



# Executive Summary

All

Total Impressions

340K

Total Clicks

40K

CTR%

11.79%

CTR

Total Engagements

58K

Engagement Rate %

17.11%

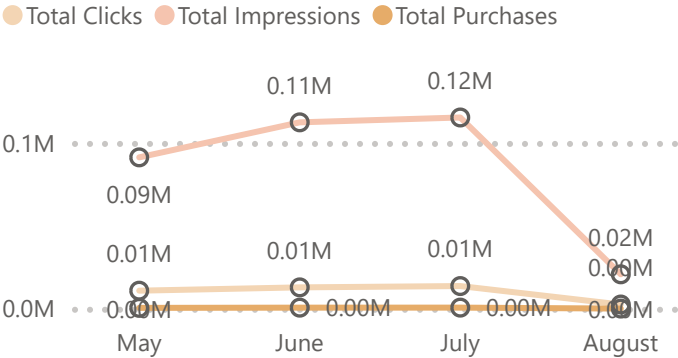
Total Purchases

2031

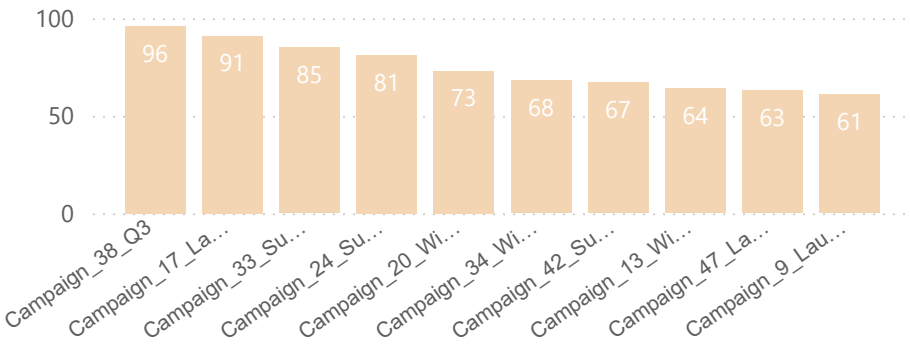
Conversion Rate %

5.07%

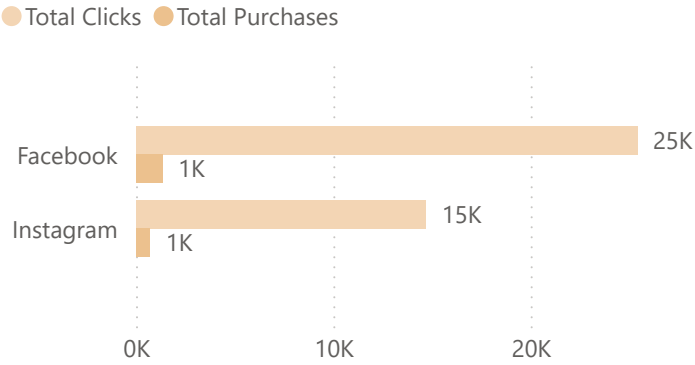
Monthly Impressions vs Clicks



Campaign Performance



Facebook vs Instagram: Engagement & Conversions



# Audience Insights

Gender

Age-Group

All

All

Top Gender

Male

Top Age Group

25-34

Top Country

United States

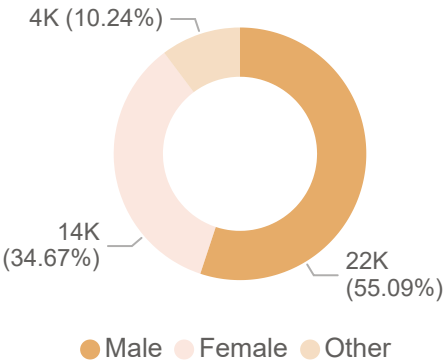
Distinct Users

5505

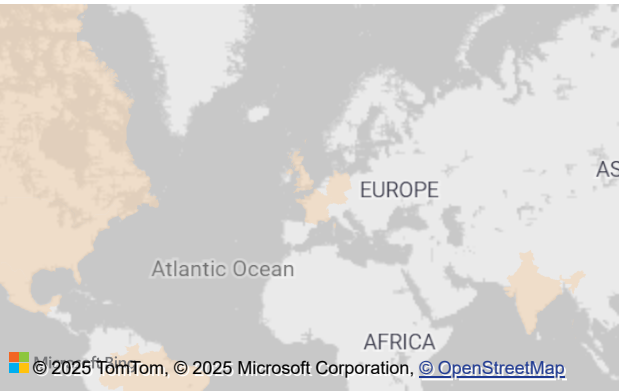
Country

- ☒ Select all
- ☒ Australia
- ☒ Brazil
- ☒ Canada
- ☒ France
- ☒ Germany
- ☒ India
- ☒ Japan
- ☒ Mexico
- ☒ United Kingdom
- ☒ United States

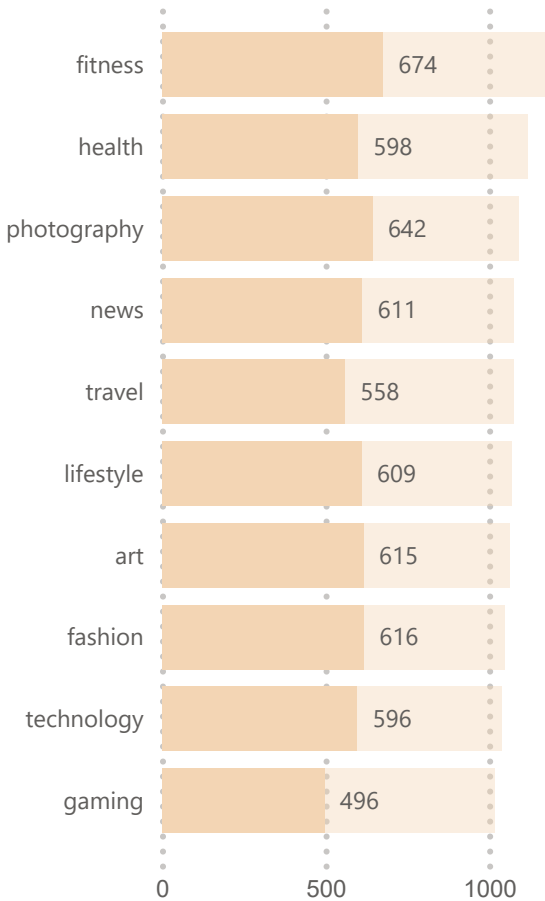
Clicks by Gender



Purchases by Country



Clicks (Events) by interests

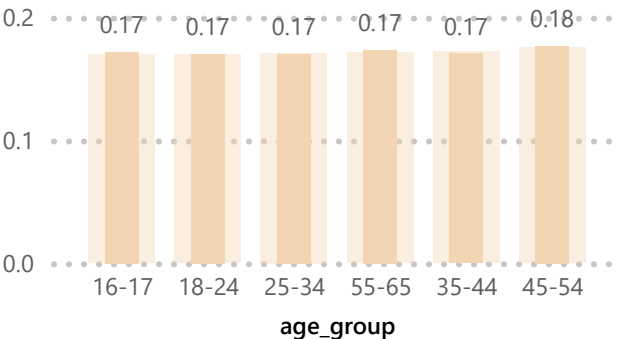


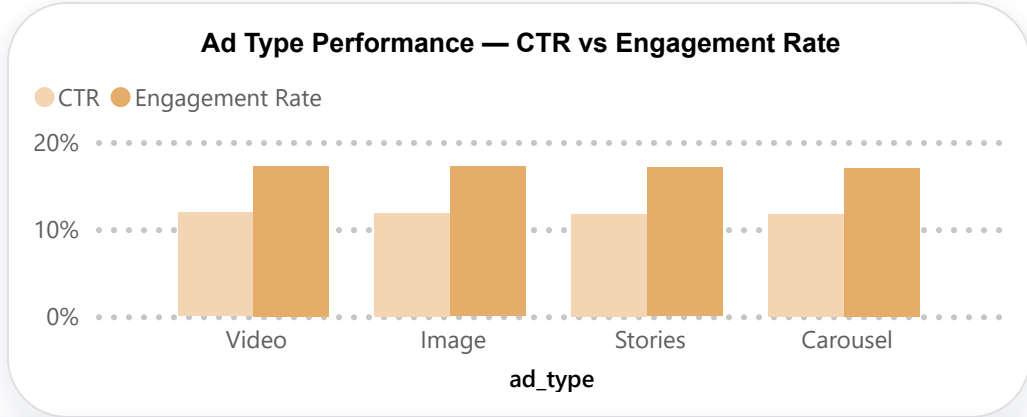
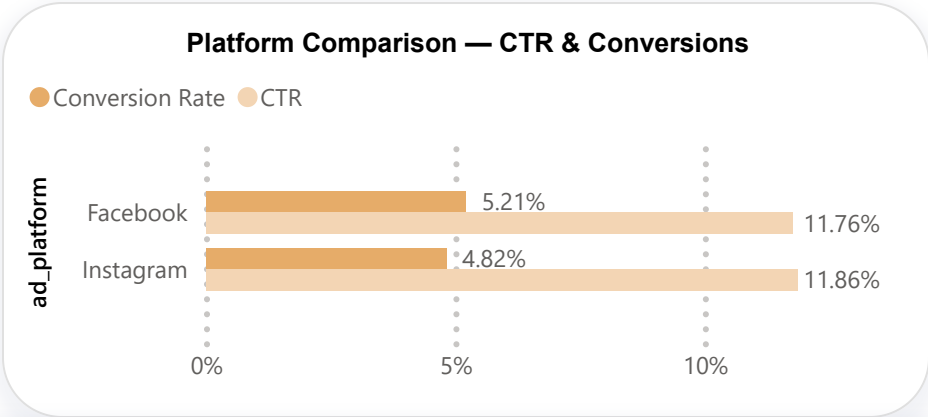
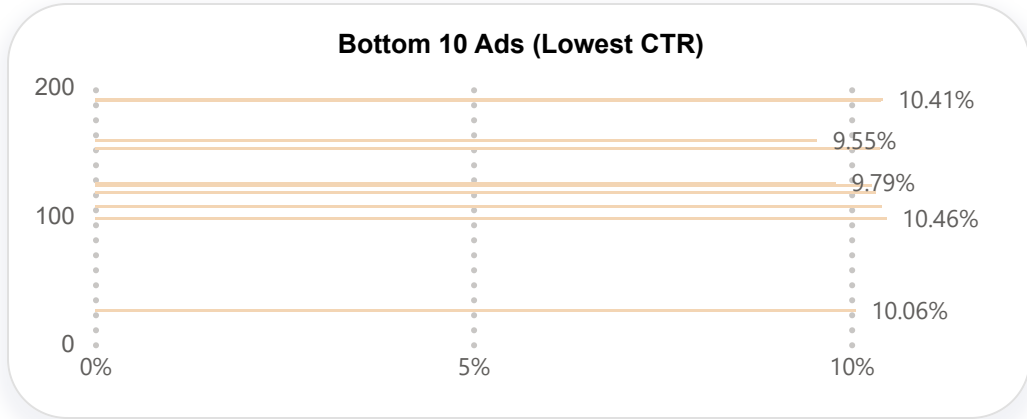
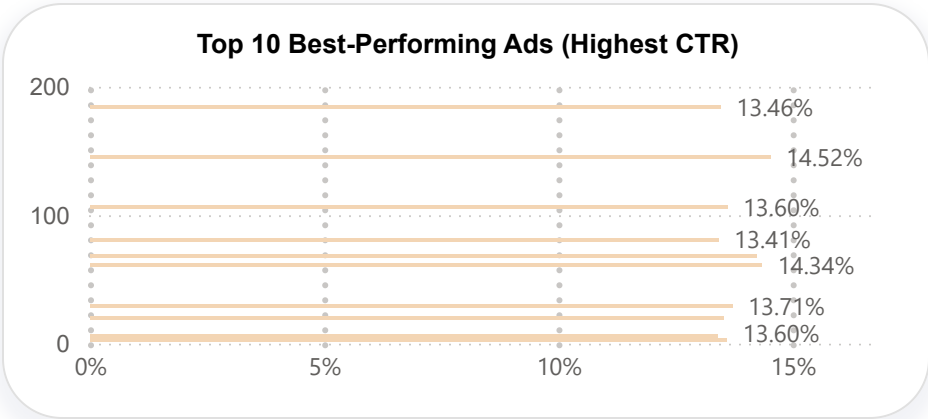
Clicks by Age Group & Gender

Age\_Group Male

Age_Group	Male
16-17	1884
18-24	6976
25-34	9124
35-44	3198
45-54	719
55-65	177
Total	22078

Engagement Rate by Age Group





Ad-Level Performance (Complete Breakdown)											
ad_id	ad_platform	ad_type	Total Impressions	Total Clicks	CTR	Total Engagements	Engagement Rate	Conversion Rate	Total Purchases	Ad Performance Score	
61	Instagram	Carousel	1520	218	14.34%	324	21.32%	5.96%	13	0.15	
68	Facebook	Image	1617	230	14.22%	335	20.72%	6.52%	15	0.15	
29	Instagram	Carousel	1641	225	13.71%	319	19.44%	7.56%	17	0.14	
3	Instagram	Carousel	1655	225	13.60%	328	19.82%	5.78%	13	0.14	
106	Facebook	Stories	1706	232	13.60%	333	19.52%	5.17%	12	0.14	
184	Instagram	Image	1642	221	13.46%	324	19.73%	4.52%	10	0.14	
Total			339812	40079	11.79%	58157	17.11%	5.07%	2031	0.12	

# Campaign ROI & Budget Analysis

Platform

All



Ad Type

All

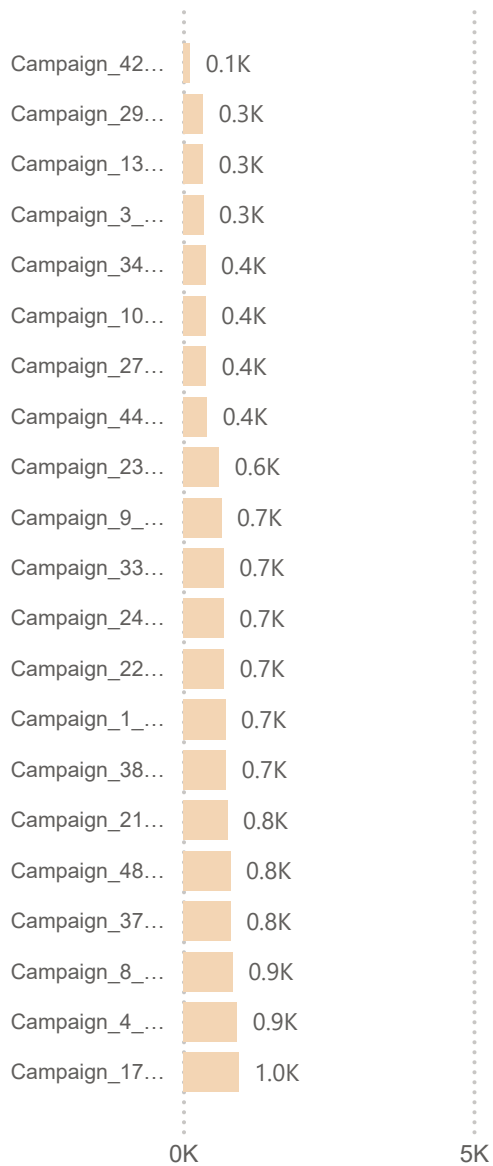


Campaign

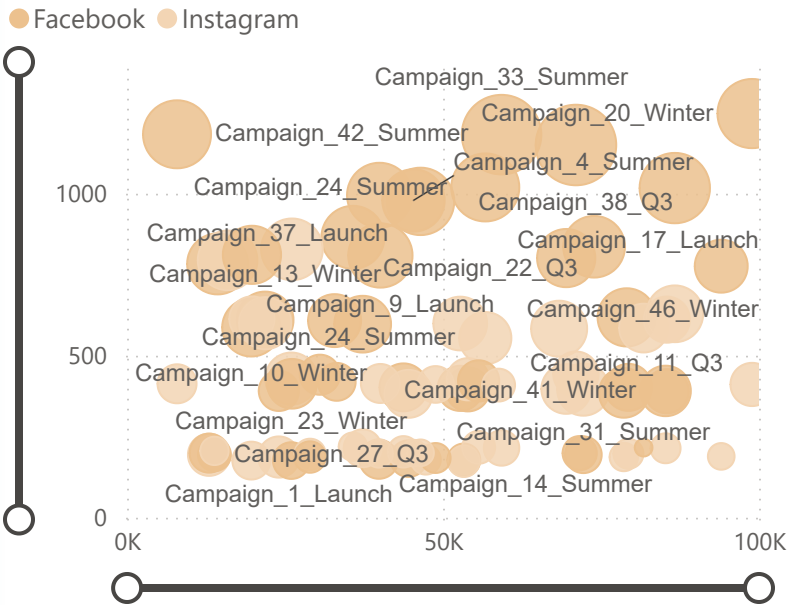
All



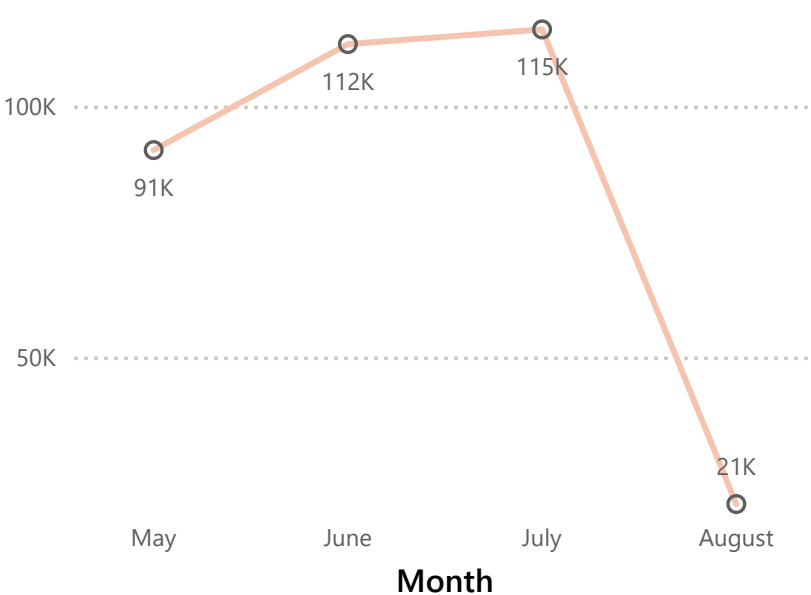
## Campaign ROI – Cost per Acquisition (CPA)



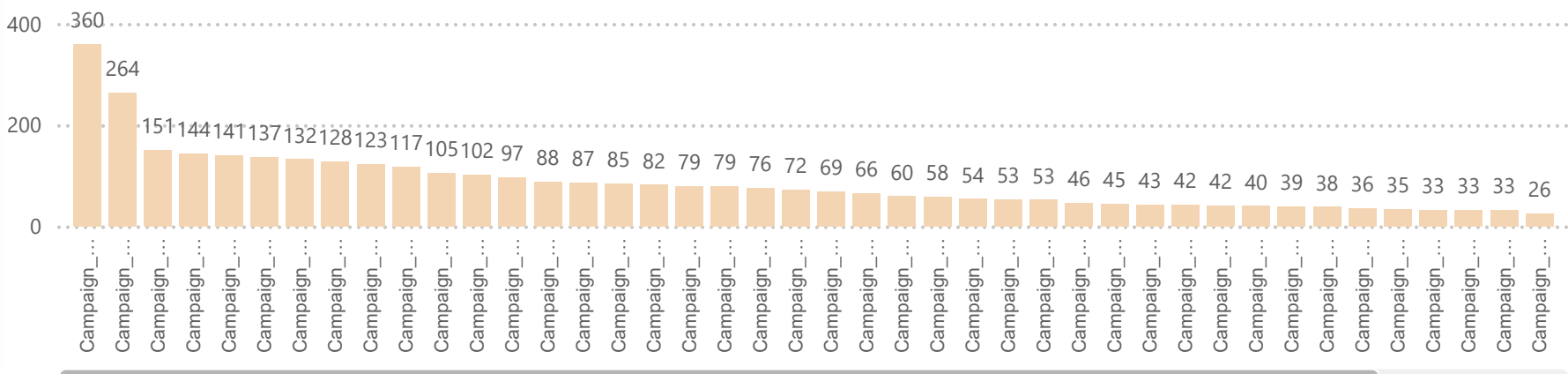
## Campaign ROI & Budget Analysis



## Impressions Trend Over Time

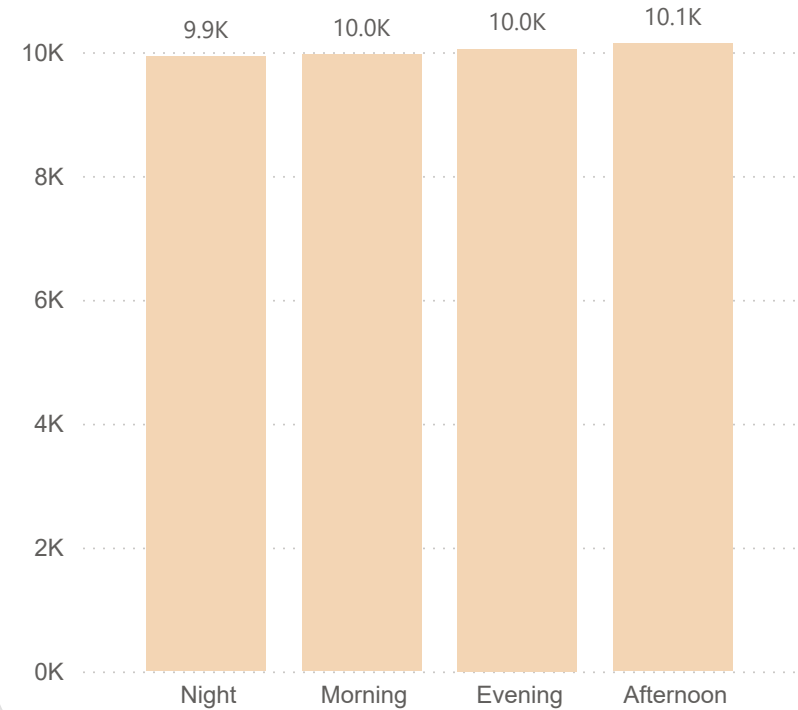


## Campaign Spend Efficiency – Cost per Click (CPC)

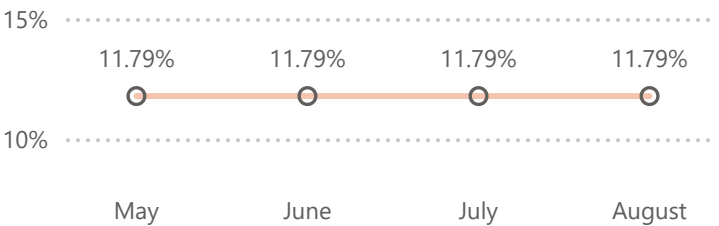


# TIME SERIES ANALYTICS

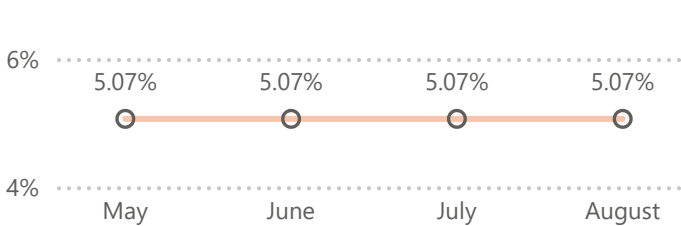
Clicks Distribution by Time of Day



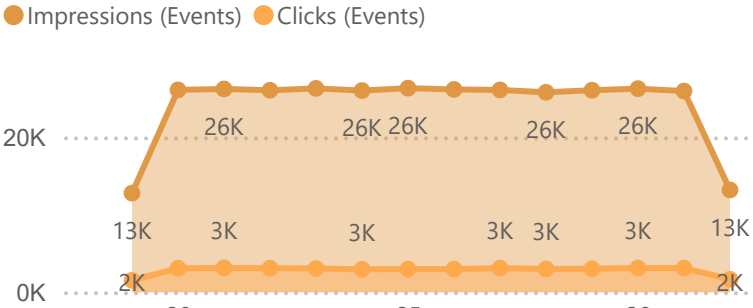
CTR Performance by Month



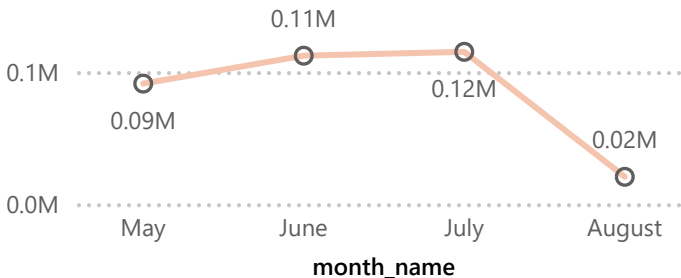
Conversion Rate Performance by Month



Weekly Impressions & Clicks Trend



Monthly Impressions Trend



Day_of_Week	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	Total
Friday	264	250	254	245	244	225	234	254	224	253	223	194	253	263	251	238	236	267	234	248	250	249	254	221	5828
Monday	235	248	223	216	234	207	223	256	252	222	246	252	253	252	241	237	257	239	233	240	230	207	244	221	5668
Saturday	249	210	229	228	247	233	227	236	270	210	237	233	233	215	242	277	236	230	253	250	238	207	258	256	5704
Sunday	223	248	255	218	233	242	231	235	248	239	262	228	244	247	218	237	252	247	239	231	275	227	244	232	5755
Thursday	248	218	233	206	242	228	254	237	257	242	241	232	233	253	219	223	210	222	230	225	246	257	218	252	5626
Tuesday	250	219	257	217	243	260	288	203	229	218	217	226	260	227	240	216	256	247	217	274	245	257	247	255	5768
Wednesday	244	223	238	244	250	248	272	228	243	226	228	233	255	270	233	240	242	229	219	254	242	235	212	222	5730
Total	1713	1616	1689	1574	1693	1643	1729	1649	1723	1610	1654	1598	1731	1727	1644	1668	1689	1681	1625	1722	1726	1639	1677	1659	40079