

Automotive Ad Optimization

Dashboard

Analyzing the performance of vehicle ad creatives (Image vs Video) to identify which format drives better conversions.



Total Impressions

5K

Total Conversions

56

Total Reach

5K

Avg Engagement Rate

0.45

Video Posts

25

Total Clicks

1K

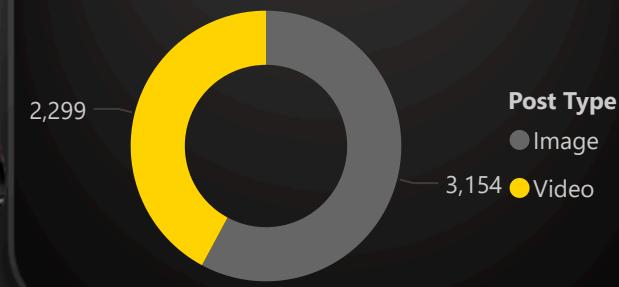
Avg Conversion Rate

0.01

Image Posts

17

Impressions by Post Type



Conversions by Post Type

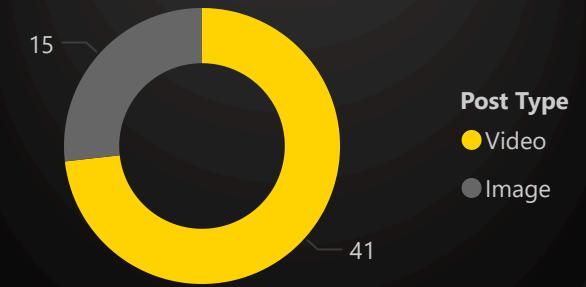
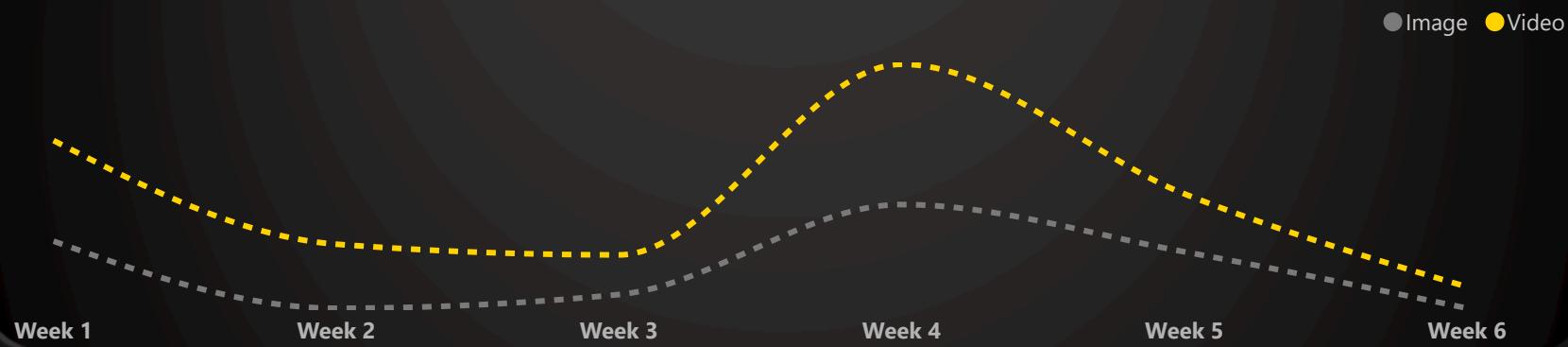
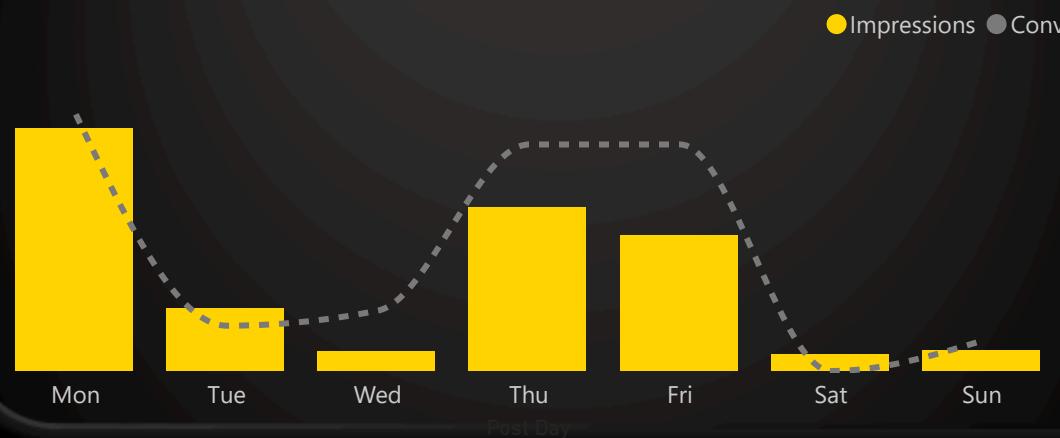


Image vs Video Conversion Rate over Time



Best Performing Days (Impressions vs Conversions)



Best Performing Time of Day (Impressions vs Conversions)

