



FACEBOOK AD REPORT

BY RIYA

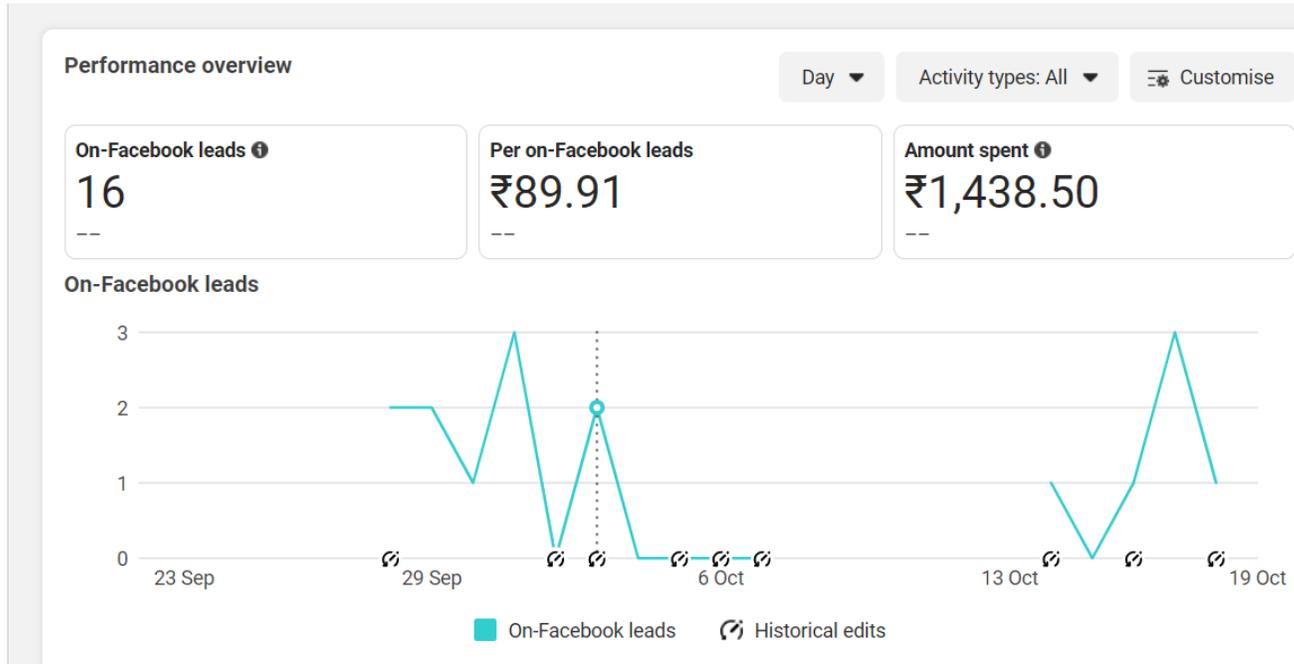
ABOUT THE PROJECT

WDCOM offers a variety of educational courses, including Digital Marketing, UI/UX Design, and Web Development. They are looking to launch a targeted Facebook ad campaign specifically for their **UI/UX Design Course** to generate qualified leads

Revised Campaign Overview:

WDCOM is launching a focused Facebook ad campaign to promote its **UI/UX Design Course**. The goal is to attract potential students interested in learning key skills related to user interface and user experience design, including wireframing, prototyping, user research, and visual design. The campaign aims to generate high-quality leads, encouraging users to sign up for more information or directly enroll in the course.

Campaign Overview

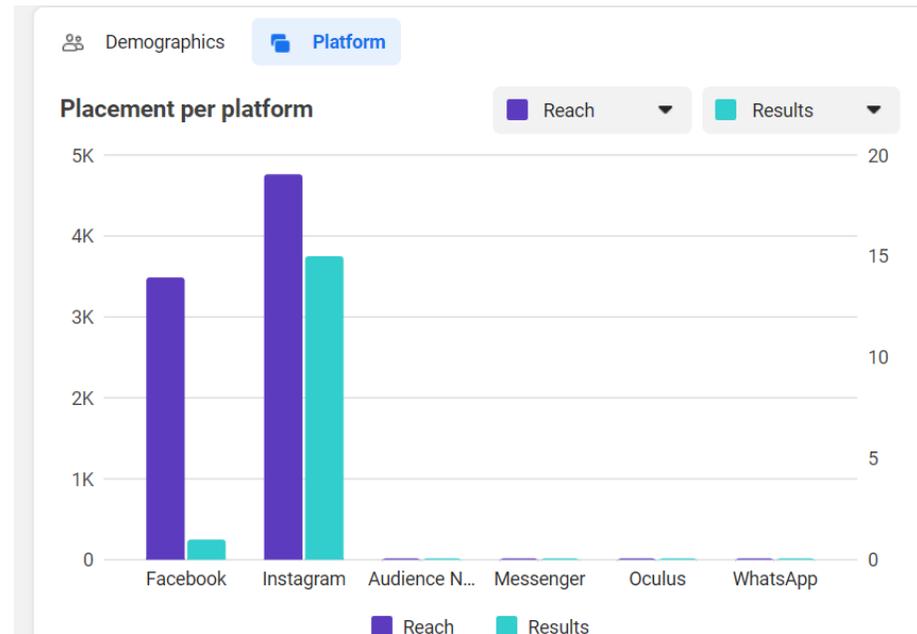


- Campaign Duration:** The campaign ran for a total of 12 days. This is the length of time over which the budget was spent to reach potential customers.
- 1.Campaign Budget:** The daily budget was set at ₹100, meaning you allocated ₹100 per day to target and reach your audience.
- 2.Total Campaign Cost:** The total cost came out to ₹1,493, which indicates there might have been slight adjustments in the daily spend due to factors like ad platform optimizations or taxes.
- 3.Objective - Lead Generation:** The main goal of the campaign was to gather leads. This means the campaign focused on attracting people who showed interest in your product or service and providing their contact information for follow-up.
- 4.Leads Collected:** A total of 16 leads were generated by the end of the campaign. These are the potential customers who have shown interest, and now you can reach out to them for further engagement or sales efforts.

Here we can see the age and gender distribution



People are watching more in Instagram and Less in Facebook



The frequency of the ad is 1.45, meaning that, on average, each person within the audience has seen the ad approximately 1.45 times. The total account reach is 8,206, which refers to the number of unique individuals who have been exposed to the ad at least once.

In other words, ad has been displayed to 8,206 different people, and, on average, each person has seen the ad slightly more than once. The frequency of 1.45 suggests that some individuals may have seen the ad more than once, but not repeatedly. This metric is useful for balancing ad exposure and avoiding audience fatigue.

Audience saturation

Frequency ⓘ

1.45

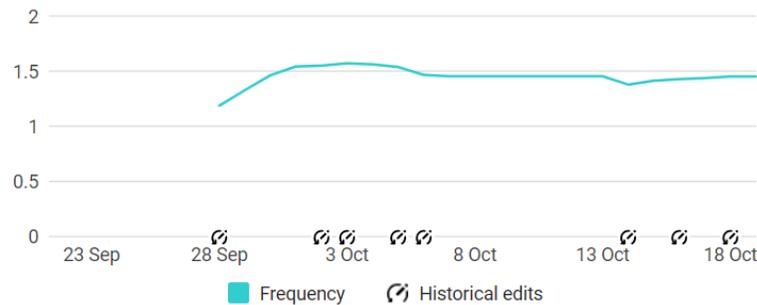
First time impression ratio ⓘ

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Reach ⓘ

8,206

Frequency



Understanding frequency

Frequency helps to build awareness and recall by showing your message to Accounts Centre accounts in your target audience multiple times. Frequency may average 1 to 2 per ad set or may be much higher, depending on your budget, audience size and schedule.

If performance begins to drop as your frequency numbers rise, your target audience may be experiencing ad fatigue, and it may be wise to change your ad creative or targeting.

[Learn more](#)

Targeting

Age ⓘ

18 - 60

Gender ⓘ

All genders

Detailed targeting

People who match:

- Interests: Graphic design (visual art), Art & Graphic Design, Student (education) or Massive open online course
- Behaviours: Small business owners
- Education Level: University graduate

After conducting extensive testing and research, we discovered that **broad targeting** yields better results for our ads and creatives. By using broad targeting, we allow the platform's algorithm to identify and reach potential customers who are most likely to engage with our content, rather than restricting ourselves to narrow audience definitions.

Broad targeting works effectively because it leverages the platform's machine learning capabilities to analyze user behavior in real time and deliver ads to individuals whose actions indicate a potential interest. This dynamic, data-driven approach enables more efficient ad delivery, higher reach, and potentially lower cost per acquisition (CPA) compared to manual audience segmentation.

Thank You