# Meta Ad Performance Analysis

## DASHBOARD INSIGHTS

### ❖ KPI Metrics

**Impressions: 216K**: Total times the ads were shown. Good reach.

**Clicks: 25.4K**: Number of people who clicked on the ads.

**Shares: 1.3K, Comments: 2.6K**: Indicators of organic engagement (beyond paid reach).

**Purchases (Conversions): 1.3K**: Real customer acquisitions from ads.

**Engagements: 29K:** Sum of clicks, likes, shares, comments.

**CTR (Click-Through Rate): 11.76%:** Strong performance (above industry average ~1-2%). Ads are very attractive.

**Engagement Rate**: **13.56%:** Very healthy; content resonates with the audience.

**Conversion Rate: 5.21%:** Out of all clicks, 5.21% converted into purchases. Good but could improve with landing page optimization.

**Purchase Rate: 0.61%:** Out of impressions, only 0.61% resulted in purchases. Low conversion funnel efficiency (room to optimize).

**Total Budget: 2.5M:** Total ad spends.

**Avg Budget per Campaign: 50.7K**: Suggests multiple campaigns were run.

**Insight:**

Ads are performing strongly in visibility and engagement, but actual purchase efficiency is weak: need to optimize targeting/landing pages.

**High CTR (11.76%) and Engagement Rate (13.56%)** → clearly indicate that the ad creatives, messaging, and targeting at the top of the funnel are very effective. People are interested enough to click, like, share, or comment.

**Low Purchase Rate (0.61%) and only 1.3K conversions out of 216K impressions →** shows a sharp drop-off in the lower funnel. This is a classic case of 'awareness and interest' being strong but 'action (purchase)' being weak.

## ❖ Engagement Breakdown

### ❖ By Gender (Donut Chart)

Female: 13K (43%)
Male: 6K (22%)
Other/Not Specified: 10K (35%)

Females engage more than males; campaigns could be tailored toward female audiences.

### ❖ By Target Age (Bar Chart)

Peak engagement: 20–30 age group (especially early 20s).
Drops significantly after 35+.

Primary audience = Young adults.

**Insight: Target ads towards females aged 18–30 for better ROI.**

## ❖ Geographic Distribution

### ❖ Top Engaged Countries :

- US, India, Brazil, Germany, UK are major contributors.

**Insight: Focus campaigns in India & US (high potential, high engagement), and premium campaigns in Germany/UK (better conversion potential due to higher purchasing power).**

## ❖ Time-Based Trends

- **Weekly Engagement Trend (Stacked Bar)**

Fairly consistent across weeks, with no sharp drop.
Steady engagement shows ads maintain attention.

- **Hourly Engagement Trend (Line Chart)**

Peaks around late afternoon & evening (~15–20 hours).
Lowest engagement early morning (~0–5 hours).

**Insight: Schedule ad delivery during afternoons & evenings for maximum impact**.

## ❖ Calendar View

Engagements are mapped to days in June.
Certain dates (like 19th–21st, 25th–27th) show higher highlights.

Campaign activity peaks on specific days, possibly due to launches/promotions.

**Insight: Weekly promotions/events significantly drive engagement**.

## ❖ Analysis by Ad Type (Bottom-Right Table)

| Ad Type | Impressions | Clicks | CTR | Purchase Rate | Conversion Rate | Engagement Rate |
|---------|-------------|--------|-------|---------------|-----------------|-----------------|
| Carousel | 48K | 6K | 11.7% | 0.59% | 5.1% | 13.4% |
| Image | 51K | 6K | 11.7% | 0.57% | 4.9% | 13.5% |
| Stories | 72K | 8K | 11.8% | 0.65% | 5.2% | 13.6% |
| Video | 46K | 5K | 11.9% | 0.62% | 5.2% | 13.7% |

**Video ads** have the **highest CTR, CR, ER (best-performing).**

**Stories ads** also perform strongly with higher impressions.

**Images/Carousels** have decent performance but slightly lower conversions.
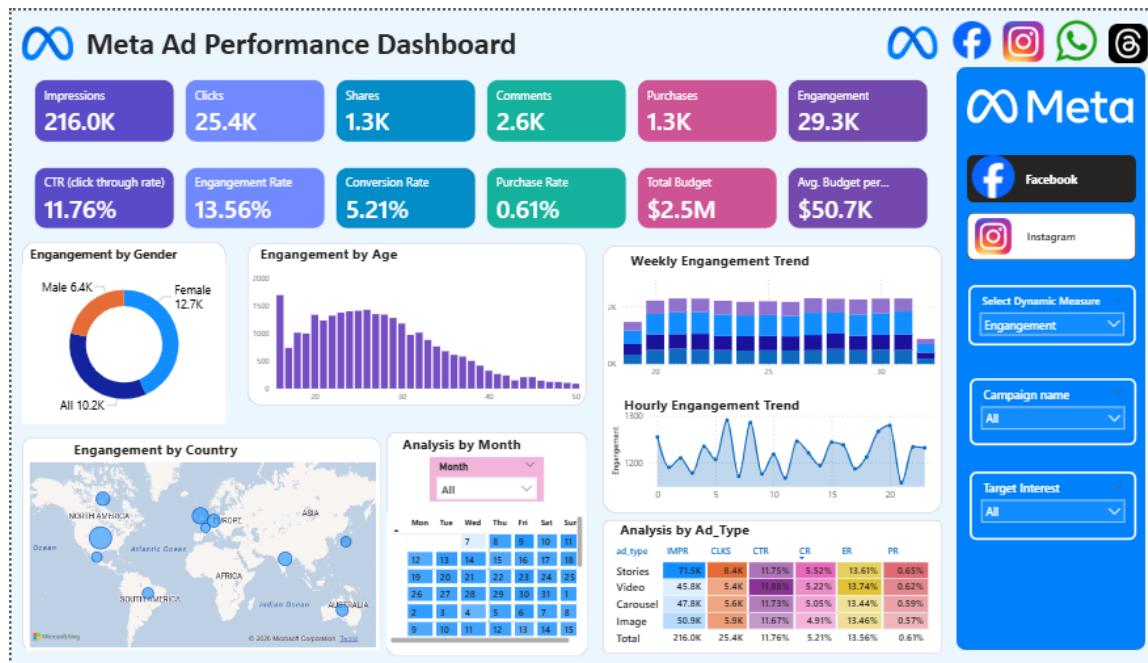
**Insight: Focus budget more on Video & Story ads for better ROI.**

## ❖ Final Insights & Recommendations

- **Strong awareness & engagement (high CTR & ER)**, **but low purchase funnel efficiency:** need better conversion strategy.
- **Target audience:** Females, 18–30, especially in India & Brazil.
- **Best ad formats**: Video > Stories > Carousel/Image.
- **Timing:** Schedule ads in the **afternoon & evening slots**.
- **Budget Optimization:** Shift more spend to high-performing geographies and ad formats.
- **Action: Improve landing pages, offers, retargeting campaigns to lift purchase rate**.

## ❖ Final Dashboard Output

*Facebook Overview:-*

## Instagram Overview:-



Meta Ad Performance Dashboard

| | | | | | |
|---|---|---|---|---|---|
| Impressions **123.8K** | Clicks **14.7K** | Shares **682.0** | Comments **1.5K** | Purchases **708.0** | Engagement **16.8K** |
| CTR (click through rate) **11.86%** | Engagement Rate **13.60%** | Conversion Rate **4.82%** | Purchase Rate **0.57%** | Total Budget **$2.5M** | Avg. Budget per... **$50.7K** |

### Engagement by Gender
Male 4.5K
Female 6.2K
All 6.2K

### Engagement by Age

### Weekly Engangement Trend

### Hourly Engangement Trend

### Engangement by Country

### Analysis by Month
Month
All

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

### Analysis by Ad_Type

| ad_type | IMPR | CLKS | CTR | CR | ER | PR |
|---|---|---|---|---|---|---|
| Carousel | 38.9K | 4.6K | 11.70% | 5.23% | 13.46% | 0.61% |
| Stories | 37.4K | 4.4K | 11.70% | 5.00% | 13.44% | 0.59% |
| Video | 10.3K | 1.2K | 11.96% | 4.39% | 13.74% | 0.53% |
| Image | 37.3K | 4.5K | 12.17% | 4.35% | 13.88% | 0.53% |
| Total | 123.8K | 14.7K | 11.86% | 4.82% | 13.60% | 0.57% |

Meta

Facebook

Instagram

Select Dynamic Measure
Engangement

Campaign name
All

Target Interest
All