

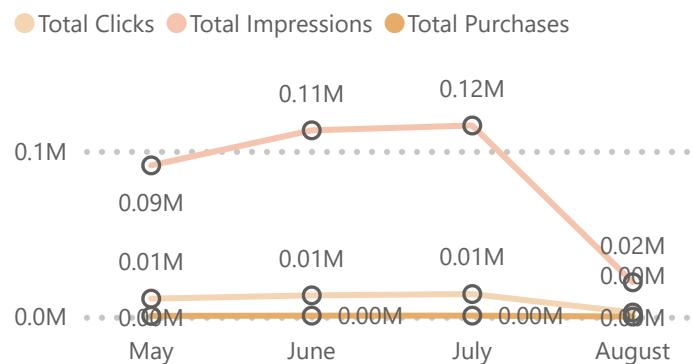
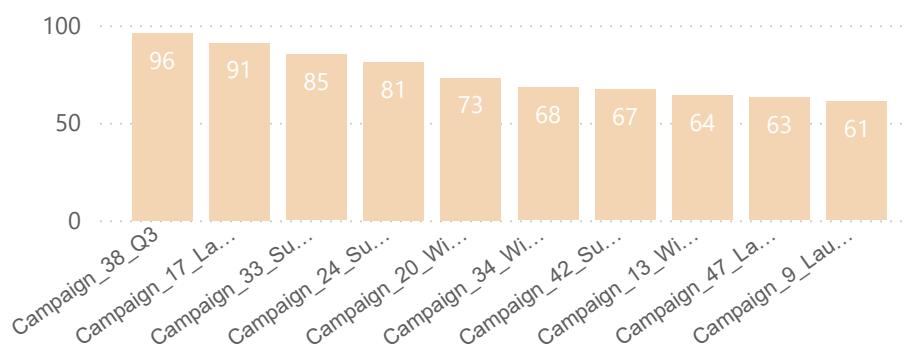
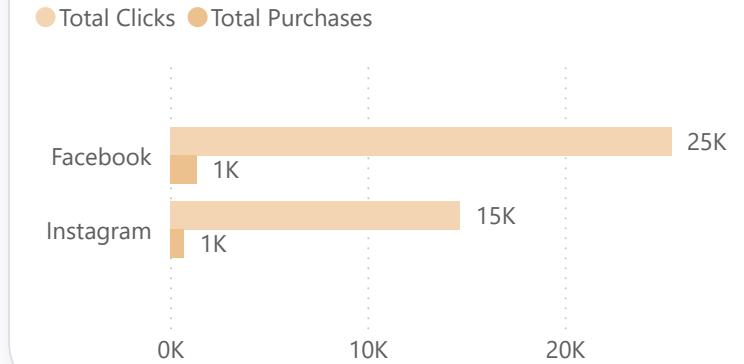


Executive Summary

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

All

Age-Group

All

Top Gender

Male

Top Age Group

25-34

Top Country

United States

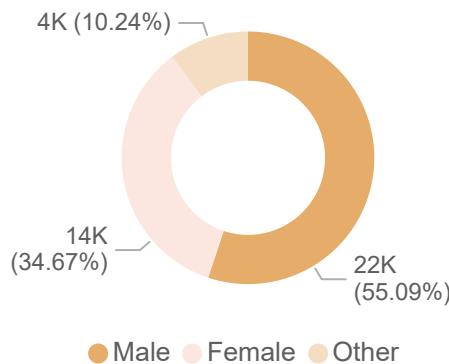
Distinct Users

5505

Country

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

Clicks by Gender



Purchases by Country

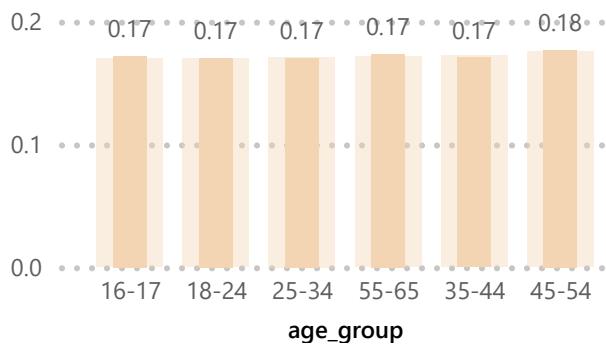


Clicks by Age Group & Gender

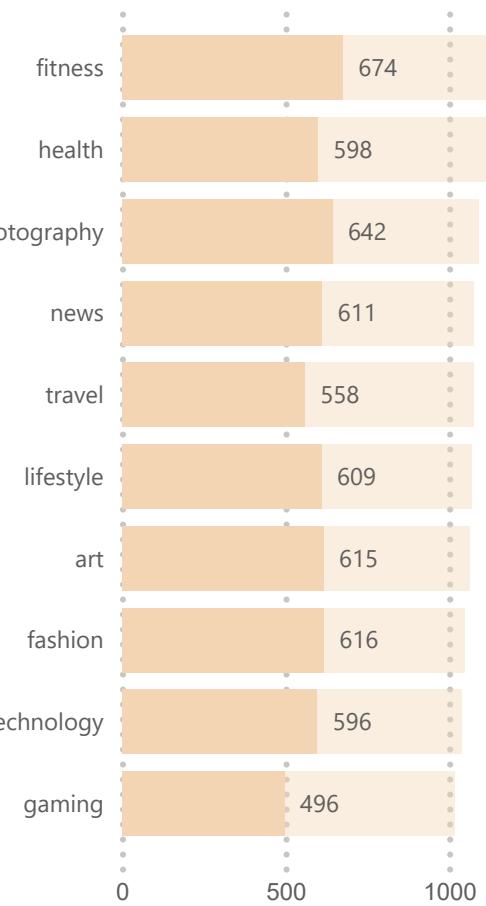
Age_Group Male

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



Clicks (Events) by interests



Ad Performance

Platform

Ad-Type

Age-Group

Gender

All



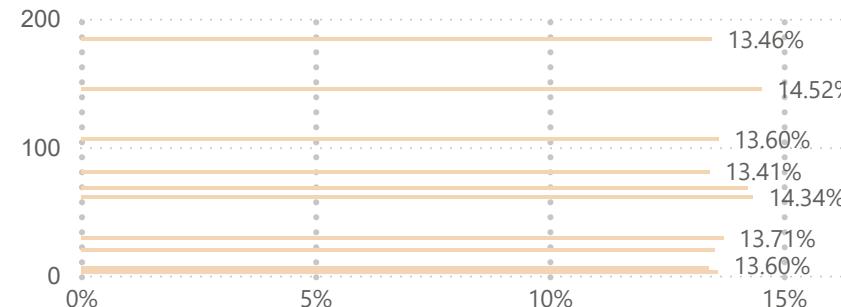
All



All



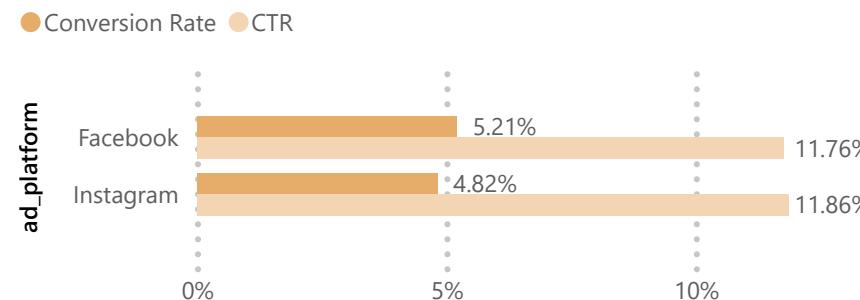
Top 10 Best-Performing Ads (Highest CTR)



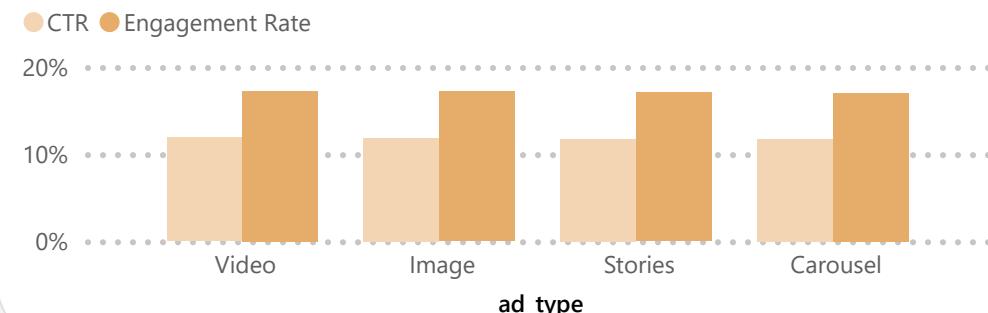
Bottom 10 Ads (Lowest CTR)



Platform Comparison — CTR & Conversions



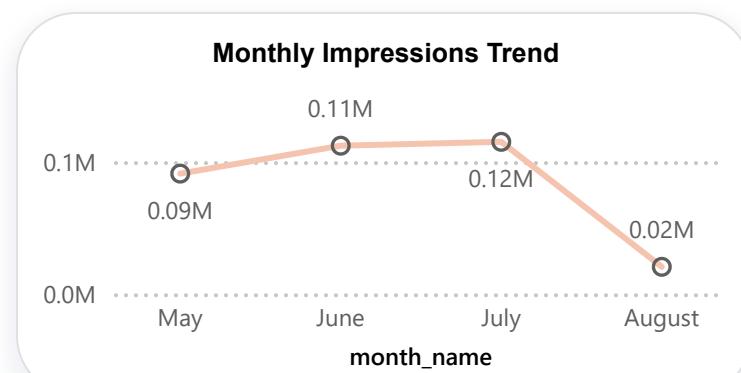
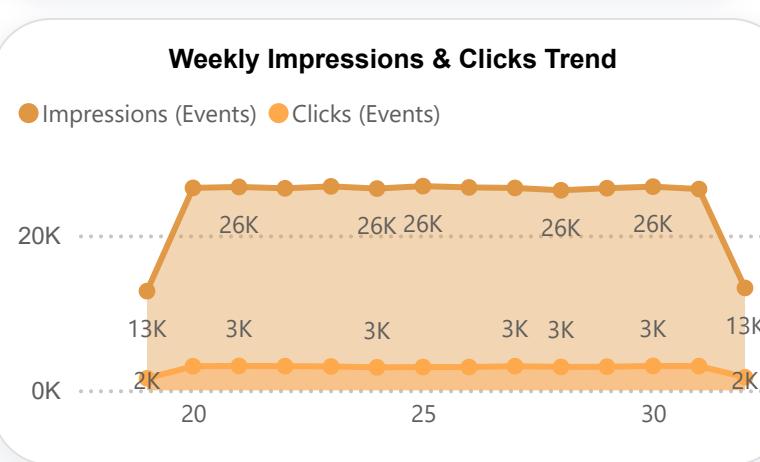
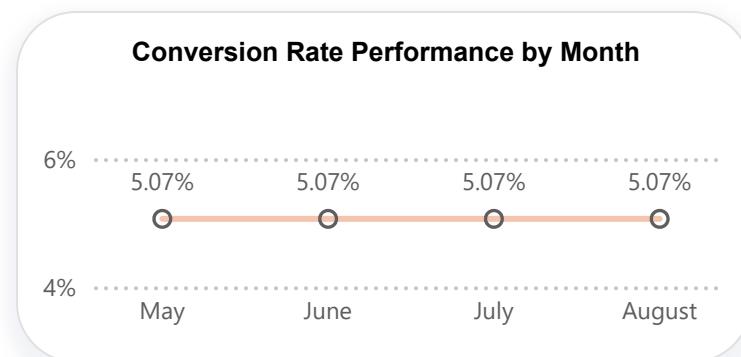
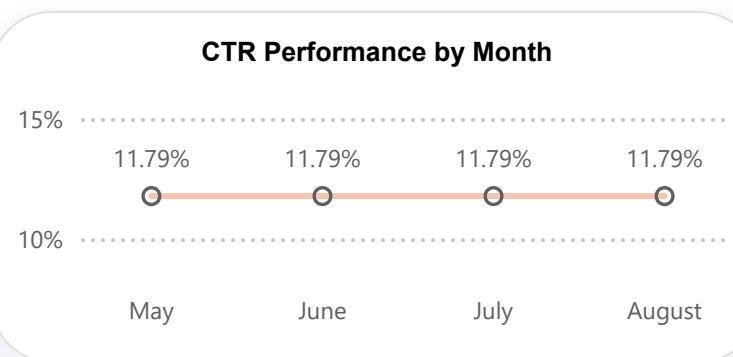
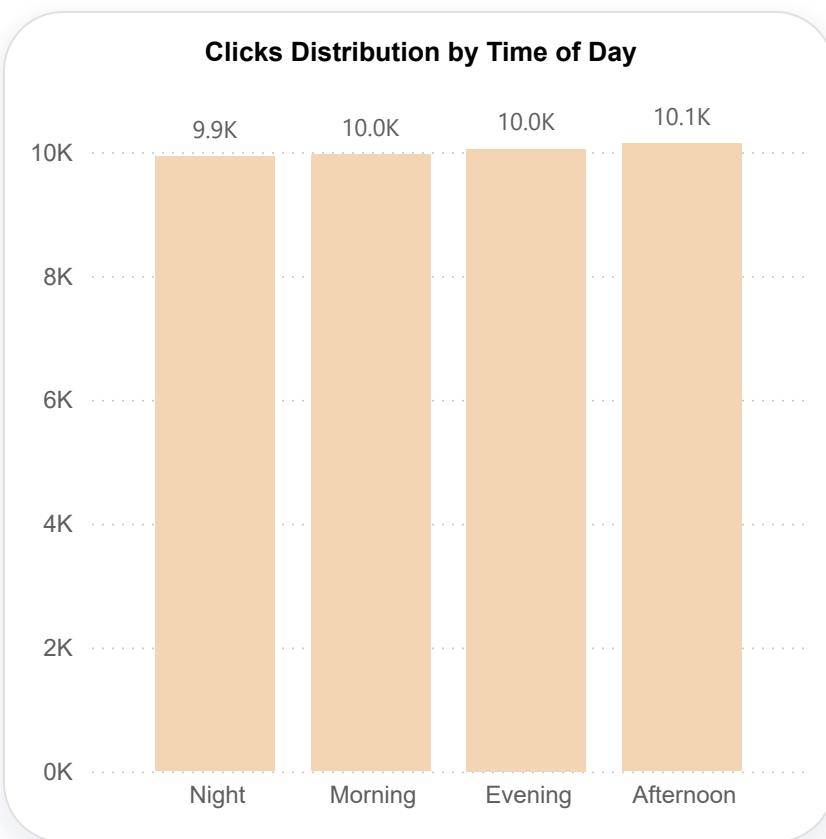
Ad Type Performance — CTR vs Engagement Rate



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

TIME SERIES ANALYTICS



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