

Meta Ad Performance Dashboard



Impressions

339.8K

Clicks

40.1K

Shares

2.0K

Comments

4.1K

Purchases

2.0K

Engagements

46.1K

CTR(Click Through Rate)

11.79%

Engagement Rate

13.58%

Conversion Rate

5.07%

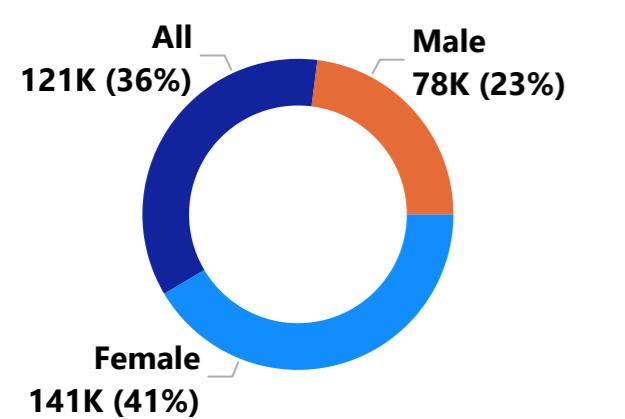
Purchase Rate

0.60%

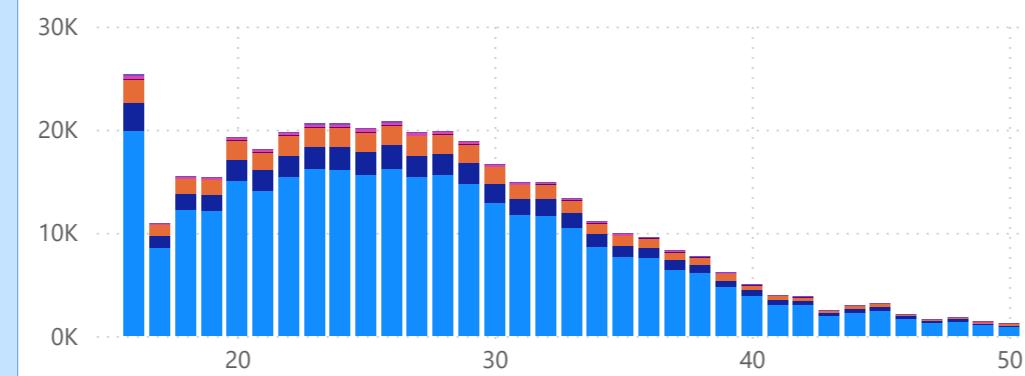
Total Budget

\$2.54M

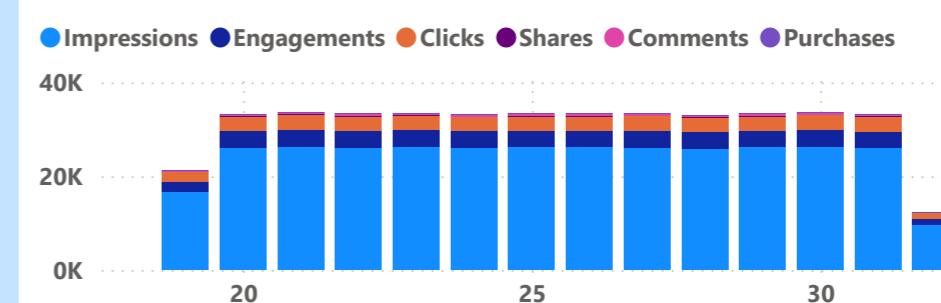
Avg. Budget per Campaign

50.72K

Impressions By user age



Impressions By WeekNumber



Impressions by country



Calender

Aug				Jul			Jun			May			
Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
32	4	5	6	7	8	9	28	29	30	31	1	2	3
31	28	29	30	31	1	2	21	22	23	24	25	26	27
30	21	22	23	24	25	26	29	14	15	16	17	18	19
29	14	15	16	17	18	19	20	7	8	9	10	11	12
28	7	8	9	10	11	12	13	30	1	2	3	4	5
27	30	1	2	3	4	5	27	24	25	26	27	28	29
26	23	24	25	26	27	28	25	16	17	18	19	20	21
25	16	17	18	19	20	21	22	9	10	11	12	13	14
24	9	10	11	12	13	14	15	2	3	4	5	6	7
23	2	3	4	5	6	7	26	27	28	29	30	31	1
22	26	27	28	29	30	31							

ad_type	Imp	Clks	CTR	PRate	ERate	CRate
Stories	109K	12.8K	11.7%	0.6%	13.6%	5.3%
Image	88K	10.5K	11.9%	0.6%	13.6%	4.7%
Carousel	87K	10.2K	11.7%	0.6%	13.4%	5.1%
Video	56K	6.7K	11.9%	0.6%	13.7%	5.1%

Meta

Facebook



Instagram

Select Dynamic Measure

All

Campaign Name

All

Target Interest

All

Meta Ad Performance Dashboard



Impressions

339.8K

Clicks

40.1K

Shares

2.0K

Comments

4.1K

Purchases

2.0K

Engagements

46.1K

CTR(Click Through Rate)

11.79%

Engagement Rate

13.58%

Conversion Rate

5.07%

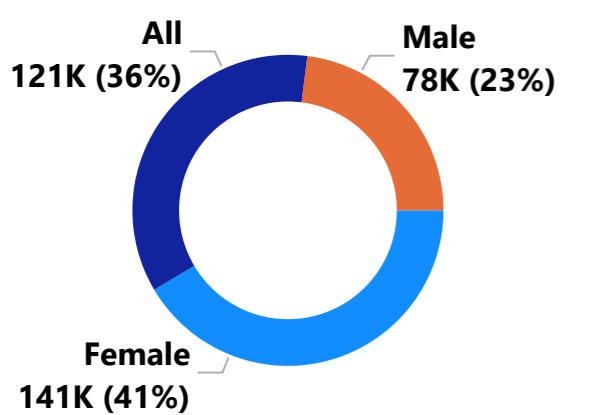
Purchase Rate

0.60%

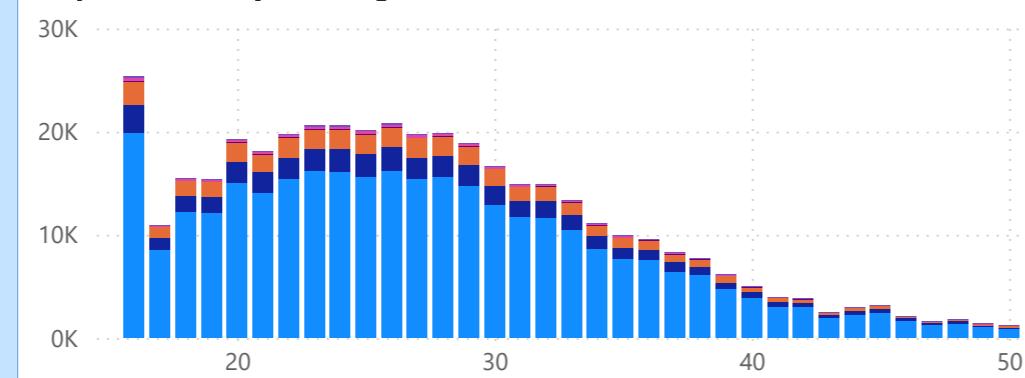
Total Budget

\$2.54M

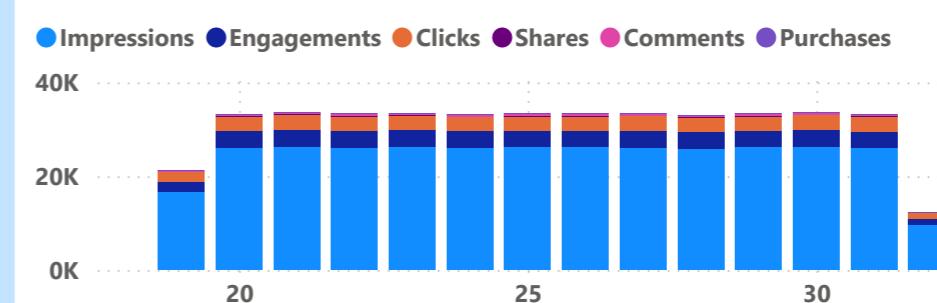
Avg. Budget per Campaign

50.72K

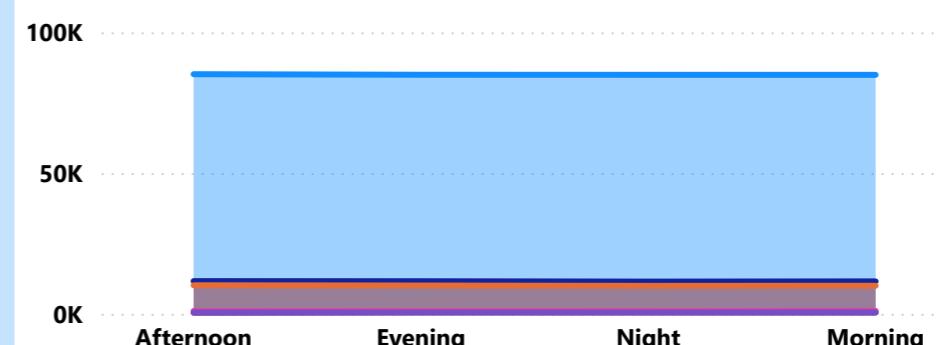
Impressions By user age



Impressions By WeekNumber



What is the Peak Time?



Impressions by country



Calender

Calender						
		Aug	Jul	Jun	May	
		Mon	Tue	Wed	Thu	Fri
19		7	8	9	10	11
20	12	13	14	15	16	17
21	19	20	21	22	23	24
22	26	27	28	29	30	31
23	2	3	4	5	6	7
24	9	10	11	12	13	14
25	16	17	18	19	20	21
26	23	24	25	26	27	28
27	30	1	2	3	4	5
28	7	8	9	10	11	12
29	14	15	16	17	18	19

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Meta

Select Dynamic Measure

All

Campaign Name

All

Target Interest

All

Impressions

339.81K

CTR(Click Through Rate)

12%

Clicks

40.079K

Engagement Rate

13.58%

Shares

2K

Conversion Rate

5.07%

Comments

4.108K

Purchase Rate

0.60%

Purchases

2.031K

Total Budget

\$2.54M

Engagements

46.144K

Avg. Budget per...

50.72K

Impressions by country

