

Automotive Ad Optimization

Dashboard

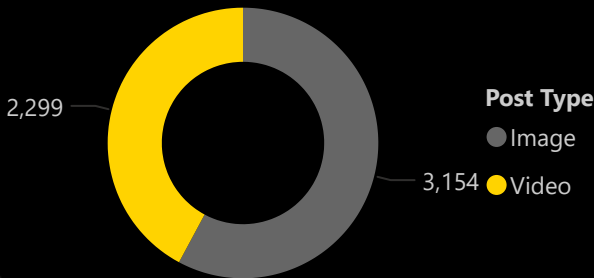
Analyzing the performance of vehicle ad creatives (Image vs Video) to identify which format drives better conversions.



Total Impressions	ROI			
5K	+57%			
Total Conversions	Avg Engagement Rate	Video Posts	Ad Spend	No of Sales
56	0.45	25	₦1.5M	13
Total Clicks	Avg Conversion Rate	Image Posts	Discount	Profit
1K	0.01	17	5%	₦2.4M

Despite a 5% discount + ₦1,355 CPC, ROI remained solid at +57%

Impressions by Post Type



Conversions by Post Type

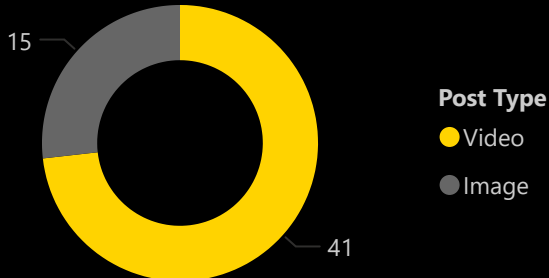
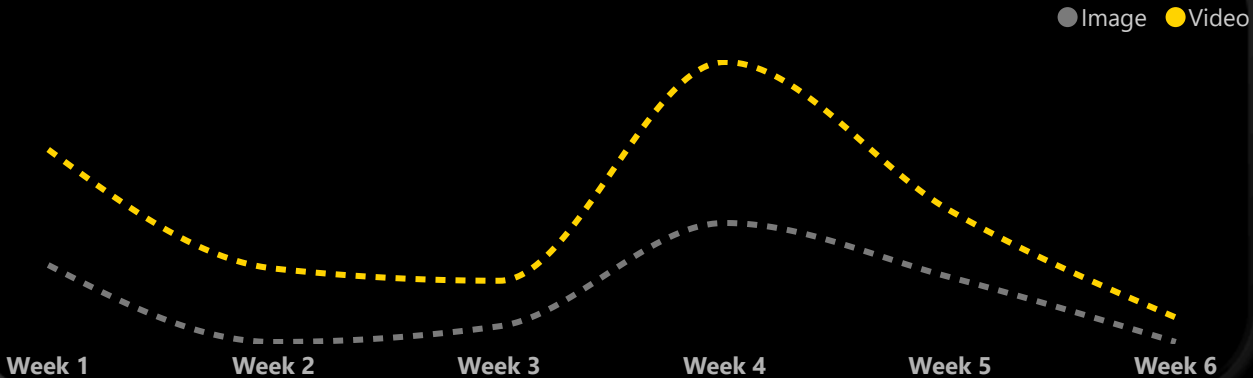
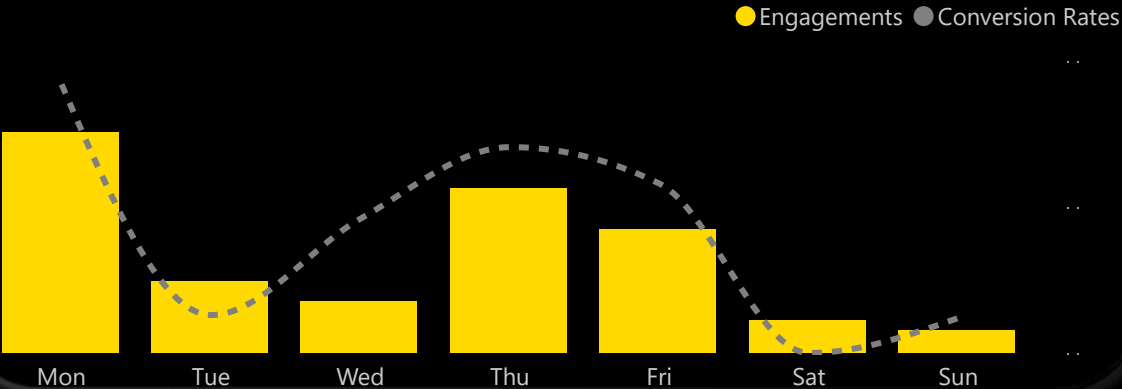


Image vs Video Conversion Rate over Time



Best Performing Days (Engagements vs Conversions)



Best Performing Time of Day (Engagements vs Conversions)

