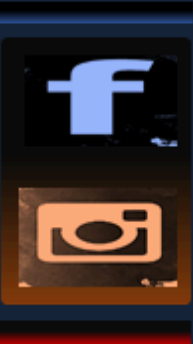


Ad Performance Overview: Facebook vs Instagram

Period : February - October 2025

Month

All



Clicks

67K

Conversions

4K

Avg. CTR

0.08

Avg. CVR

0.04

Avg. CPC

93.92

Clicks

62K

Conversions

2K

Avg. CTR

0.08

Avg. CVR

0.03

Avg. CPC

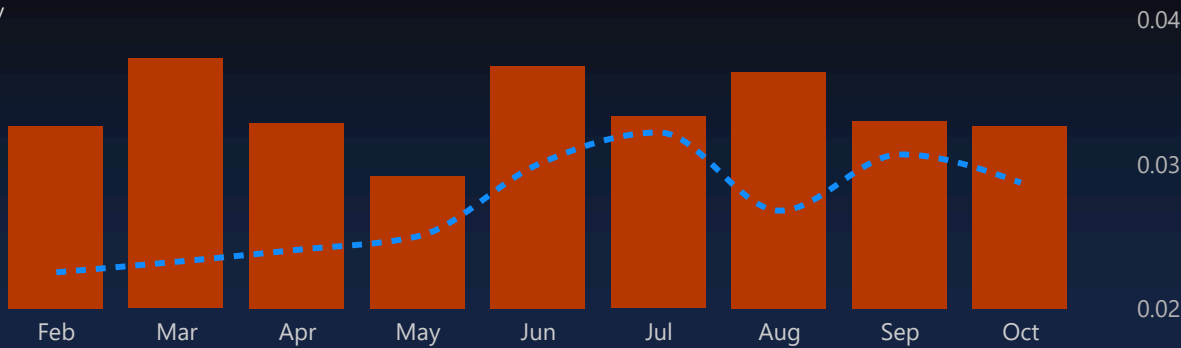
139.07

Click volume highest in March

Highest CVR observed in July

Instagram: Clicks vs Conversion Rate Over Time

Clicks Avg. CVR

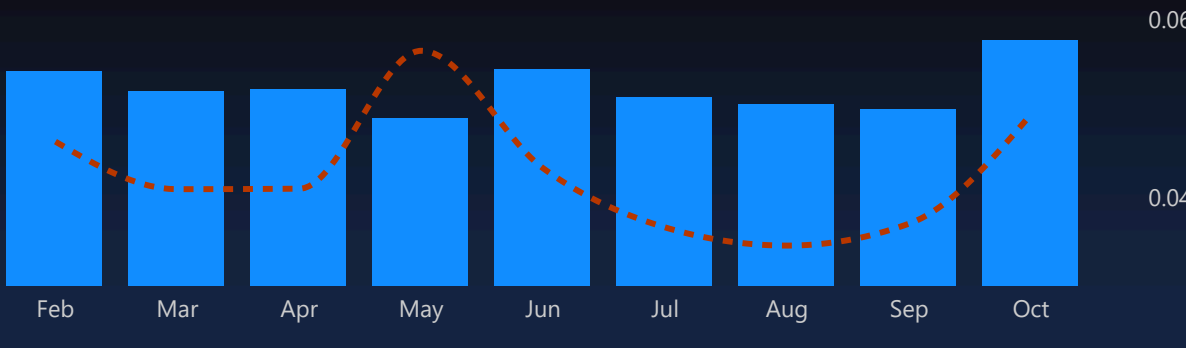


Clicks spiked in October

CVR peaked in May

Facebook: Clicks vs Conversion Rate Over Time

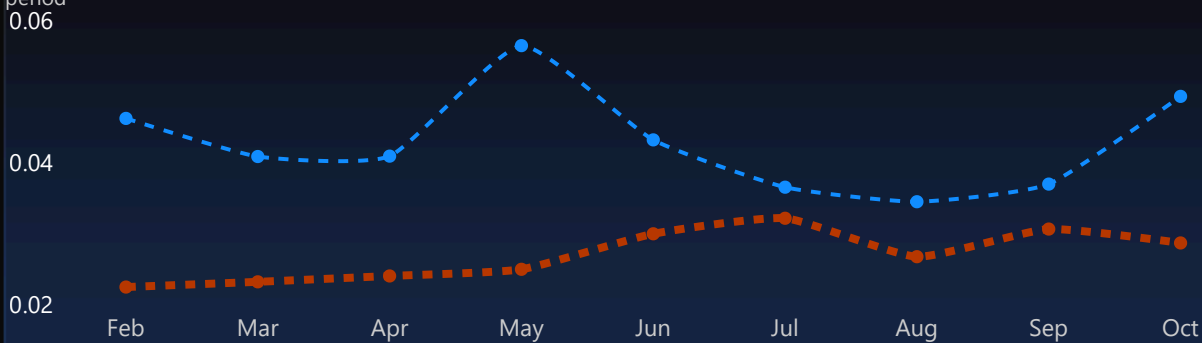
Clicks Avg. CVR



FB CVR generally is higher than IG CVR throughout the period

Facebook vs Instagram CVR Over Time

Platform FB IG



IG CPC consistently exceeds FB CPC, indicating higher costs to engage IG users

Facebook vs Instagram CPC Over Time

Platform FB IG

