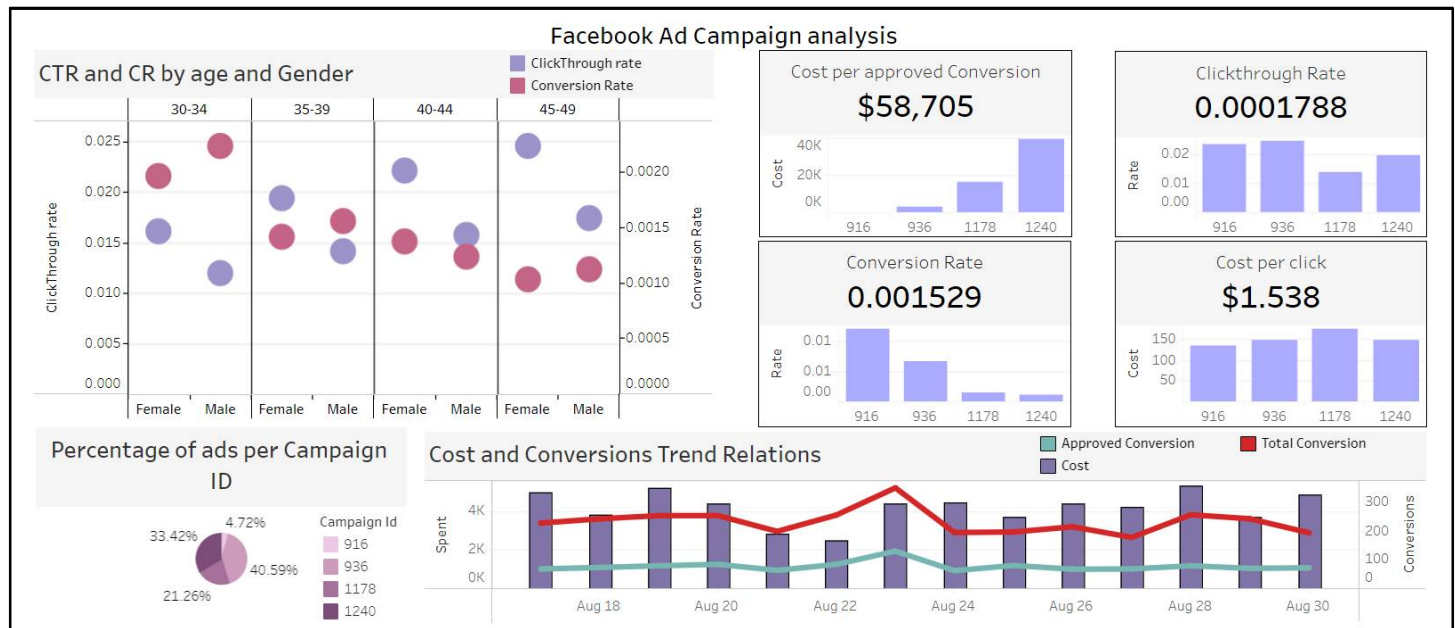


# Facebook Ad campaign analysis Report

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## Dashboard



## Recommended Changes from Analysis to increase Conversion rate and Revenue

- Additional targeted ads to age group 30-34, since the group has the highest conversion rate. The ClickThrough rate (CTR) is comparatively lower, thus increasing the CTR, through ads that are more appealing to the people of the age group or by creating better sites to increase the clicks, which will increase the already high conversion rate and ultimately maximize revenue.
- Females of Age group 45-49 have a comparatively high CTR but a low Conversion rate. Thus, this signifies that the group is interested in the product but do not follow through with purchasing the product. Hence, the focus should be on creating a temptation and interest for females to buy the product, so that the high CTR leads to large number of conversions.
- The campaign with the highest conversion rate was campaign 916. This campaign also has the lowest Cost per click and Cost per conversion, thus comparatively being the most successful campaign. However, this campaign was the campaign with the least number of ads. High returns can be generated by increasing the ads and impressions of this campaign.
- Looking at the trends of the Cost and Conversions relations, the spike indicates the day with most conversions was recorded on 23<sup>rd</sup> August, with a then substantial decrease in conversions the next day. The ads for the products on this day were comparatively effective and good enough to get a massive spike in conversions, albeit a fair rise in cost.
- Maximum conversions with minimum costs are to be established. In order to achieve this, money has to be invested into the most lucrative products of the campaigns with reference to the days like 22<sup>nd</sup> August and 23<sup>rd</sup> August which had a boost in conversions with comparatively lesser cost.