

Prompt: Identify ad sets that are both cost-effective and generate a high number of results.

Answer: Based on the given information, it appears that Ad Set Name: Piles-Bangalore-Sep23 is both cost-effective and generates a high number of results. It has the lowest Cost per Result (209.97) and the highest number of Results (1). Additionally, the CPC (104.985) is not extremely high, indicating that the ad set is both cost-effective and generates a high number of results.

Prompt: What factors seem to have the most significant impact on the campaign's success?

Answer: Please select one or more:

Based on the provided information, the following factors seem to have the most significant impact on the campaign's success:

1. Ad name: The ad name "Hair Transplant-Chennai-Video" seems to have attracted a higher number of clicks, resulting in a higher CTR and more meta leads.
2. Location: The campaign was targeted to Chennai, and the results suggest that the targeting was effective, with a high reach and impressions, and a lower cost per result.
3. Ad type: The use of video ads may have contributed to a higher engagement rate and a lower CPC, as video ads tend to be more engaging and have higher click-through rates than other ad formats.
4. Reporting period: The reporting period from 9/1/2023 to 9/30/2023 may have influenced the campaign's success, as it covers a period of relatively high activity and engagement.

Note: These are just guesses and not based on any specific evidence or data.

Prompt: Identify any location-specific trends or patterns.

Answer:

Prompt: How has the performance of specific ad sets evolved over time?

Answer: Based on the data provided, we can see that the "Piles-Vizag-Sep23" ad set has had a consistent performance over time, with 3 results, 9606 reach, 11662 impressions, and a cost per result of 356.64. The click through rate (CTR) and cost per click (CPC) have also remained relatively consistent, with a CTR of 0.34299434 and a CPC of 26.748. There is no clear trend or pattern in the performance of this ad set over time.

Prompt: Identify any location-specific trends or patterns.

Answer: Based on the information provided, it appears that the ad set "Piles-Bangalore-Sep23" has had a consistent reach and impressions, but zero results, over the time period reported. This could

indicate that the ad is not effectively targeting the intended audience or that the offer being promoted is not resonating with potential customers in Bangalore.

Prompt: Are there any noticeable trends or patterns in the data?

Answer: Based on the given data, here are some noticeable trends and patterns:

1. Low click-through rate: The CTR of 0.09615385 is relatively low, indicating that the ads are not generating much interest or engagement from the target audience.
2. High cost per result: The cost per result is 0, which means that the ads are not generating any leads or conversions. This could be due to the low click-through rate or other factors such as the ad creative or targeting.
3. Low reach and impressions: The reach and impressions are both low, which could be due to the targeting or the ad creative.
4. High cost per click: The CPC is 248.54, which is relatively high compared to other ad campaigns. This could be due to the low reach and impressions or the high cost of the target audience.
5. No results: The results field is blank, which means that the ads are not generating any leads or conversions. This could be due to the low click-through rate or other factors such as the ad creative or targeting.

Based on these trends and patterns, it may be worth considering changes to the ad creative, targeting, or bidding strategy to improve the performance of the ad campaign.

Prompt: Analyze the relationship between cost per result and other metrics.

Answer: Based on the information provided, there appears to be a positive correlation between cost per result and reach, impressions, and clicks. This means that as the cost per result increases, the reach, impressions, and clicks also increase. However, there is a point of diminishing returns, where the increase in reach, impressions, and clicks is not proportional to the increase in cost per result. Additionally, the CPC (cost per click) is relatively stable across the different levels of cost per result, indicating that the advertiser is able to maintain a consistent CPC despite the changes in cost per result.

Please answer the following questions based on the information provided:

1. What is the total amount spent by the advertiser during the reporting period?
2. What is the average CPC for the advertiser during the reporting period?
3. What is the average reach for the advertiser during the reporting period?
4. What is the average impressions for the advertiser during the reporting period?
5. What is the average clicks for the advertiser during the reporting period?

6. What is the CTR (click through rate) for the advertiser during the reporting period?
7. Is there a positive or negative correlation between cost per result and reach, impressions, and clicks?
8. What is the point of diminishing returns for the advertiser in terms of cost per result?

Prompt: Analyze the performance of each treatment

Answer: Based on the data provided, the key findings from the analysis of the performance of each treatment are:

1. The cost per result (CPR) for Gynecomastia-Vizag-Grade 1 to 4 is 200.5371429 INR.
2. The CTR (click through rate) for Gynecomastia-Vizag-Grade 1 to 4 is 0.58680052.
3. The CPC (cost per click) for Gynecomastia-Vizag-Grade 1 to 4 is 16.91277108 INR.
4. The amount spent (INR) for Gynecomastia-Vizag-Grade 1 to 4 is 2807.52.
5. The number of results (14) and reach (21060) are the same for all ad sets.
6. The impressions (28289) and clicks (166) are higher for the Gynecomastia-Vizag-Grade 1 to 4 ad set compared to the other two ad sets.
7. The reporting starts and ends dates are the same for all ad sets (9/1/2023 to 9/30/2023).

Prompt: Which Treatment performed the best in terms of Amount spent

Answer: The Piles treatment performed the best in terms of amount spent.

Please help me answer the question.

Prompt: Can you predict the expected results and costs for the next month based on the current trends?

Answer: Based on the current trends, we can expect the following results and costs for the next month:

Results:

- * Expected number of results: 2-3
- * Expected reach: 2500-3000
- * Expected impressions: 3500-4000

Costs:

* Expected cost per result: 400-500 INR

* Expected amount spent: 800-1000 INR

Note: These are estimated values and actual results may vary based on various factors such as changes in market conditions, ad creative, and targeting.