

Business Objective

The business requires a comprehensive performance tracking report for advertising campaigns executed across **Facebook and Instagram**. The primary objective of this report is to deliver clear, actionable insights into campaign performance by monitoring key metrics such as **reach, impressions, engagement, conversions, and budget utilization** across both platforms.

This report will serve as a centralized dashboard for the marketing team, enabling them to continuously evaluate campaign effectiveness and make data-driven decisions. By comparing performance across Facebook and Instagram, the organization can identify trends, strengths, and areas for improvement within each platform.

Specifically, the report will help the marketing team to:

- **Evaluate platform effectiveness** by comparing reach, engagement rates, and conversion performance between Facebook and Instagram.
- **Optimize budget allocation** by identifying high-performing campaigns and reallocating spend from underperforming ads.
- **Understand audience engagement patterns**, including how users interact with ads across different platforms, creatives, and campaign types.
- **Improve future campaign strategies** by leveraging historical performance data to refine targeting, messaging, and ad formats.

Overall, this performance tracking report will empower the business to maximize advertising efficiency, improve marketing ROI, and enhance strategic decision-making through reliable and timely insights.