

# Meta Ad Performance Analysis Executive Summary

This report looks at how our recent ads did on Meta platforms where we spent a total of 2.5M. The main takeaway is that people really like what they see but are not finishing the purchase as often as we would like. Our ads are getting seen 216K times and people are clicking on them at a rate of 11.76% which is much higher than the usual 1% or 2% seen in this industry.

## Key Findings

- **Who is watching :** Women make up the biggest part of our active audience with 13K engagements. Men accounted for 6K engagements. Most of these people are young adults between the ages of 18 and 30.
- **What works best :** Video ads are our strongest tool because they have the best click rates at 11.9% and purchase results at 5.2%. Stories are also great for getting the word out to a large group with 72K impressions.
- **Where and when :** Our biggest fans are in the United States, India, and Brazil. People interact with our ads the most during the late afternoon and evening hours specifically from 15 to 20 hours.
- **The main hurdle :** While we had 25.4K clicks we only saw 1.3K actual purchases. This suggests that while the ads get people in the door the website or the final checkout step is where we are losing them.

## Recommendations

- **Focus on the right crowd :** We should put more of our money into ads for women aged 18 to 30 in India and the United States to get better results for what we spend.
- **Use better timing :** We should set our ads to show up mostly in the afternoon and evening so we do not waste money during the early morning when nobody is looking.
- **Fix the finish line :** We need to make our landing pages easier to use and more inviting to turn those clicks into actual customers.
- **Stick with video :** Since videos and stories perform better than simple images we should move more of our budget into those formats.

## Expected Impact

By following these steps we can stop spending money on groups that do not buy our products and focus on the people who do. This will help us turn more of those initial clicks into real sales and make the whole campaign more successful.