

Facebook Ad Campaign Dashboard

Select Ad Id

All

Select Campaign Id

All

Select FB-Id

All

Select Interest

All

Rate Analysis

Click Through Rate [CTR]

Conversion Rate [CR]

Cost-per-Click [CPC]

Approved Conversion Rate [ACR]

0.02%

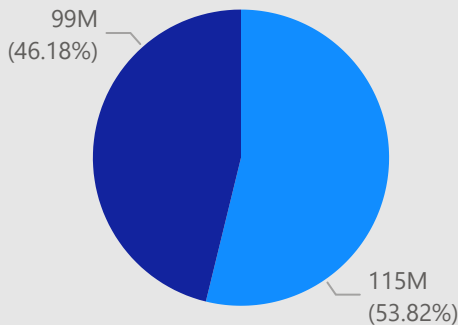
2.83%

1.54

0.00%

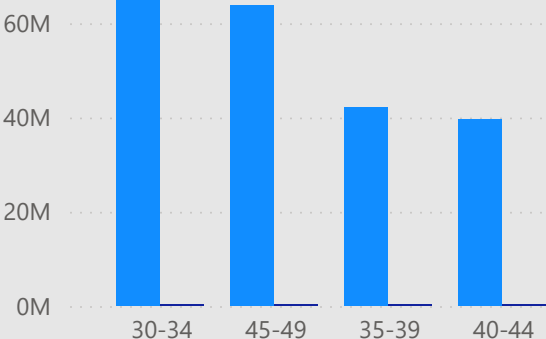
Impressions by Gender

F M

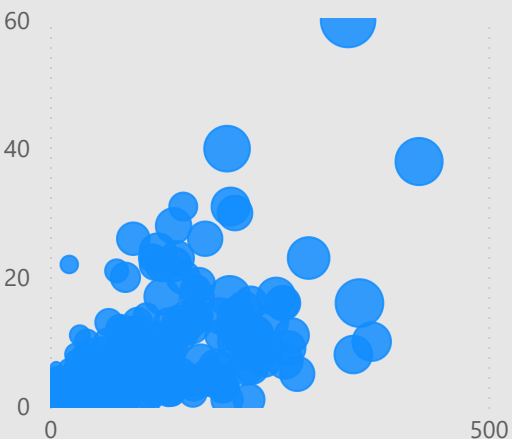


Impressions and Clicks by age

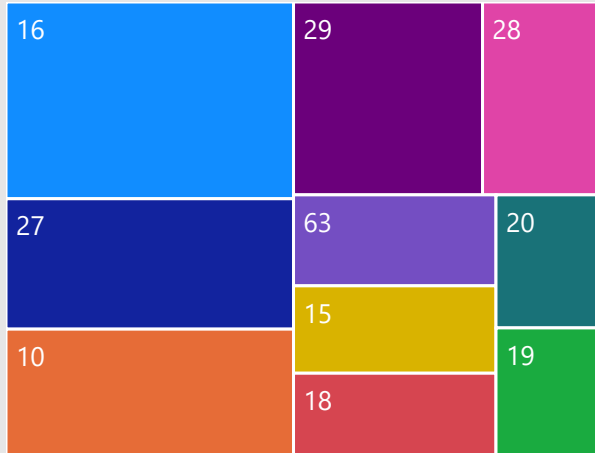
Impressions Clicks



Impressions by Clicks and Conversion

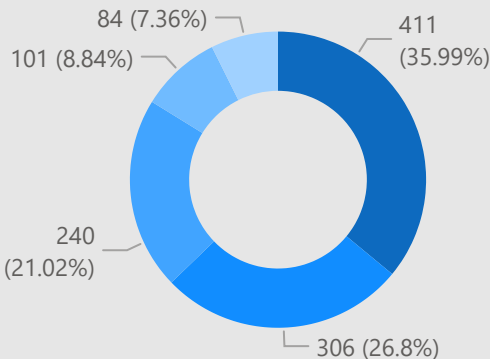


Clicks, CTR and CR by Interest



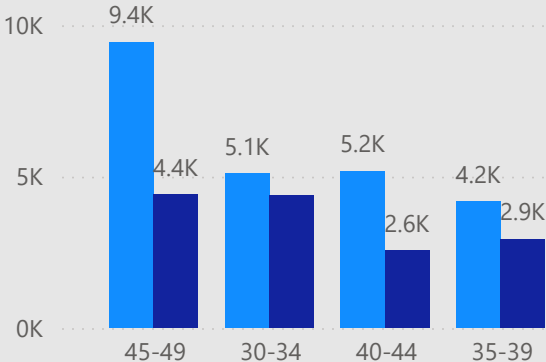
Top 5 Interests

16 29 27 63 64



Clicks by age and gender

F M



Summary Table

ad_id	fb_campaign_id	xyz_campaign_id	Clicks	Interests	Impressions	Spent	Conversion
708746	103916	916	1	15	7350	1.43	2
708749	103917	916	2	16	17861	1.82	2
708771	103920	916	0	20	693	0.00	1
708815	103928	916	1	28	4259	1.25	1
708818	103928	916	1	28	4133	1.29	1
708820	103929	916	0	29	1915	0.00	1
708889	103940	916	3	15	15615	4.77	1
708895	103941	916	1	16	10951	1.27	1
708952	103951	916	1	27	2255	1.50	1
Total			38165	37452	213434828	58,705.23	3264

Facebook Ad Campaign Dashboard by Fena Jain

Select ADVT Id

All

Select FB-CMPN Id

All

Select XYZ-CMPN Id

All

Click Through Rate
[CTR]

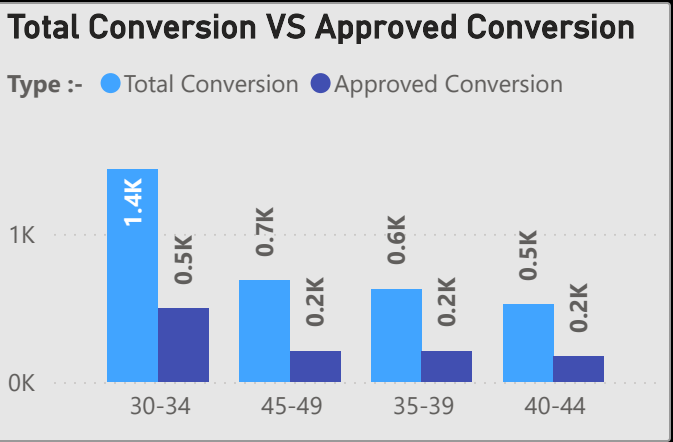
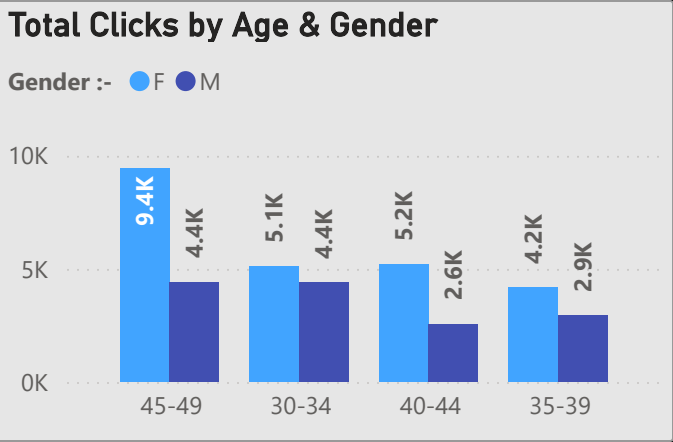
Conversion Rate
[CR]

Cost-per-Click
[CPR]

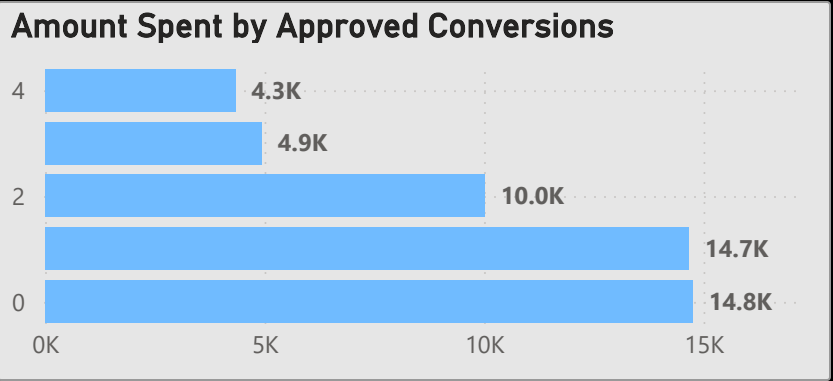
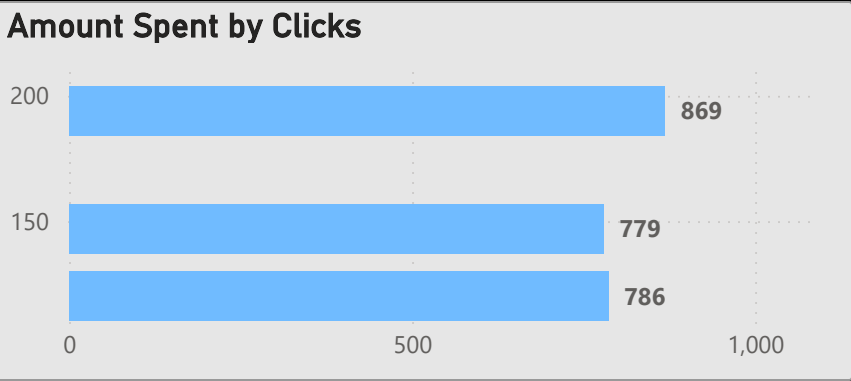
0.02%

2.83%

1.54



Total Clicks	38K
Total Unique Clicks	936
Total Impressions	213M
Total Conversions	3264
Total Approved Conversions	1079
Total Amount Spent	58.71K



Advt Id	FB-Campaign Id	XYZ-Campaign Id	Sum of interest	Total Clicks	Total Impressions
1314325	179892	1178	114	5	61441
1314355	179922	1178	114	21	150858
1314385	179952	1178	114	11	90470
1314400	179967	1178	114	40	250234
1314415	179982	1178	114	114	513161
1314309	179876	1178	113	22	276762
1314324	179891	1178	113	8	97540
1314339	179906	1178	113	6	86293
1314354	179921	1178	113	9	138525
Total			37452	38165	213434828

