

Rama Amrit Ghee – Meta Ads Performance Report

Reporting Period: 1 Month

This report provides a detailed analysis of the Meta advertising campaigns run for Rama Amrit Ghee during the last one month. The objective of these campaigns was to generate purchases, improve audience engagement, and identify the best-performing creatives based on key advertising metrics.

Campaign Performance Summary

Ad Name	Status	Impressions	CTR	CPC	Amount Spent	Performance
 Rama Amrit Sale Ad	Off	9,337	4.49%	₹1.49	₹622.70	Best Performing Ad
 Rama Amrit Sale Ad –2 Another Creative	Inactive	73,049	0.68%	₹6.49	₹3,220.58	Weak Engagement
 Rama Amrit Sale Ad –3 Nutrition	Inactive	15,017	1.34%	₹8.28	₹1,665.07	Average Performance

	Active	4,823	3.73%	₹9.35	₹1,683.48	Good CTR but High CPC
Sales Ad- 04-05-26 N						

Key Findings

- The 'Rama Amrit Sale Ad' delivered the best overall performance with the highest CTR (4.49%) and the lowest CPC (₹1.49). This indicates strong audience engagement and highly cost-efficient traffic.
- The 'Another Creative' campaign generated high impressions but a very low CTR of 0.68%, indicating weak audience interest and low engagement quality.
- The Nutrition-focused creative performed moderately but did not achieve strong conversion intent.
- The currently active campaign achieved a good CTR but experienced a higher CPC, suggesting optimization opportunities in audience targeting and creative strategy.
- Despite generating clicks and engagement, none of the campaigns resulted in recorded purchases during the reporting period.

Conversion Analysis

Although the campaigns successfully generated engagement and traffic, the absence of purchases suggests potential issues within the conversion funnel. Possible reasons may include

website trust factors, checkout friction, pricing hesitation, lack of strong call-to-action, or tracking configuration issues.

Final Conclusion

Overall, the advertising campaigns demonstrated strong potential in terms of audience engagement, particularly with the 'Rama Amrit Sale Ad'. The next phase should focus on improving conversion optimization, website trust, and retargeting strategies to transform engagement into actual sales.