

Ad Campaign Performance Dashboard

Impressions

impressions
78,552,672.99

Total Conversion

total_conversion
25

Clicks

clicks
13,293

Spent

spent
20,114.24

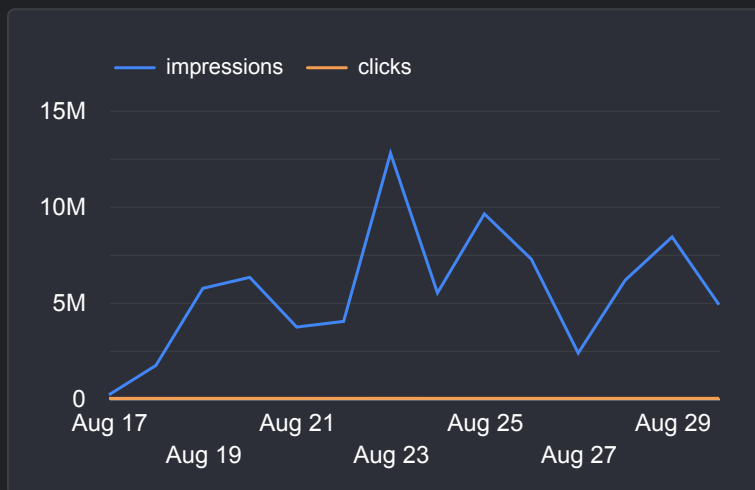
CTR

CTR
0.02%

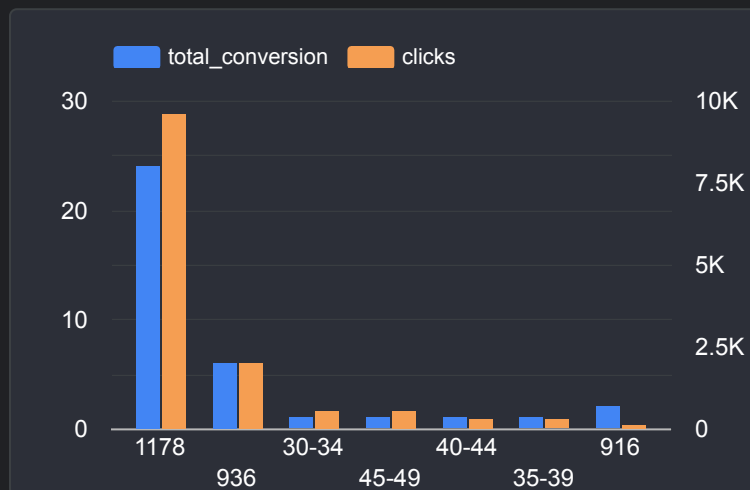
CPC

CPC
₹1.51

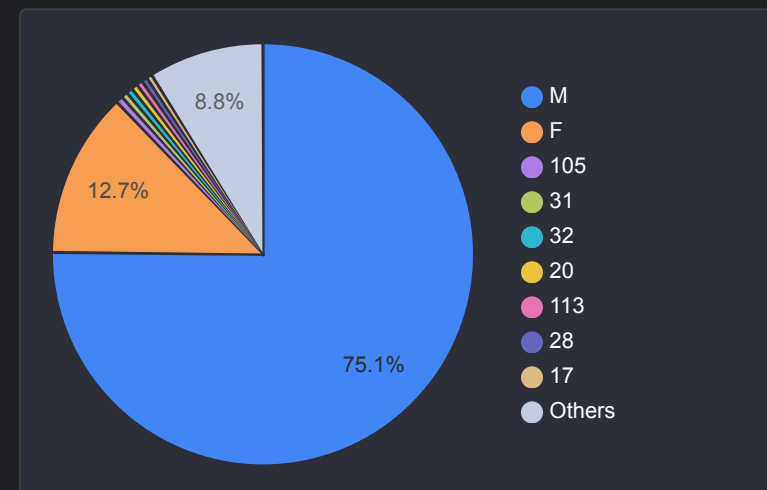
Impressions and Clicks over time



Total Conversion and Clicks by campaign...



Gender by Clicks



Insights :

The 'Summer Sale' campaign had the highest CTR but also the highest CPC. For the next campaign, let's A/B test ad copy to see if we can lower the cost while maintaining the high click rate.

The 30-34 age group shows the highest number of conversions. We should allocate more budget to target this demographic in future campaigns.