

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

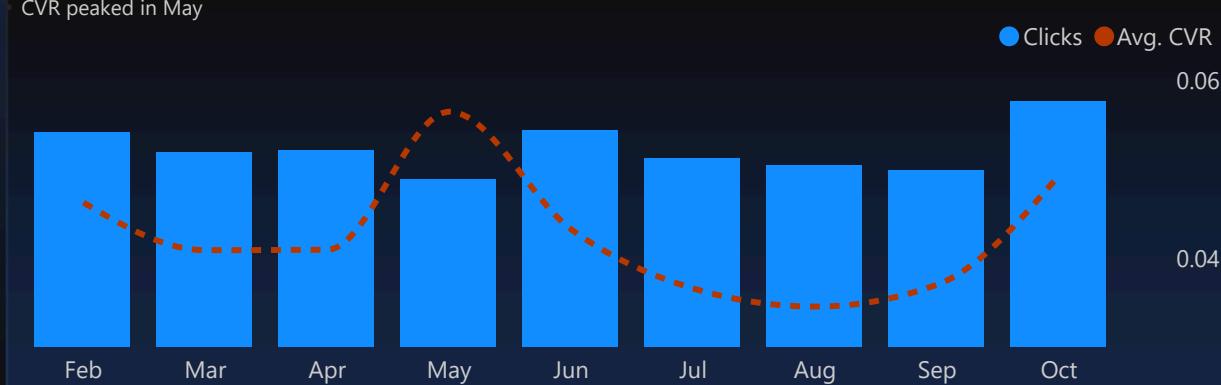
Click volume highest
in March

Instagram: Clicks vs Conversion Rate Over Time



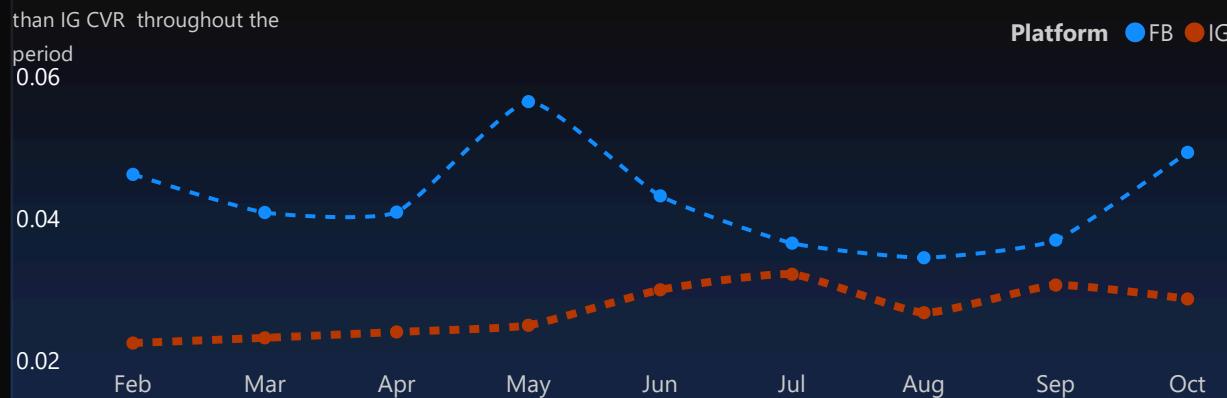
Clicks spiked in October
CVR peaked in May

Facebook: Clicks vs Conversion Rate Over Time



FB CVR generally is higher
than IG CVR throughout the
period

Facebook vs Instagram CVR Over Time



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

Facebook vs Instagram CPC Over Time

