other Performers: Several other ads also achieved a positive ROI, though not as high as the top performer. Underperformers: Many ads had a negative ROI, indicating they were not profitable and lost money.

3. What can we improve for the next campaign?

Based on the data, we can make clear, data-driven decisions to improve future results.

Analyze and Replicate Success: The top priority should be to analyze Ad ID 737105. We need to understand what made it so successful. Was it the creative (the image/video)? The ad copy? The specific interest it targeted? We should use these successful elements as a template for new ads.

Optimize Targeting: Use the age and gender filters at the top of the dashboard to investigate which demographic groups had the best ROI.

Recommendation: Focus future ad spend on the most profitable demographic segments. Pause Underperforming Ads: Identify the ads with the lowest (most negative) ROI from the bar chart. Recommendation: Pause these campaigns immediately to prevent further financial loss and re-allocate their budget to more promising ads.