

Automotive Ad Optimization

Dashboard

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



Total Impressions

5K

ROI

+57%

Total Conversions

56

Avg Engagement Rate

0.45

Video Posts

25

Ad Spend

₦1.5M

No of Sales

13

Total Clicks

1K

Avg Conversion Rate

0.01

Image Posts

17

Discount

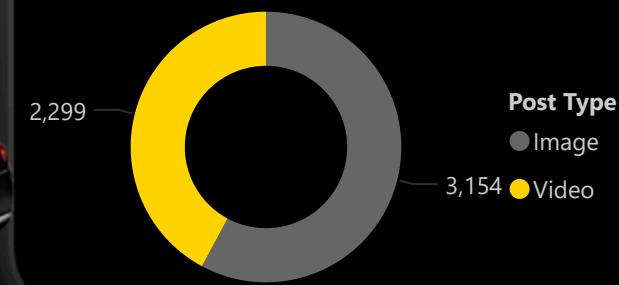
5%

Profit

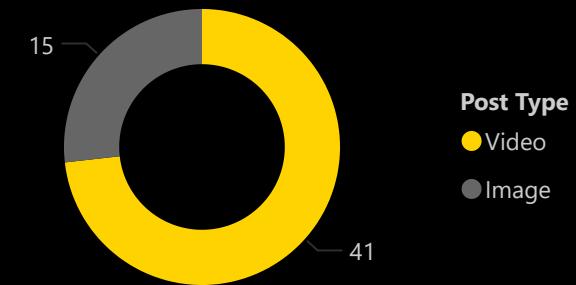
₦2.4M

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

Impressions by Post Type

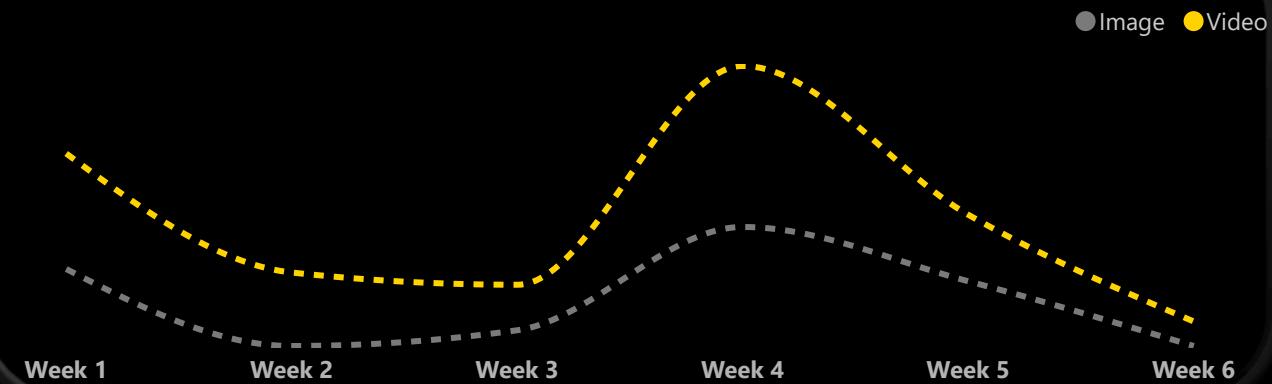


Conversions by Post Type



- Post Type
- Video
- Image

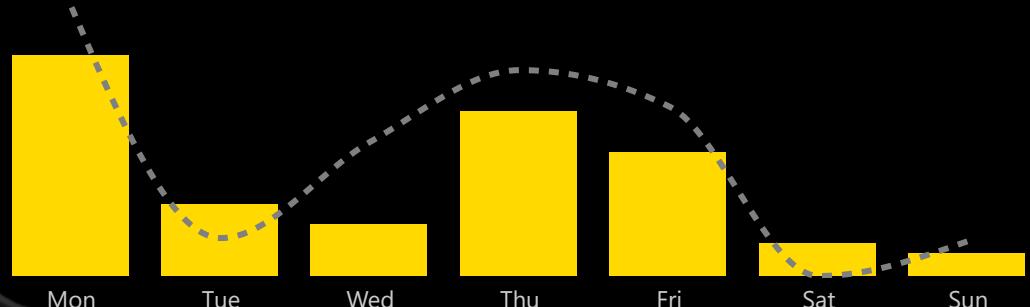
Image vs Video Conversion Rate over Time



- Image
- Video

Best Performing Days (Engagements vs Conversions)

- Engagements
- Conversion Rates



Best Performing Time of Day (Engagements vs Conversions)

- Engagement
- Conversion Rates

