

META AD PERFORMANCE DASHBOARD

Impressions
216.0K

Clicks
25.4K

Shares
1.3K

Comments
2.6K

Purchases
1.3K

Engagements
29.3K

CTR (Click Through...
11.76%

Engagement Rate
13.56%

Conversion Rate
5.21%

Purchase Rate
0.61%

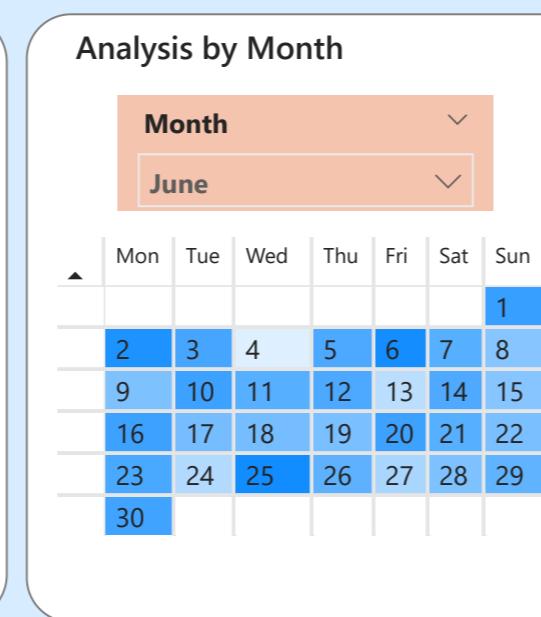
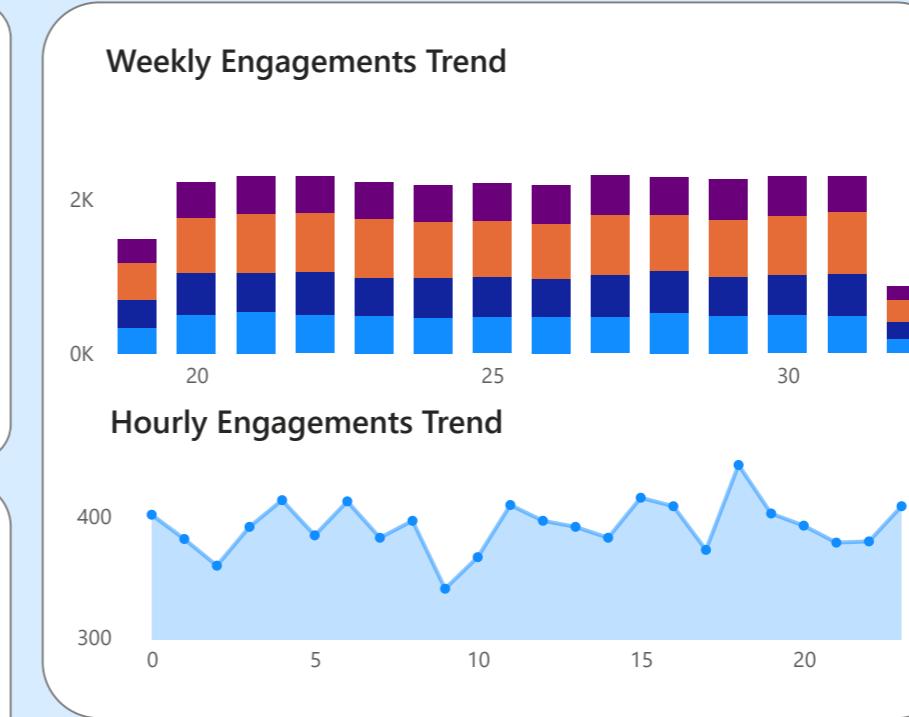
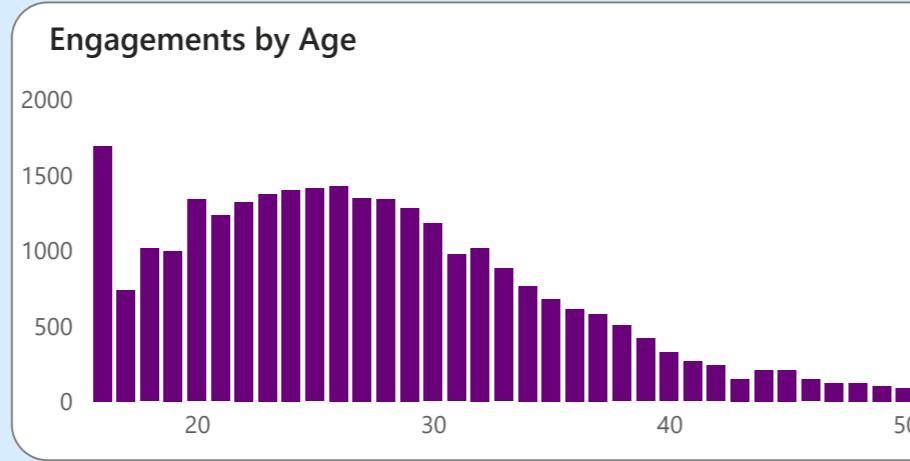
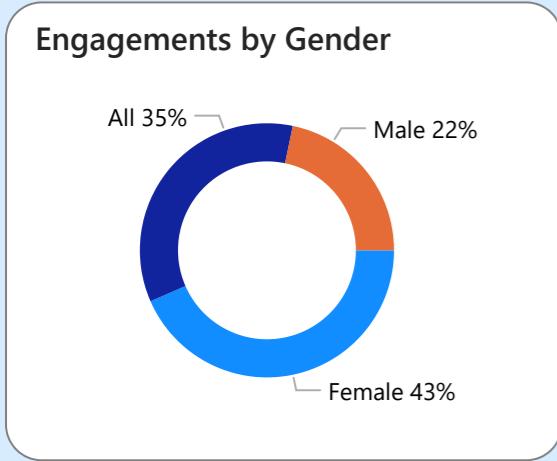
Total Budget
\$2.5M

Avg Budget/Campaign
\$50.7K

Meta

 Facebook

 Instagram



Analysis by Ad Type

ad_type	Imps	Clks	PR	CTR	ER	CR
Carousel	15.9K	1.8K	0.58%	11.08%	12.76%	5.24%
Image	16.8K	1.9K	0.59%	11.23%	12.96%	5.23%
Stories	23.8K	2.7K	0.64%	11.35%	13.16%	5.63%
Video	15.1K	1.8K	0.66%	11.78%	13.67%	5.56%

META AD PERFORMANCE DASHBOARD

Impressions
123.8K

Clicks
14.7K

Shares
682.0

Comments
1.5K

Purchases
708.0

Engagements
16.8K

CTR (Click Through...
11.86%

Engagement Rate
13.60%

Conversion Rate
4.82%

Purchase Rate
0.57%

Total Budget
\$2.5M

Avg Budget/Campaign
\$50.7K

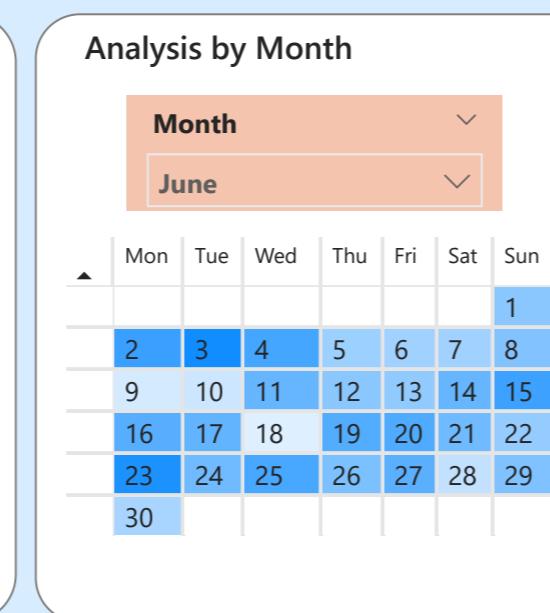
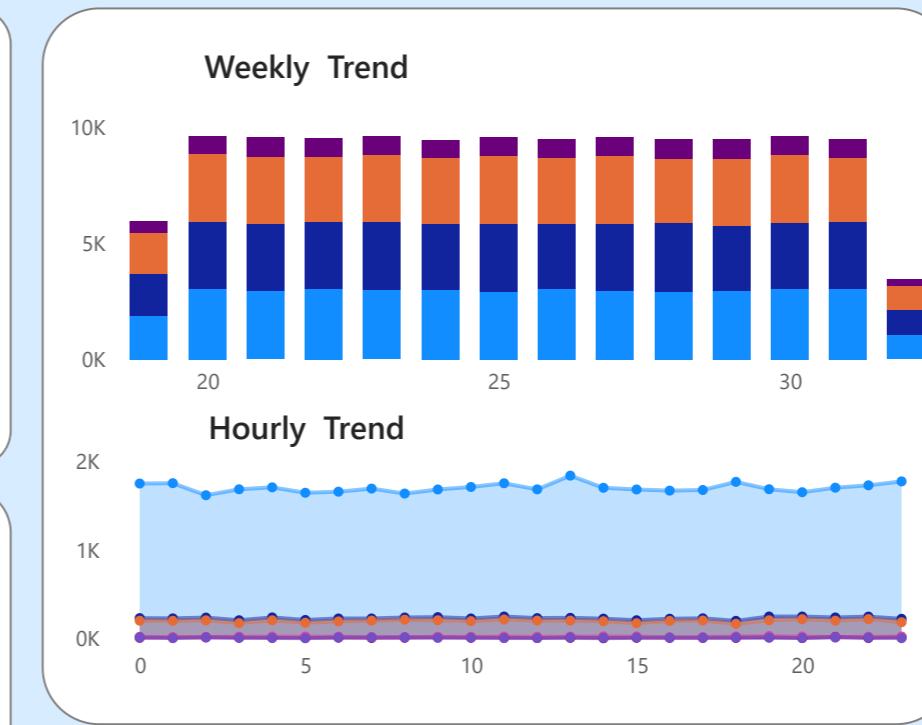
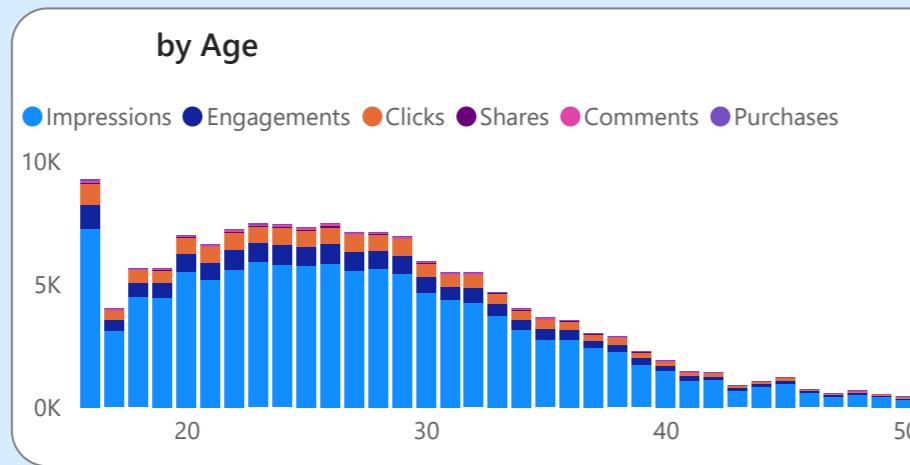
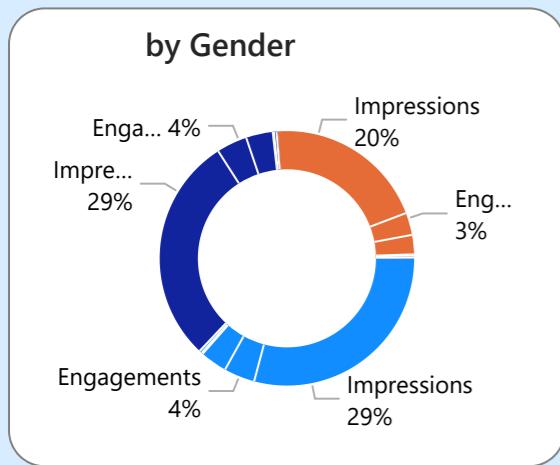
Meta



Facebook



Instagram



Analysis by Ad Type

ad_type	Imps	Clks	PR	CTR	ER	CR
Carousel	12.8K	1.5K	0.54%	11.69%	13.66%	4.60%
Image	12.3K	1.5K	0.56%	12.14%	13.89%	4.62%
Stories	12.4K	1.4K	0.61%	11.23%	12.94%	5.46%
Video	3.3K	0.4K	0.66%	11.88%	13.71%	5.56%