

## **FACEBOOK AD ON-GOING DATA ANALYSIS REPORT**

Campaign Overview:

Duration: 7<sup>th</sup> of March 2024 – Till Date

Objective: Sales of Craig books

### **Current Key Metrics:**

- Link Clicks: 716
- Reach: 5,167
- 3- Seconds video play - 283
- Post Engagements 995
- Other Clicks: 1,999
- Impressions: Men 43% (2,588), Women 57% (3,467)

### **PERFORMANCE ANALYSIS:**

1. Link Clicks vs. Reach: The campaign achieved a relatively high number of link clicks (716) compared to the reach (5,167), indicating a strong engagement rate among the audience reached.
2. Post Engagements: With 995 post engagements, including likes, comments, and shares, the ad content resonated well with the audience, driving interaction and potentially increasing visibility through social shares.
3. 3-Second Video Plays: While the number of 3-second video plays (283) is lower than other engagement metrics, it still indicates some level of interest in the video content. However, I will be optimizing video content for higher retention rates could further enhance engagement.

4. Other Clicks: The significant number of other clicks (1,999) suggests additional interactions beyond link clicks, such as clicks on profile names, hashtags, or page likes
5. Gender Distribution: The ad reached a slightly higher percentage of women (57%) compared to men (43%), suggesting a potential opportunity to tailor future campaigns to specific gender demographics

### **Where to improve?**

1. Content Optimization: Continue to refine ad content to maintain engagement levels and drive more meaningful interactions.
2. Audience Targeting: Using insights from audience demographics and interests to optimize targeting for better reach and engagement.
3. Video Content: Experiment with different types of video content and lengths to improve video engagement metrics.
4. A/B Testing: Conduct A/B testing with different ad creatives, messaging, and targeting parameters to identify the most effective combinations.
5. Ad Spend Allocation: Allocate budget based on the performance of different ad components to maximize ROI.

### **Conclusion:**

Overall, the campaign has shown promising engagement metrics, with strong link clicks and post engagements. By leveraging these insights and recommendations, future campaigns can be optimized to further enhance performance and achieve campaign objectives.