

79M

Total Impressions

13K

Total Clicks

\$20.11K

Total Spend

1645

Total Conversions

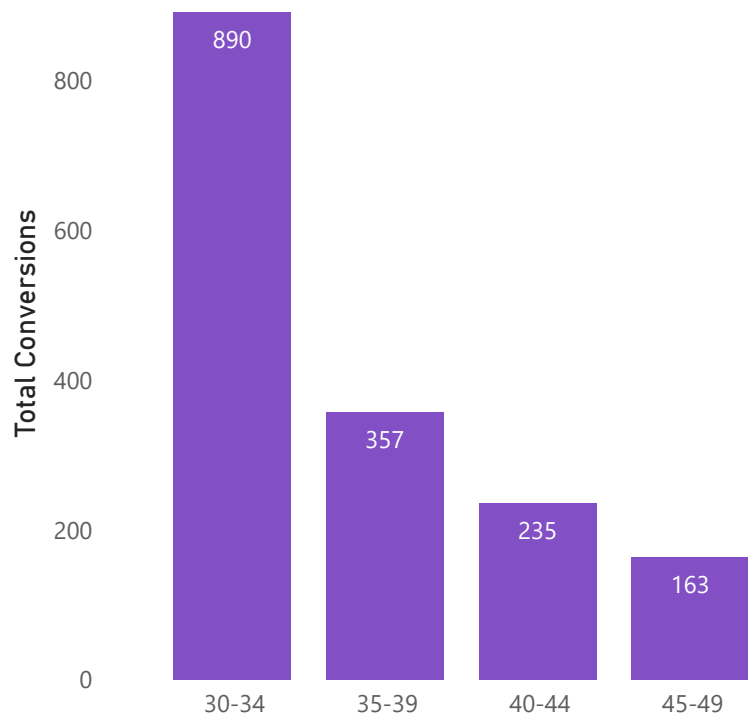
0.02%

CTR (%)

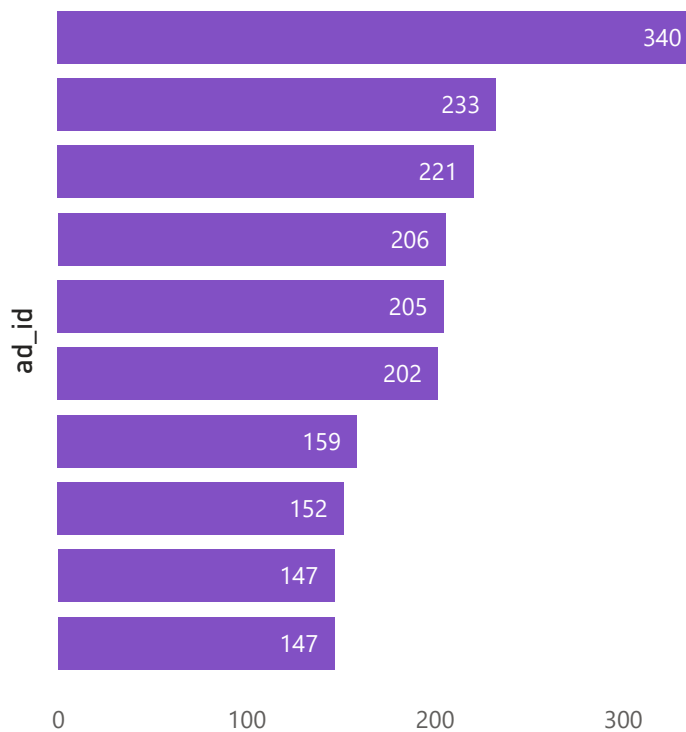
\$1.51

CPC

Conversions by Age Group



Top Performing Ads by Clicks



Interest

interest1

☐ 10

☐ 101

☐ 102

☐ 103

Gender

gender

☐ 10

☐ 102

☐ 103

☐ 104

☐ 105

☐ 106

Age Group

age

☐ 10

☐ 100

☐ 101

☐ 102

☐ 103

☐ 104

\$12.22

Cost Per Conversion

585

Approved Conversions

1645

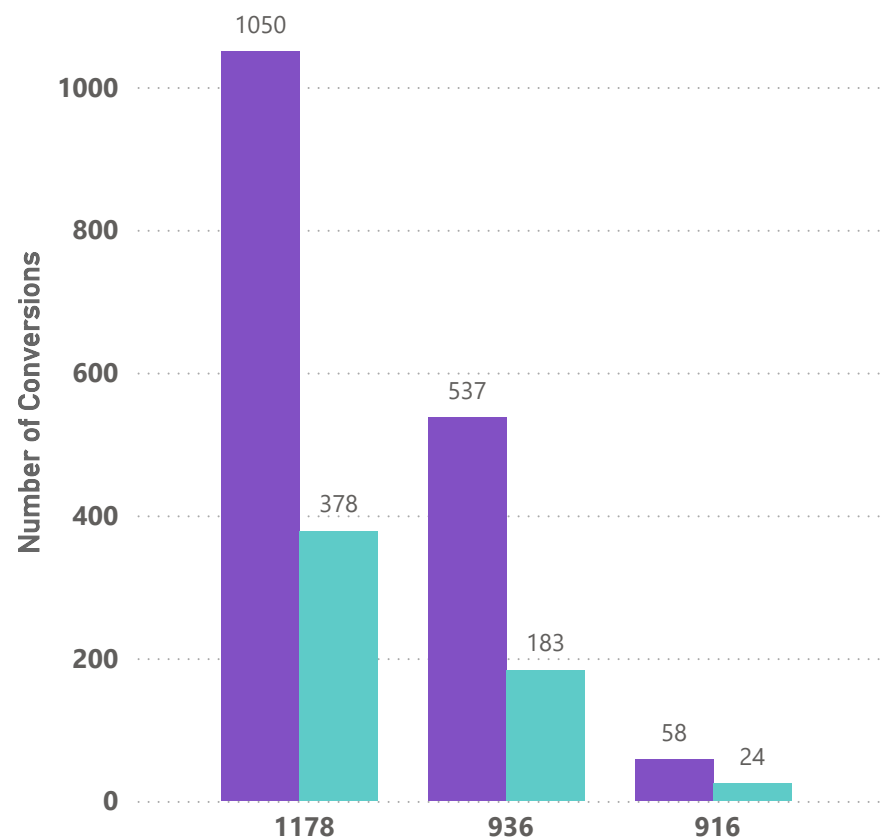
Total Conversions

\$20.11K

Total Spend

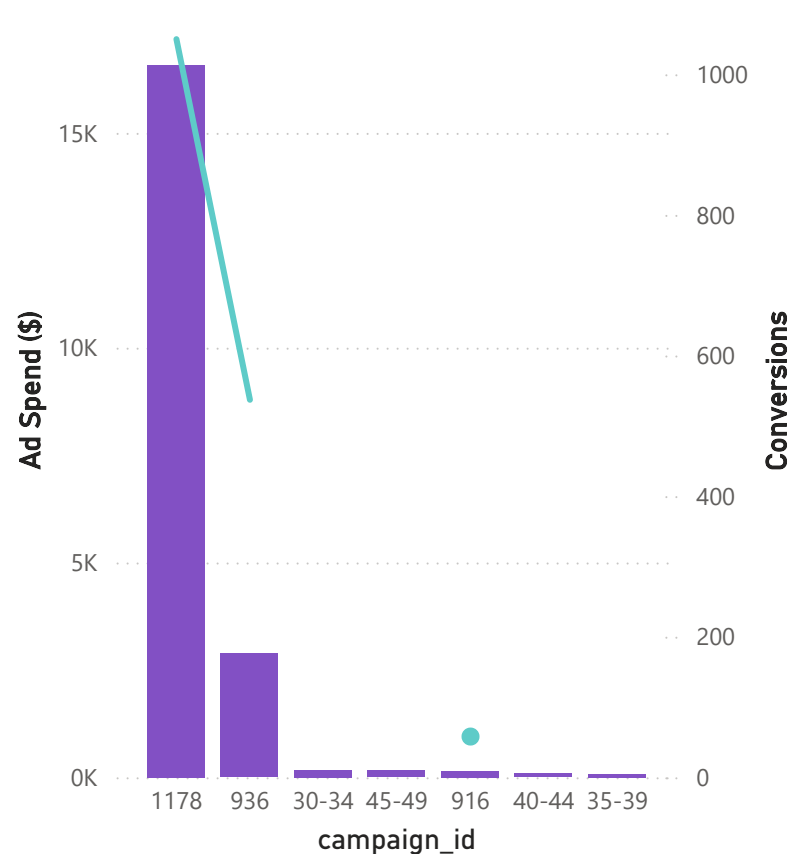
Total vs Approved Conversions by Campaign

● Total Conversions ● Approved Conversions

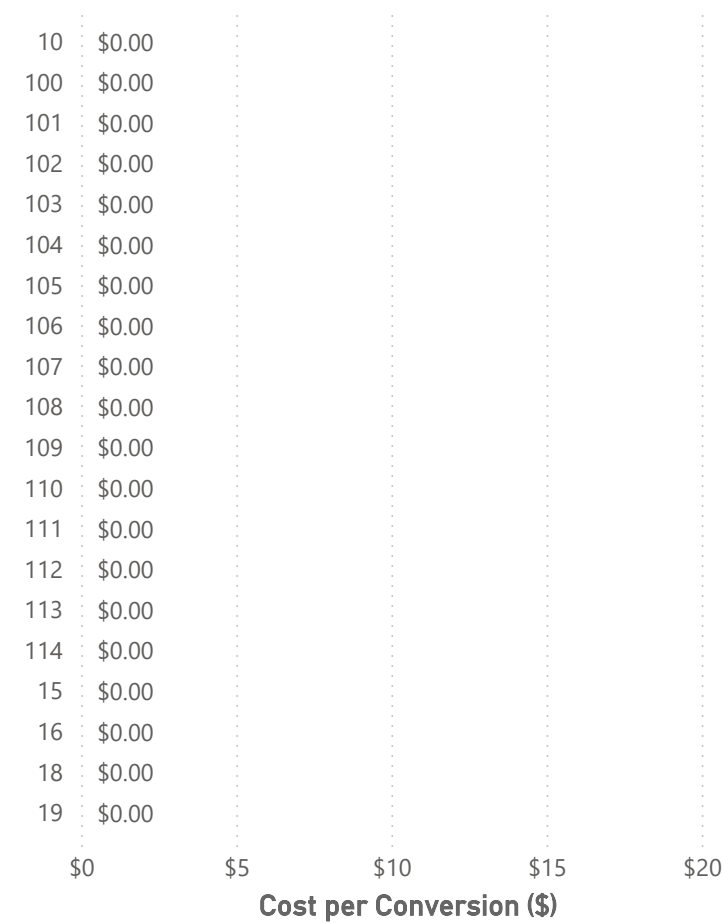


Ad Spend vs Conversions by Campaign

● Sum of spent ● Sum of total_conversion



Cost per Conversion by Age Group



Campaign Performance – Key Recommendations

Actionable Recommendations

1. Prioritize High-Efficiency Age Segments

The 25–34 age group demonstrates the lowest cost per conversion while maintaining strong conversion volume. Increasing budget allocation to this segment will help maximize conversions while maintaining cost efficiency.

2. Review and Optimize Underperforming Campaigns

Campaigns with high ad spend but low approved conversion rates are negatively impacting overall return on investment. These campaigns should be reviewed for creative effectiveness, targeting accuracy, and messaging relevance, with budget reallocated to higher-performing campaigns where appropriate.

3. Focus on Ads Generating Quality Conversions

While some ads achieve high click volumes, they result in relatively low approved conversions. Future optimizations should prioritize ads that drive high-quality conversions rather than clicks alone, improving lead quality and campaign effectiveness.

4. Improve Efficiency Across Higher-Cost Age Groups

Certain age groups exhibit higher cost per conversion and lower conversion volumes. Before increasing spend in these segments, targeted testing of tailored messaging, creatives, or offers is recommended to improve conversion efficiency.

5. Leverage Continuous Performance Monitoring

Ongoing monitoring of key performance metrics—such as cost per conversion, approved conversion rate, and spend efficiency—should guide regular optimization efforts. Weekly performance reviews using this dashboard will support data-driven decision-making and sustained campaign ROI.