

Meta Ad Performance Dashboard



Impression
2.8K

Clicks
330.0

Shares
23.0

Comments
34.0

Purchase
18.0

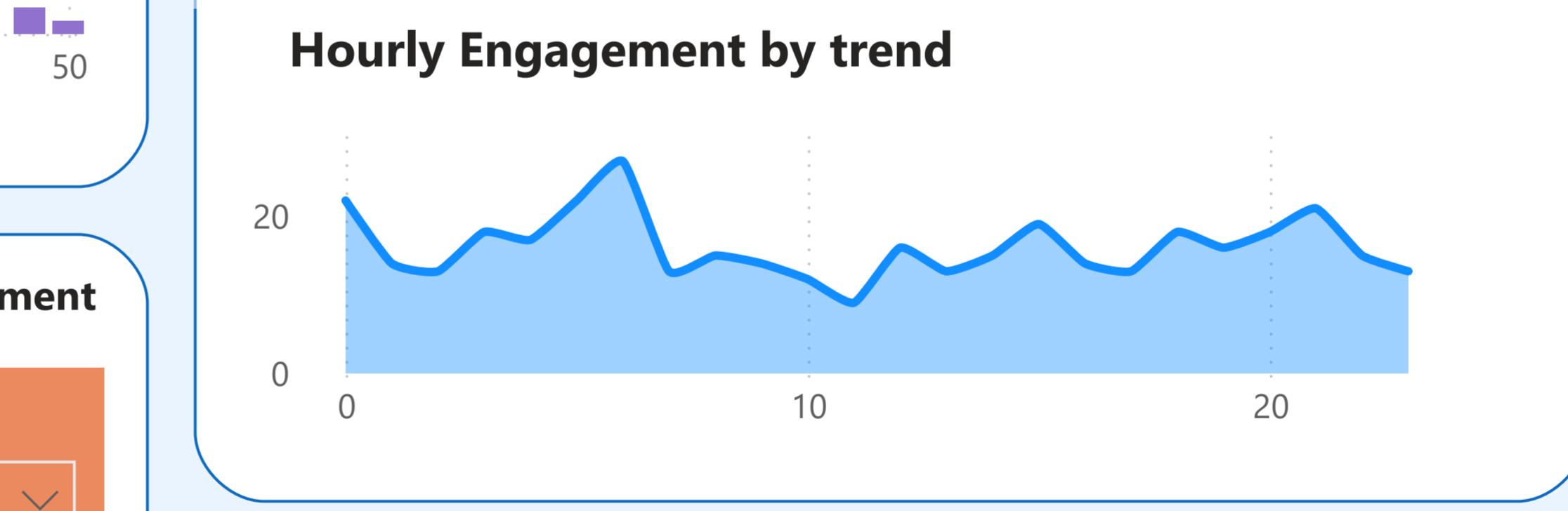
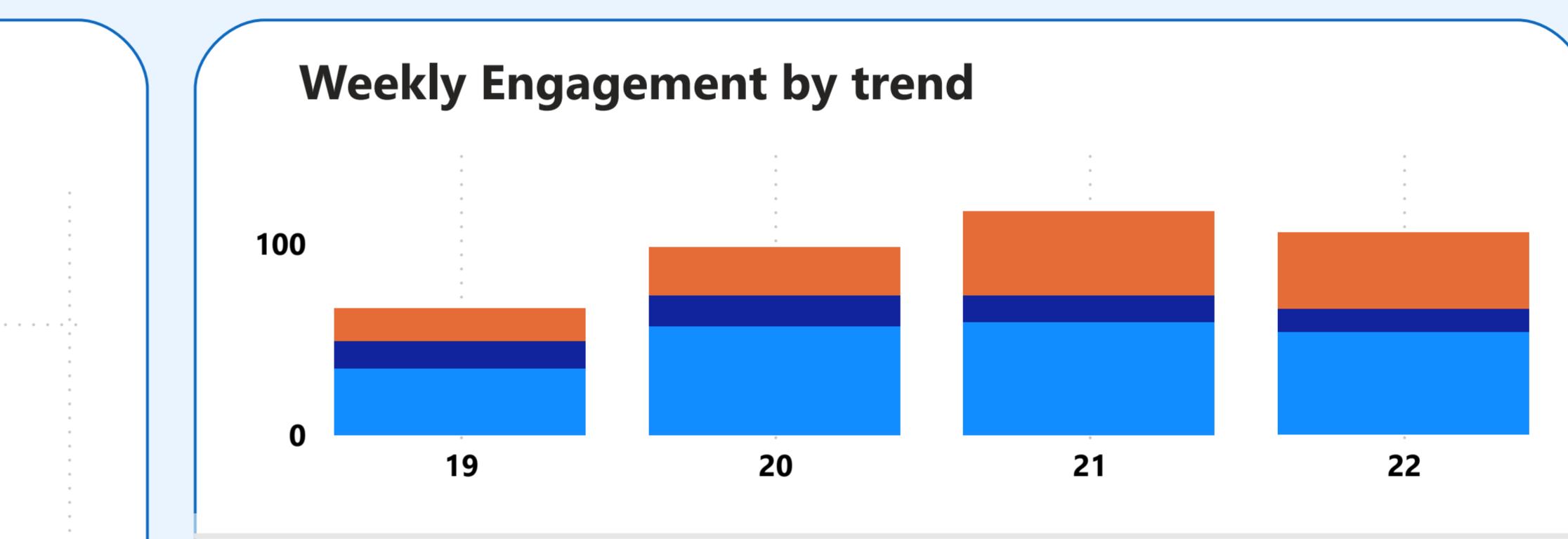
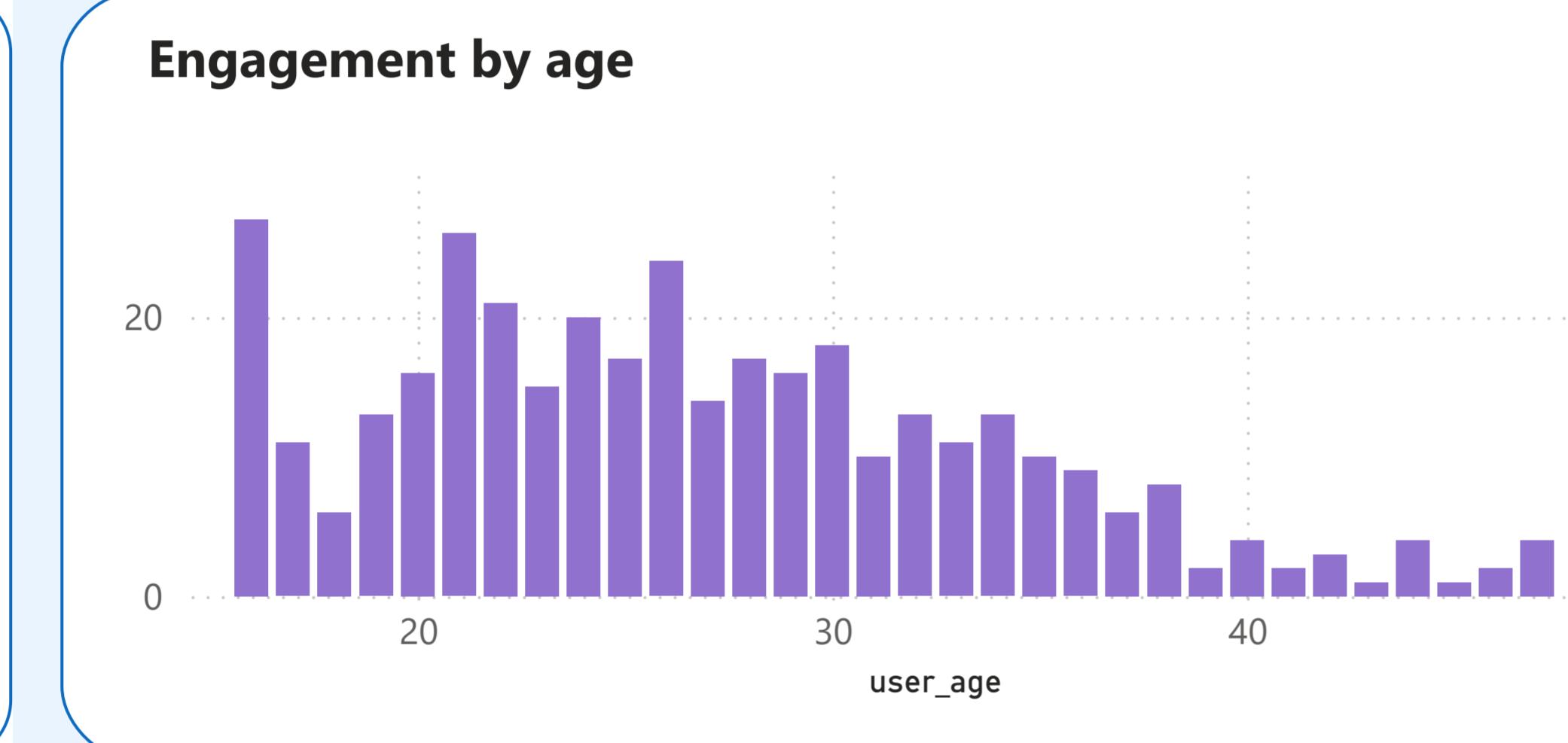
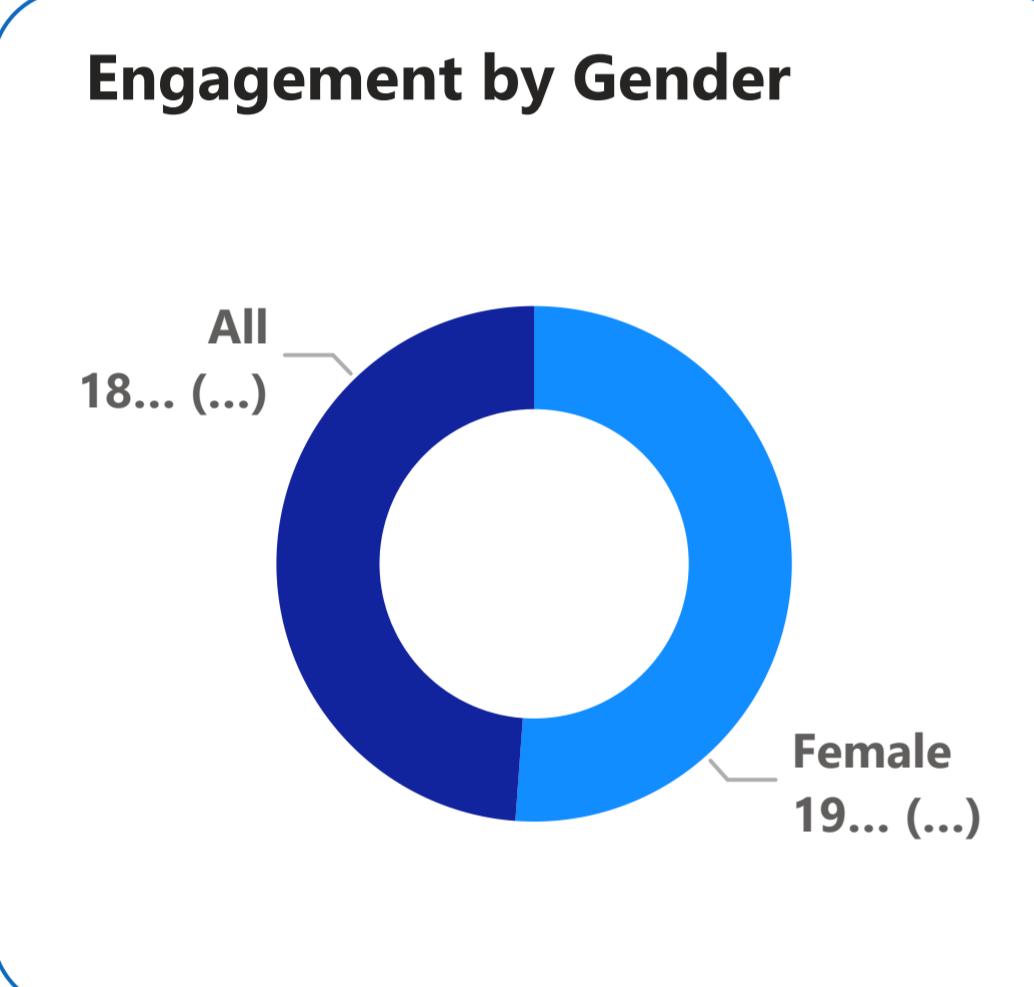
CTR(click through rate)
11.8%

Engagement Rate
13.90%

Conversion Rate
5.45%

Purchase Rate
0.65%

Total Budget
2.54M



Analysis By Month Engagement

Month: May

Day	Mon	Tue	Wed	Thu	Fri	Sat
19			7	8	9	10
20	12	13	14	15	16	17
21	19	20	21	22	23	24
22	26	27	28	29	30	1

Analysis by Ad Type

ad_type	IMPR	CLK	CTR	ER	PCR	CR
Image	0.4K	0.0K	11.1%	12.70%	0.91%	8.16%
Stories	0.9K	0.1K	11.5%	14.05%	0.67%	5.83%
Carousel	1.4K	0.2K	12.3%	14.17%	0.55%	4.49%
Total	2.8K	0.3K	11.8%	13.90%	0.65%	5.45%

∞ Meta

Facebook

Instagram

Select Dynamic Measure

Engagement

Name

All

Target_interests

fashion

Meta Ad Performance Dashboard

Impression

123.8K

Clicks

14.7K

Shares

682.0

Comments

1.5K

Purchase

708.0

CTR(click through rate)

11.9%

Engagement Rate

13.60%

Conversion Rate

4.82%

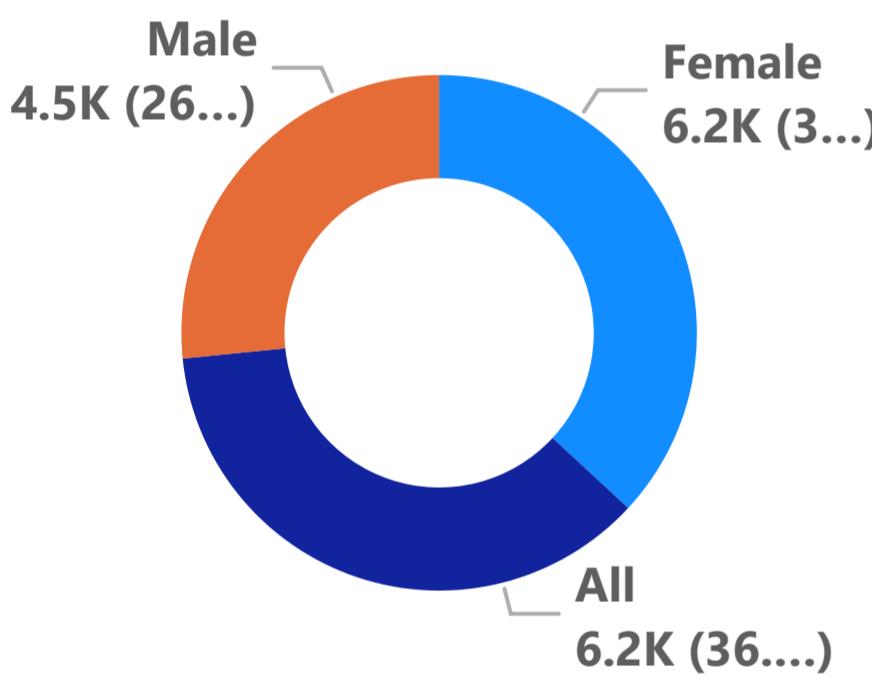
Purchase Rate

0.57%

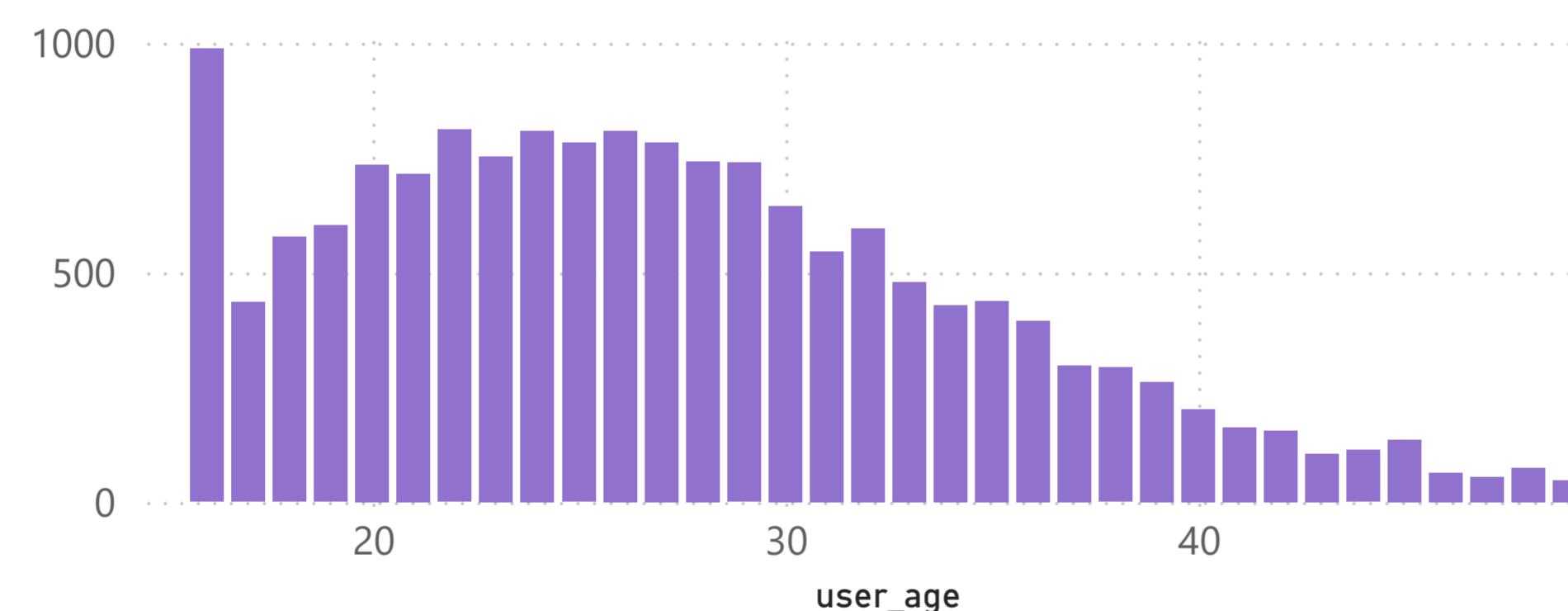
Total Budget

2.54M

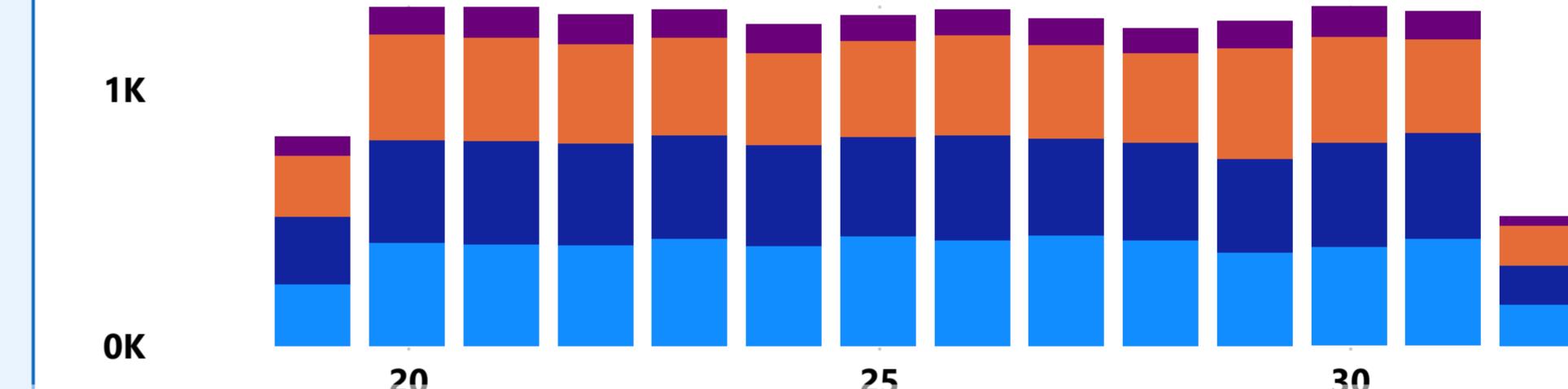
Engagement by Gender



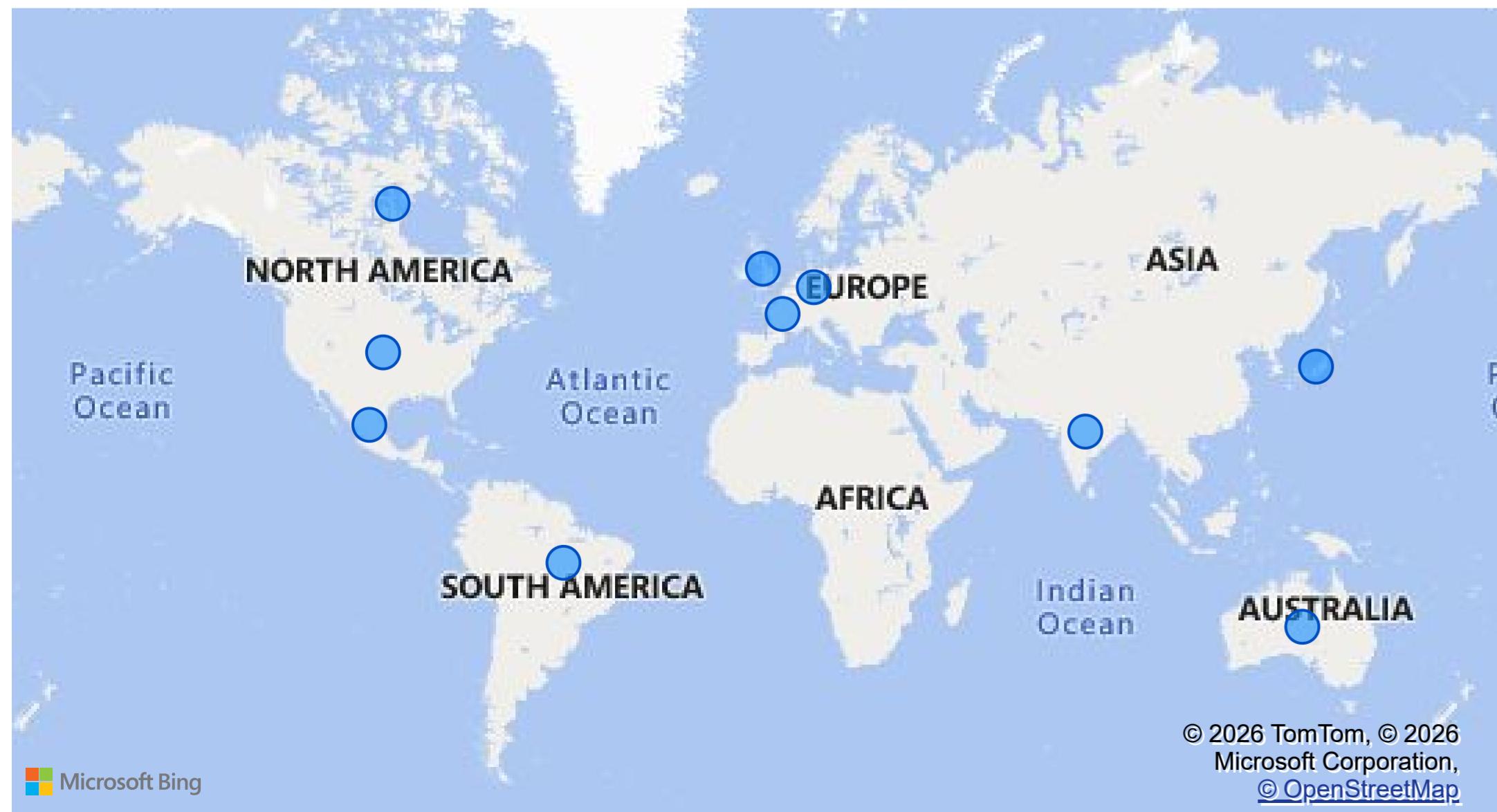
Engagement by age



Weekly Engagement by trend



Engagement by country



Analysis By Month Engagement

month

	Mon	Tue	Wed	Thu	Fri
19			7	8	9
20	12	13	14	15	16
21	19	20	21	22	23
22	26	27	28	29	30
23	2	3	4	5	6
24	9	10	11	12	13

Analysis by Ad Type

ad_type	IMPR	CLK	CTR	ER	PCR	CR
Image	37.3K	4.5K	12.2%	13.88%	0.53%	4.35%
Video	10.3K	1.2K	12.0%	13.74%	0.53%	4.39%
Stories	37.4K	4.4K	11.7%	13.44%	0.59%	5.00%
Carousel	38.9K	4.6K	11.7%	13.46%	0.61%	5.23%
Total	123.8K	14.7K	11.9%	13.60%	0.57%	4.82%

∞ Meta



Select Dynamic Measure

Engagement

Name

All

Target_interests

All