Meta Ad Performance Analysis
DASHBOARD INSIGHTS

KPI Metrics

- **Impressions: 216K**:Totaltimesthe ads were shown. Good reach.
- **Clicks: 25.4K**:Numberofpeoplewho 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**: Suggestsmultiplecampaignswererun.

Insight: Adsareperformingstronglyinvisibilityandengagement,butactual **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**

  → showsa **sharp drop-off in the lower funnel**. Thisis aclassiccaseof"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)**

  o Peak engagement:20–30 age group (especially early 20s).

  o Drops significantlyafter 35+.
  Primary audience=Young adults.

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

Geographic Distribution

- **Top Engaged Countries**

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

Insight: Focuscampaigns in **India & US** (high potential, high engagement), and **premium campaigns in Germany/UK** (betterconversion potential due to higher purchasingpower).

Time-Based Trends

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

  o Fairly consistent across weeks, withno sharp drop.

  o Steady engagement shows ads maintain attention.

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

  o Peaks around late afternoon & evening (~15–20 hours).

  o 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

1. **Strong awareness & engagement** (highCTR&ER),but**low purchase funnel efficiency** : need better conversion strategy.

2. **Target audience:** Females,18–30,especiallyinIndia&Brazil.

3. **Best ad formats:** Video > Stories > Carousel/Image.

4. **Timing:** Schedule adsinthe **afternoon & evening slots**.

5. **Budget Optimization:** Shiftmorespendtohigh-performing geographies and ad formats.

6. **Action:** Improve **landing pages, offers, retargeting campaigns** to lift purchase rate.