

Social Media Campaign Performance Summary

Overall KPIs:

Total Clicks: 13K

Total Conversions: 585

Total Impressions: 79M

Total Spend: 20.11K

CPC (Cost Per Click): 1.51

CTR% (Click-Through Rate): 0.02%

Key Visual Insights:

1. Trend Over Time & CTR%: Flat trend, very low CTR%, needs optimization.
2. Top Performing Campaigns: One campaign leads significantly (~10K clicks/conversions).
3. ROI (%): Positive but minimal ROI (~0%), breaking even.
4. CTR% by Age Group: One group dominates with ~38.69% share.
5. CTR% by Age: Younger groups (16-21) have highest CTR engagement.
6. Clicks & Conversions Over Time: 42.85% share from a single segment; others underperforming.

Key Takeaways:

- CTR is very low (0.02%), creatives/targeting need improvement.
- Focus ad spend on high-performing age groups.
- Analyze and replicate top-performing campaign strategies.
- Optimize CPC & conversion rates to improve ROI.
- Review and optimize or pause underperforming segments.