

# Meta Marketing Campaign Insights

Spend (₹)

₹ 1,01,246

Revenue (₹)

₹ 860.51K

ROAS

8.50

ROI %

749.92%

CTR

1.51%

CPM (₹)

₹ 65.99

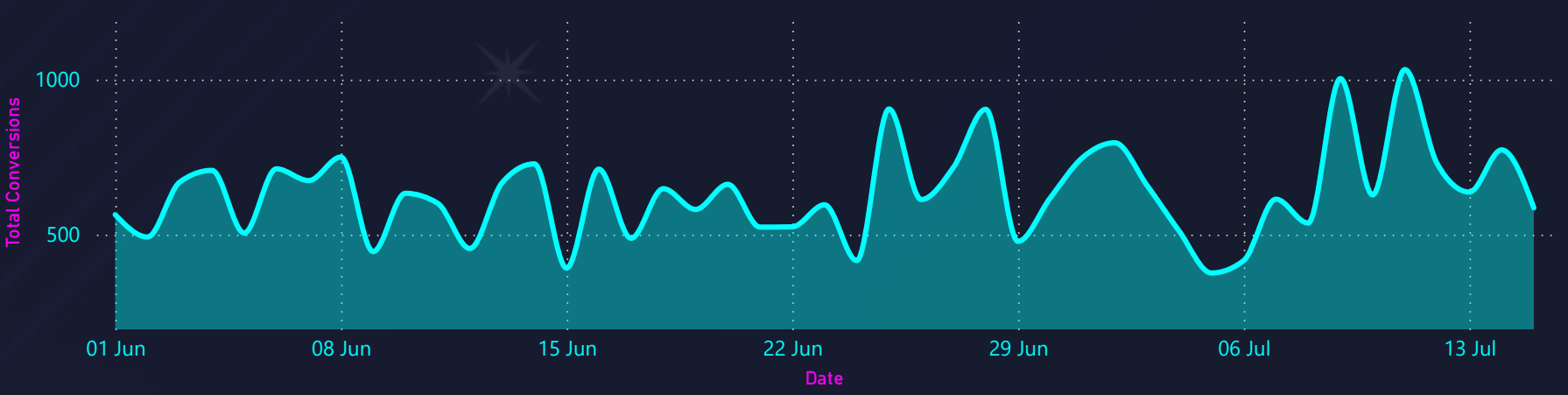
CPC (₹)

₹ 4.38

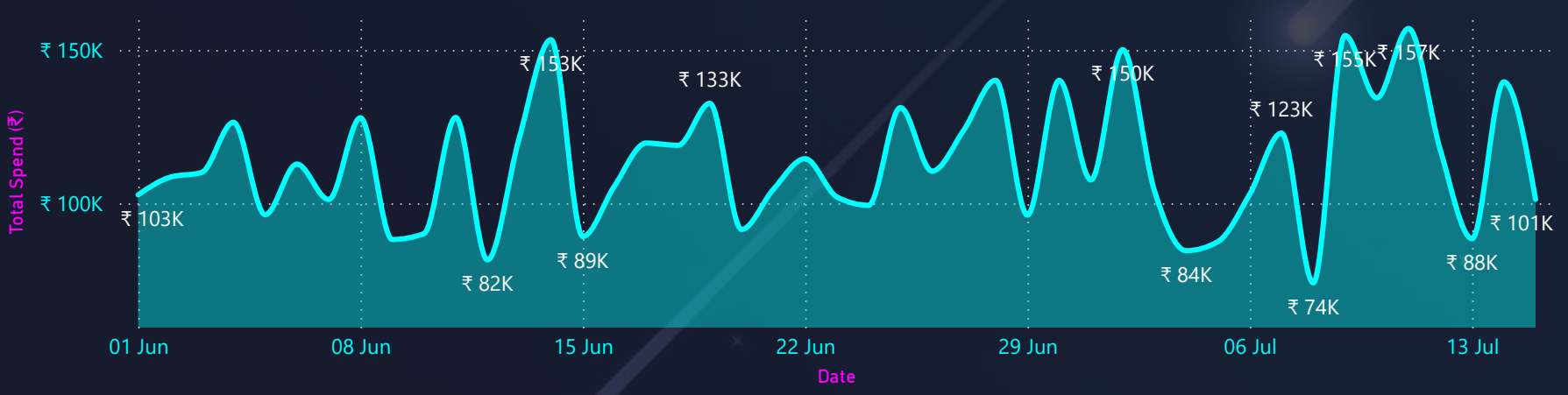
Conversions

586

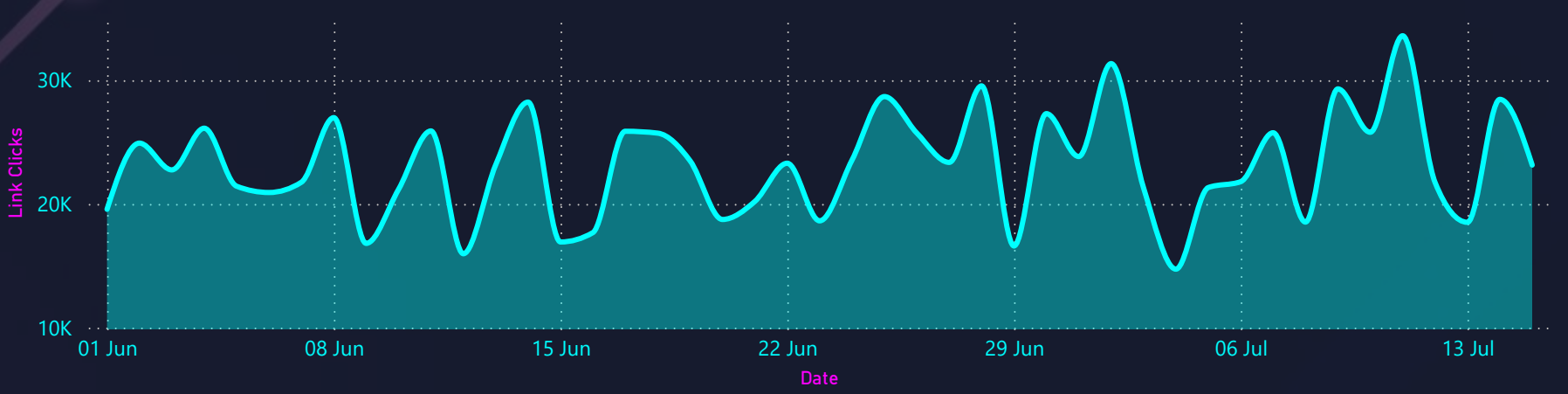
Total Conversions Trend (by Date)



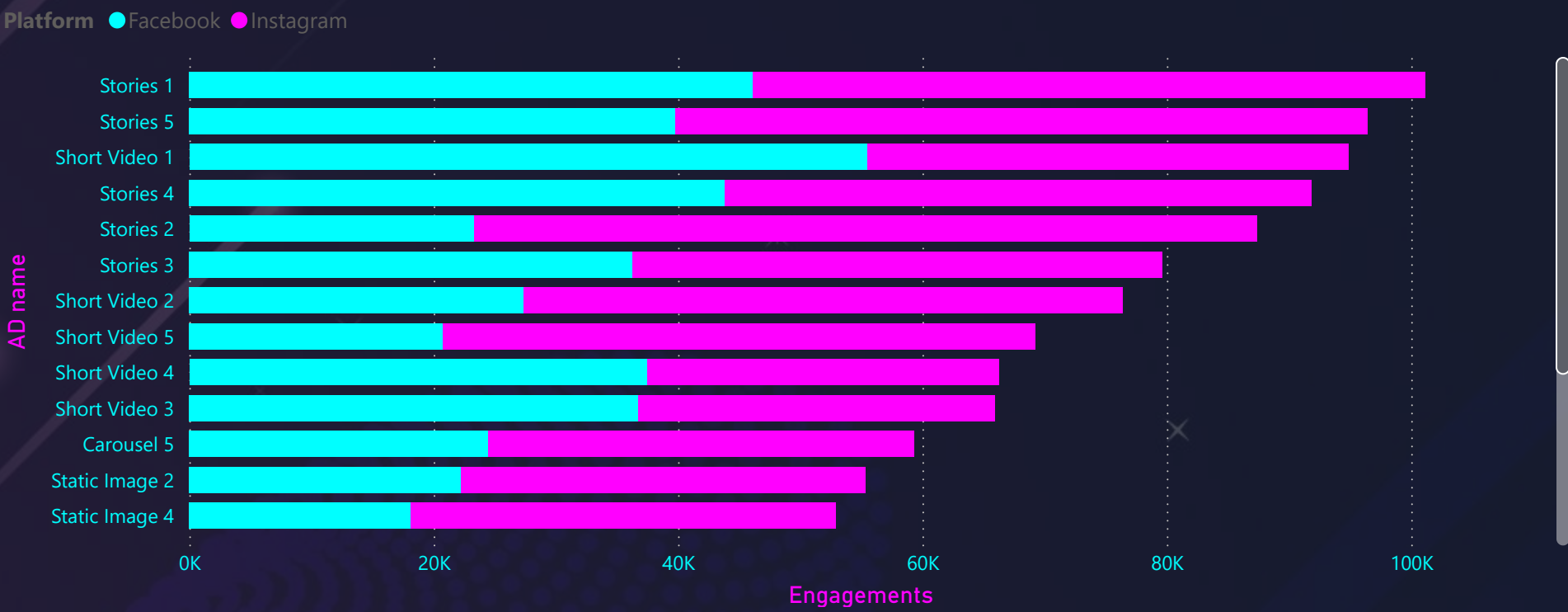
Total Spend Trend (by Date)



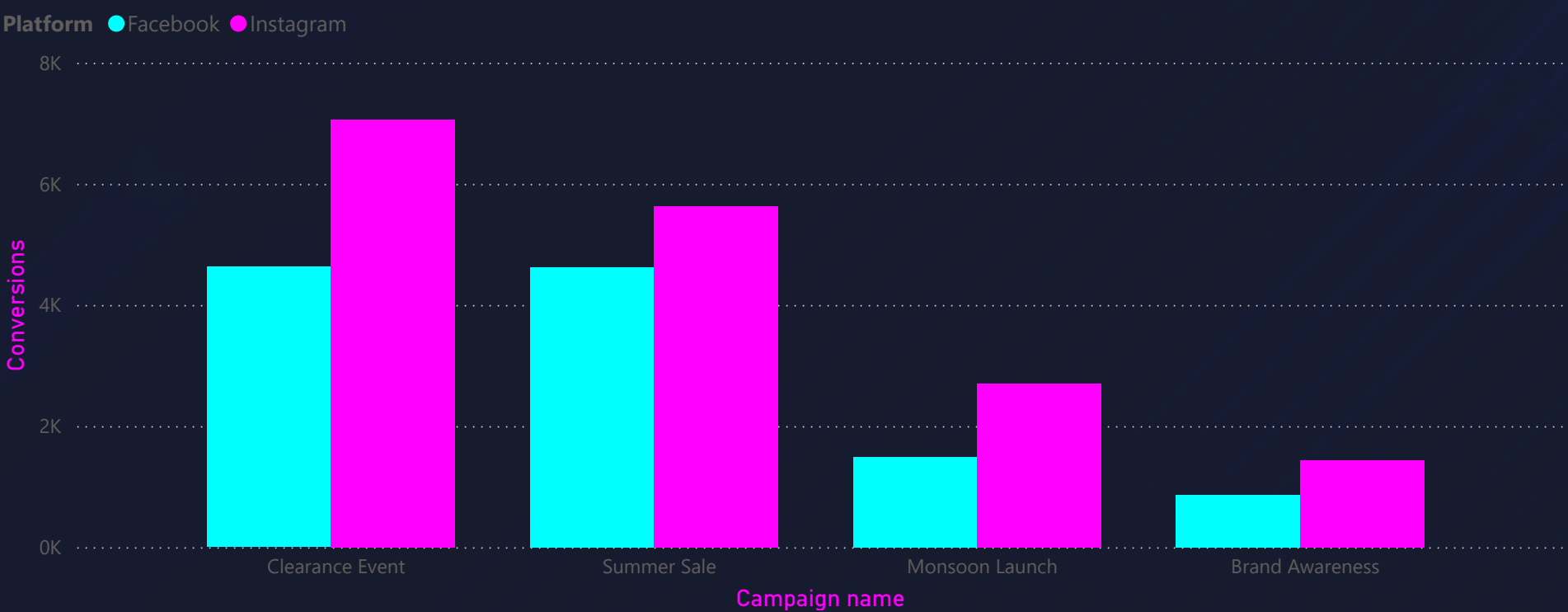
Link Clicks Trend (by Date)



Top 10 Ad Names by Engagements (with Platform Split)



Conversions by Campaign & Platform



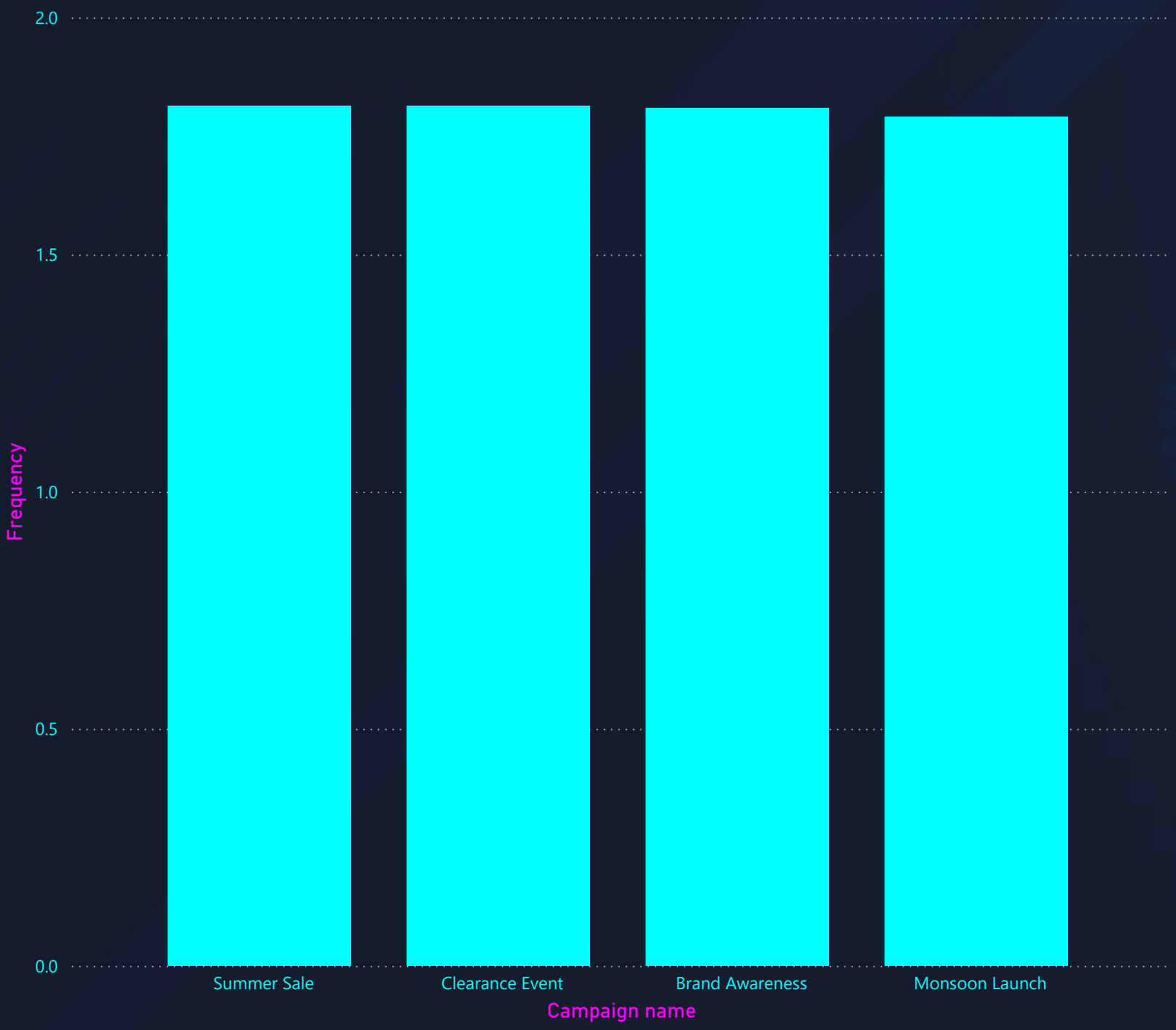
Objective	Date	Campaign name	Platform	Device	Gender	Age group	State
All	All	All	All	All	All	All	All



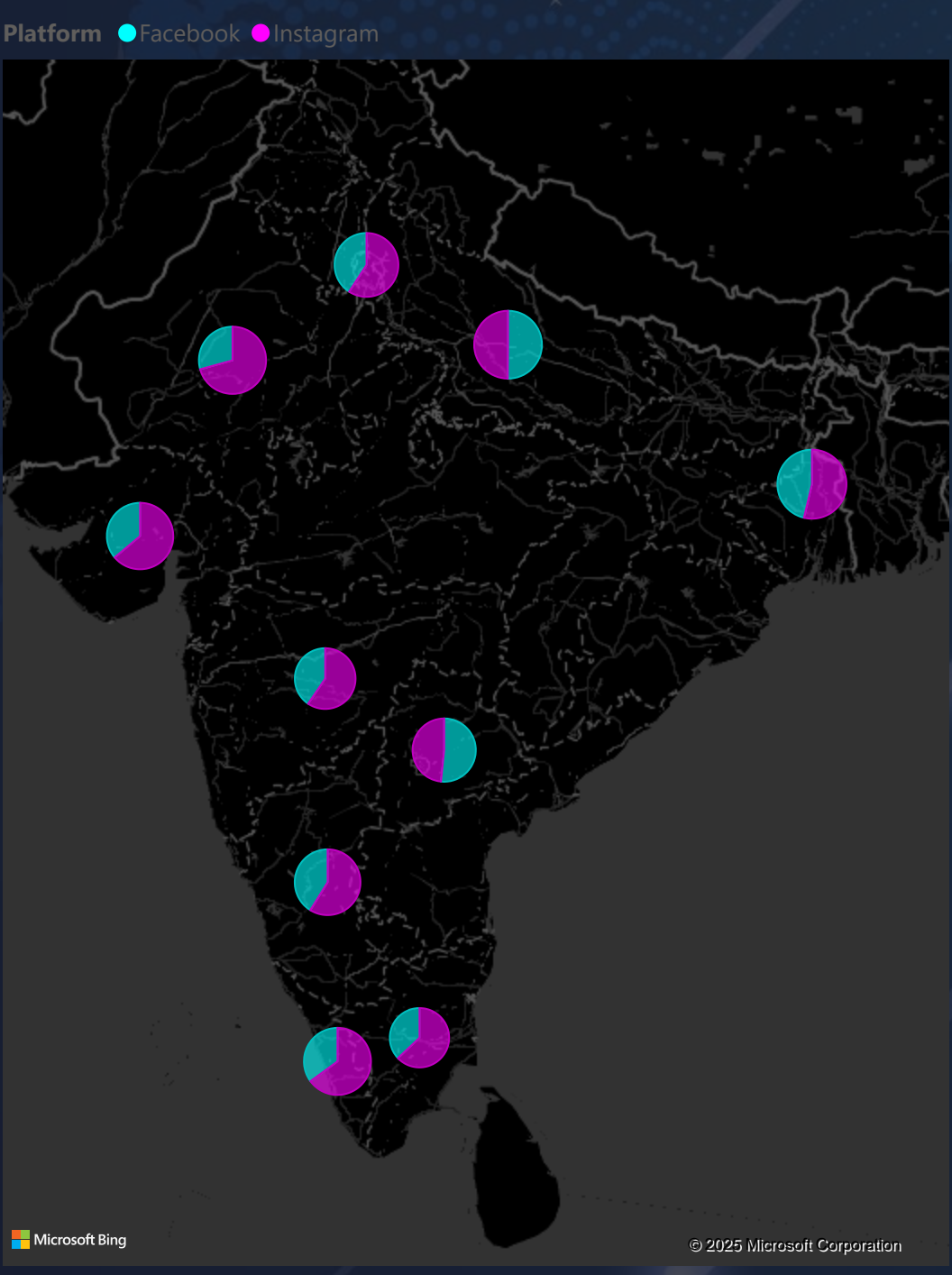
Ad-Level Performance Metrics (CTR, CVR, ROAS, CPC, CPM, Engagements)

AD name	AD id	CTR	CVR	ROAS	CPC (₹)	CPM (₹)	Engagements
Carousel 1	AD1034	1.09%	5.56%	10.25	₹ 8.22	₹ 89.39	1010
Carousel 1	AD1054	0.75%	5.32%	7.14	₹ 11.51	₹ 86.18	300
Carousel 1	AD1112	1.58%	2.52%	8.57	₹ 3.26	₹ 51.38	1099
Carousel 1	AD1118	1.09%	1.73%	2.65	₹ 5.79	₹ 63.00	706
Carousel 1	AD1176	1.03%	4.12%	10.28	₹ 6.40	₹ 65.66	1313
Carousel 1	AD1180	1.13%	0.24%	0.62	₹ 4.99	₹ 56.35	94
Carousel 1	AD1193	1.06%	4.51%	10.40	₹ 7.93	₹ 83.91	932
Carousel 1	AD1213	1.25%	0.00%	0.00	₹ 3.86	₹ 48.36	2556
Carousel 1	AD1221	1.15%	2.91%	9.77	₹ 7.06	₹ 81.05	86
Carousel 1	AD1230	1.18%	4.63%	15.20	₹ 5.50	₹ 65.02	112
Carousel 1	AD1237	1.64%	0.13%	0.31	₹ 3.22	₹ 52.72	894
Carousel 1	AD1281	1.21%	5.12%	13.40	₹ 5.62	₹ 68.24	513
Carousel 1	AD1285	0.78%	0.51%	0.44	₹ 8.30	₹ 64.87	1739
Carousel 1	AD1292	0.78%	1.32%	2.77	₹ 8.17	₹ 63.36	1998
Carousel 1	AD1315	1.40%	0.00%	0.00	₹ 4.34	₹ 60.78	616
Carousel 1	AD1361	1.23%	0.88%	1.74	₹ 4.63	₹ 57.19	606
Carousel 1	AD1363	1.65%	3.66%	10.27	₹ 3.79	₹ 62.48	1482
Carousel 1	AD1410	1.00%	1.88%	6.62	₹ 6.57	₹ 65.73	1001
Carousel 1	AD1418	1.19%	6.08%	20.75	₹ 5.09	₹ 60.55	775
Carousel 1	AD1445	0.40%	4.93%	5.21	₹ 17.64	₹ 70.21	142
Carousel 1	AD1461	1.29%	0.61%	1.64	₹ 4.69	₹ 60.56	722
Carousel 1	AD1468	1.18%	4.92%	6.80	₹ 7.07	₹ 83.60	780
Carousel 1	AD1480	1.53%	3.12%	12.73	₹ 3.23	₹ 49.54	1621
Carousel 1	AD1509	0.99%	3.51%	9.61	₹ 6.90	₹ 68.39	528
Carousel 1	AD1517	0.92%	3.45%	8.61	₹ 8.30	₹ 76.73	49
Carousel 1	AD1526	1.21%	0.22%	0.48	₹ 4.12	₹ 49.69	3402
Carousel 1	AD1532	0.95%	5.01%	7.39	₹ 8.50	₹ 80.84	1012
Carousel 1	AD1538	1.38%	1.62%	8.84	₹ 3.94	₹ 54.62	1100
Carousel 1	AD1553	0.82%	4.18%	10.78	₹ 9.96	₹ 81.16	97
Carousel 1	AD1557	0.77%	0.00%	0.00	₹ 9.10	₹ 70.04	1450
Total		1.37%	2.73%	8.43	₹ 4.90	₹ 67.27	1313643

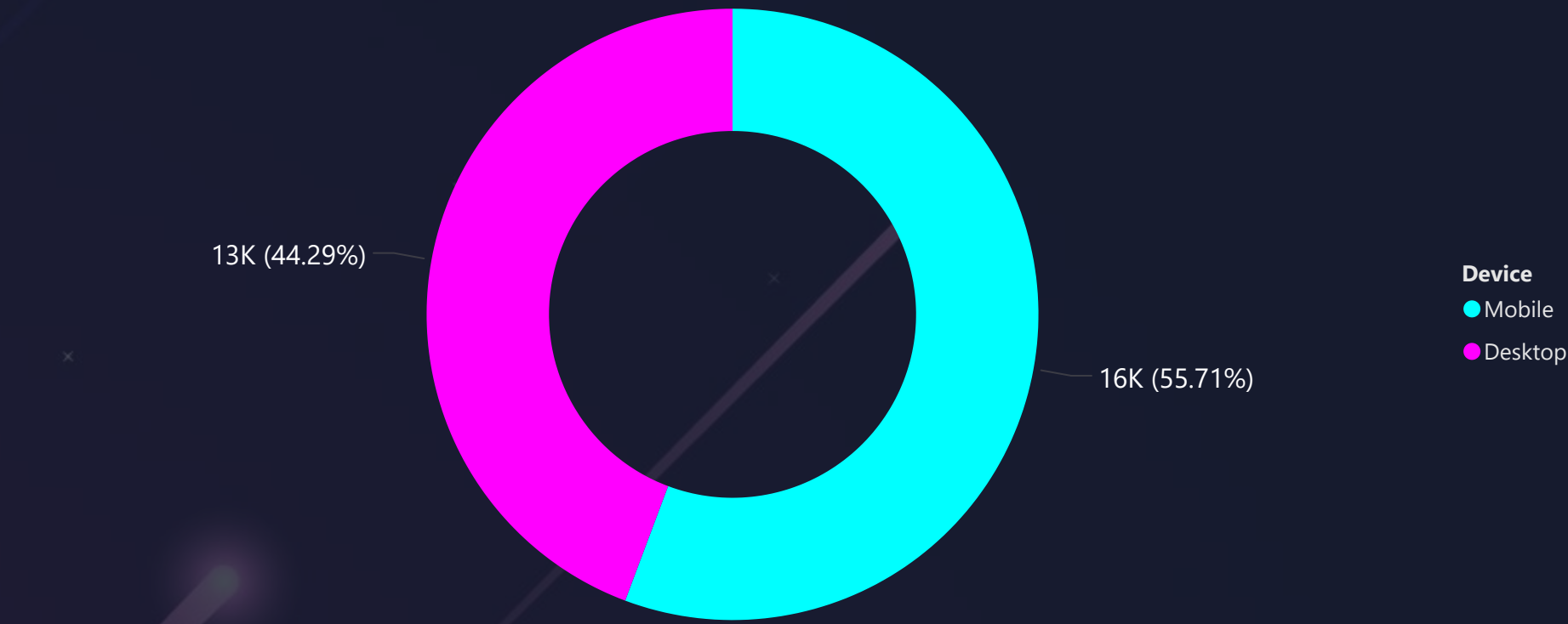
Campaign Frequency Distribution



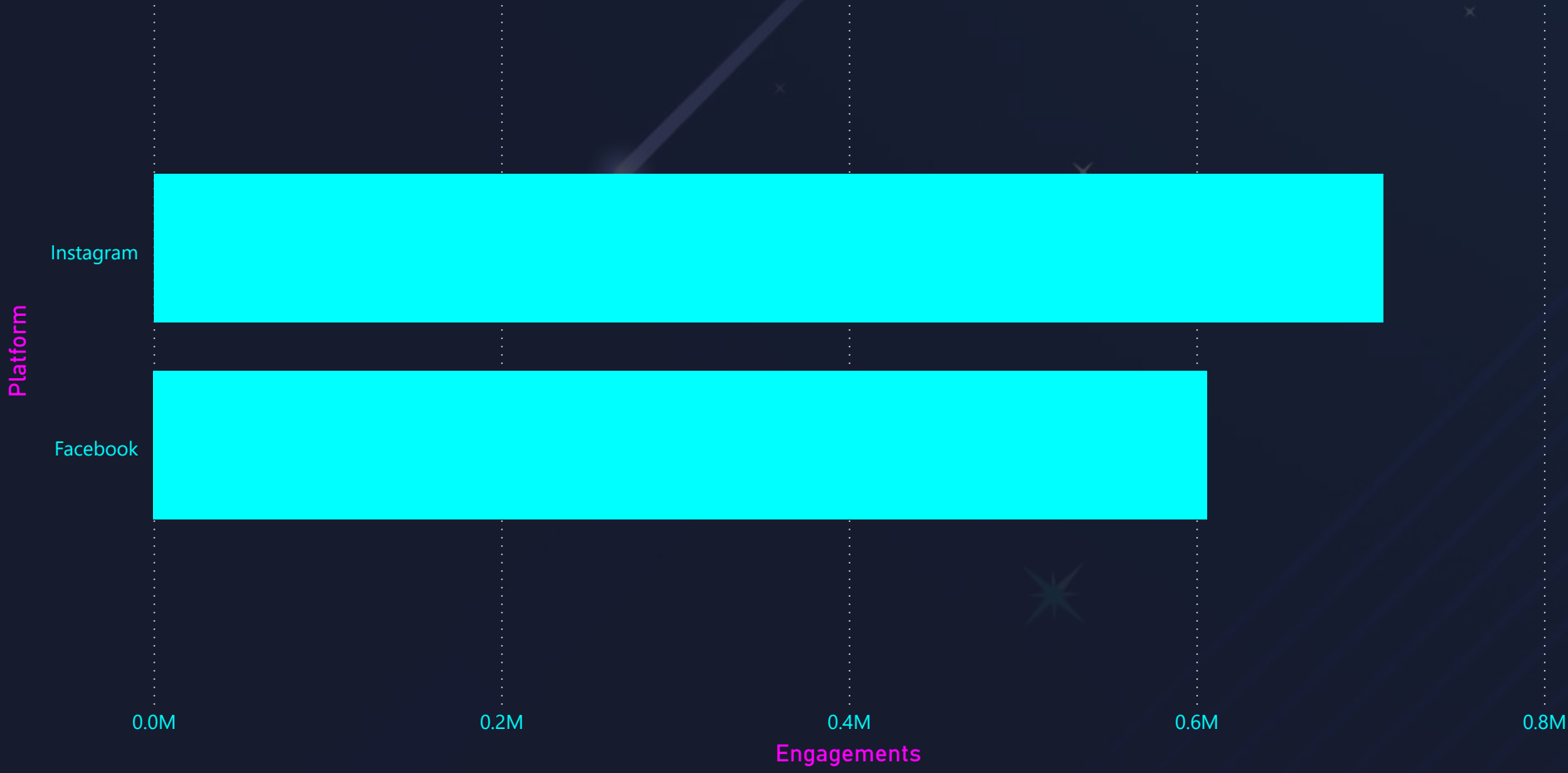
Conversions by State (Geo Distribution)



Total Conversions by Device Type



Engagements by Platform



Audience Performance by Age Group & Gender (Engagements, CTR, ROAS, CPC, CPM)

