

# Meta Ad Performance Dashboard



**216.0K**

Impressions

**25.4K**

Clicks

**2.6K**

Comments

**1.3K**

Shares

**1.3K**

Purchases

**29.3K**

Engagements

**11.76%**

CTR (Click Through Rate)

**13.56%**

Engagement Rate

**0.61%**

Purchase Rate

**5.21%**

Conversion Rate

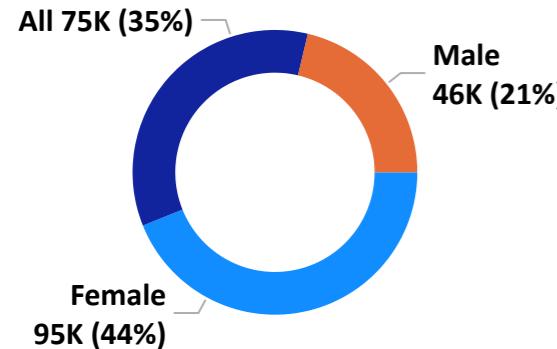
**\$2.5M**

Total Budget

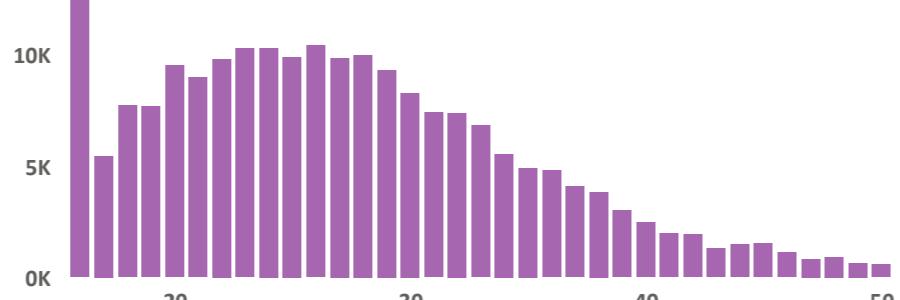
**\$50.7K**

Avg. Budget/ Campaign

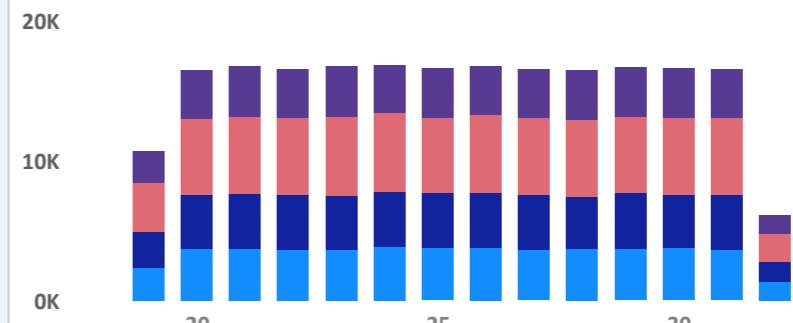
Impressions by Gender



Impressions by Age



Weekly Impressions Trend



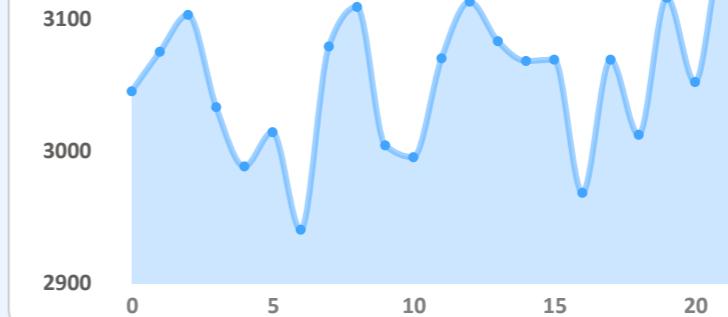
Analysis by Ad Type

ad_type	IMPR	CLKS	CTR	PR	ER	CR
Carousel	16K	2K	0.12	0.01	0.13	0.05
Image	17K	2K	0.12	0.01	0.14	0.05
Stories	24K	3K	0.12	0.01	0.14	0.05
Video	16K	2K	0.12	0.01	0.14	0.05

Analysis by Month

Month		Mon	Tue	Wed	Thu	Fri	Sat	Sun
Jul		1	2	3	4	5	6	
		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			

Hourly Impressions Trend



**Meta**

Facebook

Instagram

**FILTER PANEL :-**

Select Measure

Impressions

Campaign Name

All

Target Interest

All

# Meta Ad Performance Dashboard



**123.8K**

Impressions

**14.7K**

Clicks

**1.5K**

Comments

**0.7K**

Shares

**0.7K**

Purchases

**16.8K**

Engagements

**11.86%**

CTR (Click Through Rate)

**13.60%**

Engagement Rate

**0.57%**

Purchase Rate

**4.82%**

Conversion Rate

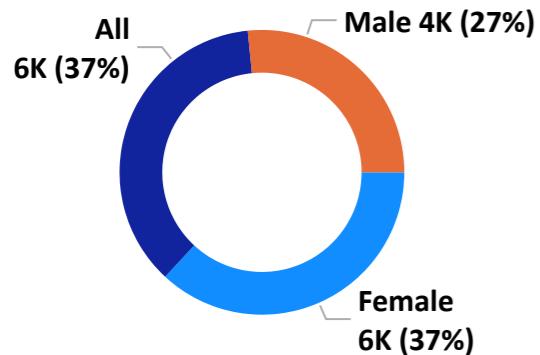
**\$2.5M**

Total Budget

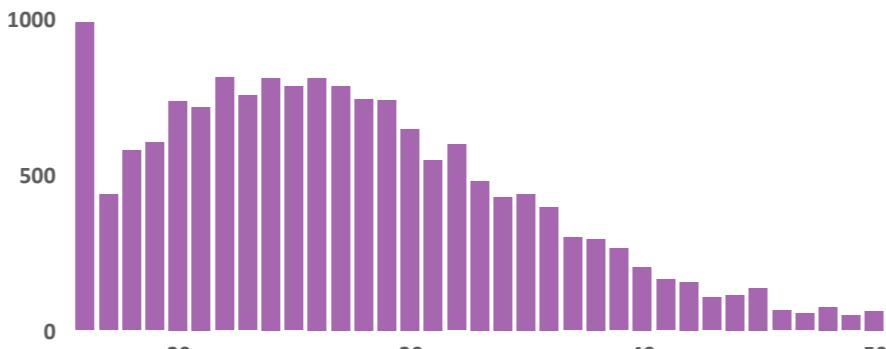
**\$50.7K**

Avg. Budget/ Campaign

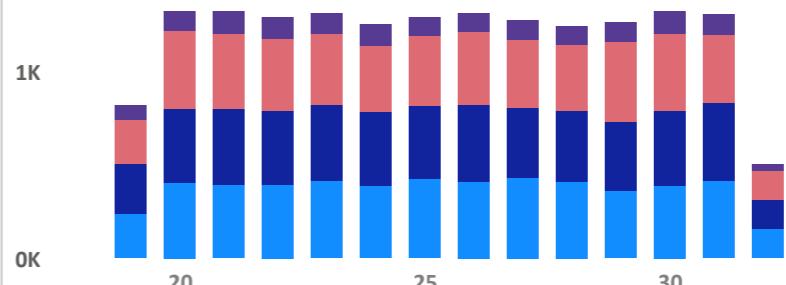
## Engagements by Gender



## Engagements by Age



## Weekly Engagements Trend



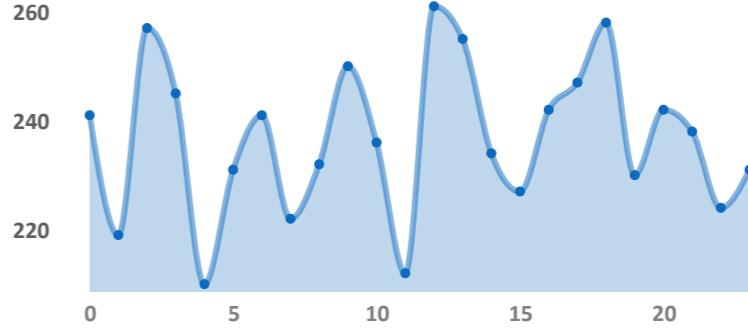
## Analysis by Ad Type

ad_type	IMPR	CLKS	CTR	PR	ER	CR
Carousel	13K	2K	0.12	0.01	0.13	0.06
Image	13K	2K	0.12	0.01	0.14	0.05
Stories	13K	1K	0.12	0.01	0.14	0.05
Video	4K	0K	0.12	0.00	0.13	0.03

## Analysis by Month

Mon	Tue	Wed	Thu	Fri	Sat	Sun	Month
							Jul
1	2	3	4	5	6		
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				

## Hourly Engagements Trend



**Meta**

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Instagram

## FILTER PANEL :-

Select Measure

Campaign Name

Target Interest