

Facebook Engagement Ad stats.


Please create a report including analysis of the following metrics:

- State the objective of this campaign
- Interpret Reach VS Reactions, Comments, Shares
- Interpret Reactions: On post vs shares? What emotional response does this ad target?
- Comment on the Overall post clicks VS Photo views, Link clicks and Other clicks
- Comment on the Negative feedback
- Comments: interactions with your audience - do you think it was necessary to reply to each comment?
- By looking at the graph that represents post engagements, what conclusions can you draw?
- How would you interpret cost per result? Would you say it's high or low?
- Which demographic segments engaged the most? Why?
- What recommendations can you give for future campaigns like this one?

The budget was \$5 a day, now \$1.52 a day targeting Australian & New Zealanders with an interest in digital marketing.

Post Overview:

Post Details ✕




Success-SocialMedia Ltd
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Let's have some fun...

Type "I'm such a" and let your keyboard expose you.

113,381 People Reached 20,296 Engagements [Boost Post](#)

👍👎❤️ 873 393 Comments 486 Shares

[Like](#) [Comment](#) [Share](#) 

Performance for Your Post

113,381 People Reached

7,822 Reactions, Comments & Shares ⓘ

1,011 👍 Like	655 On Post	356 On Shares
379 ❤️ Love	17 On Post	362 On Shares
1,700 😂 Haha	250 On Post	1,450 On Shares
27 😲 Wow	2 On Post	25 On Shares
9 😞 Sad	1 On Post	8 On Shares
2 😡 Angry	0 On Post	2 On Shares
4,163 Comments	459 On Post	3,704 On Shares
542 Shares	486 On Post	56 On Shares

12,474 Post Clicks

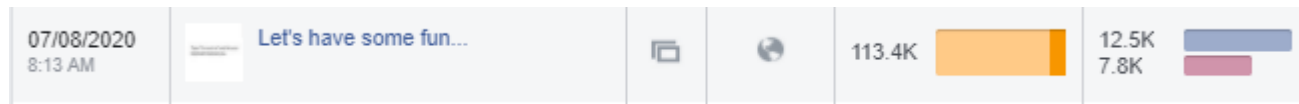
1,193 Photo Views	0 Link Clicks ⓘ	11,281 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide Post 1 Hide All Posts
0 Report as Spam 0 Unlike Page

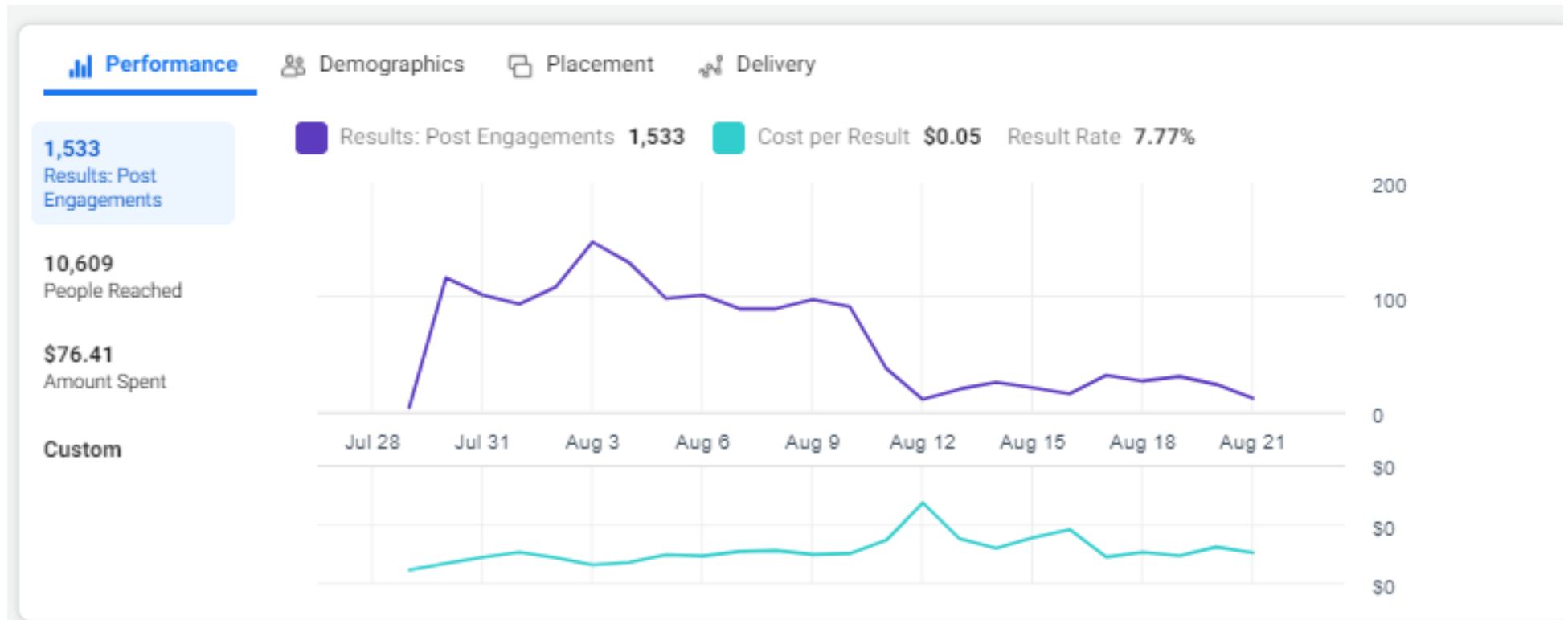
Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Campaign Overview:



Blue – Reach

Pink - Reactions



Results: Post Engagement 1,533 Reach 10,609



+ Create		Duplicate	Edit	A/B Test	Rules	View Setup	Columns: Performance	Breakdown	Reports
Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
Engagement - Copy	Active	Using ad set bid strategy	Using ad set bu...	1,533 Post Engagements	10,609	19,739	\$0.05 Per Post Engagement	\$76.41	Ongoing

Demographics Overview:

Ungroup Breakdowns

Customize

Ad Name	Age	Gender	Campaign Name	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent	
Eng Aus NZ 25+	All	All	Engagement - Copy	1,521 Post Engagements	10,556	19,609	\$0.05 Post Engagement	Above average	Above average	Above average	\$75.76	
	18-24	All	Engagement - Copy	1,063 Post Engagements	7,152	13,765	\$0.05 Post Engagement				\$53.57	
		Female	Engagement - Copy	719 Post Engagements	4,668	9,117	\$0.05 Post Engagement				\$34.88	
		Male	Engagement - Copy	340 Post Engagements	2,440	4,576	\$0.05 Post Engagement				\$18.36	
		Uncategorized	Engagement - Copy	4 Post Engagements	44	72	\$0.08 Post Engagement				\$0.33	
	25-34	All	Engagement - Copy	352 Post Engagements	2,404	4,336	\$0.05 Post Engagement				\$16.65	
		Female	Engagement - Copy	239 Post Engagements	1,488	2,683	\$0.04 Post Engagement				\$10.51	
		Male	Engagement - Copy	113 Post Engagements	896	1,641	\$0.05 Post Engagement				\$6.08	
		Uncategorized	Engagement - Copy	—	12	12	—				\$0.06	
	35-44	All	Engagement - Copy	61 Post Engagements	548	851	\$0.05 Post Engagement				\$2.81	
		Female	Engagement - Copy	37 Post Engagements	368	547	\$0.05 Post Engagement				\$1.89	
		Male	Engagement - Copy	23 Post Engagements	176	303	\$0.04 Post Engagement				\$0.92	
		Uncategorized	Engagement - Copy	1 Post Engagement	1	1	—				\$0.00	
	45-54	All	Engagement - Copy	26 Post Engagements	292	373	\$0.06 Post Engagement				\$1.48	
		Female	Engagement - Copy	21 Post Engagements	144	204	\$0.04 Post Engagement				\$0.94	
		Male	Engagement - Copy	5 Post Engagements	148	168	\$0.11 Post Engagement				\$0.54	
		Uncategorized	Engagement - Copy	—	—	1	—				\$0.00	
	65+	All	Engagement - Copy	11 Post Engagements	76	151	\$0.06 Post Engagement				\$0.64	
		Female	Engagement - Copy	10 Post Engagements	32	86	\$0.04 Post Engagement				\$0.38	
		Male	Engagement - Copy	1 Post Engagement	44	65	\$0.26 Post Engagement				\$0.26	
	Total Results 23 / 23 rows displayed				1,521 Post Engagements	10,556 People	19,609 Total	\$0.05 Post Engagement				\$75.76 Total Spent