



Geo Performance Map is an interactive view that summarizes Meta Ads performance by region (US states, and other geographies where supported). It helps teams understand where performance is concentrated, compare regions consistently, and drill into the ads driving each region—in a single screen.

UX

- Interactive map with state choropleth (color intensity reflects the selected metric)
- Per-state markers sized by the selected metric (linear scale across regions)
- Top regions highlighted so leading areas are immediately visible
- Metric selector (v1 focus): Spend, Reach, Avg. CTR
- Hover tooltip: region name, key metrics, and top ads by spend (e.g., top 3)
- Click → side panel: region summary plus a top ads list (e.g., top 5) sortable by Spend / Reach / CTR / Clicks / Engagements / Video Views / cost metrics

How to read the numbers (high level)

- The view presents region-level rollups derived from ad-level results.
- Totals (spend, reach, clicks/engagement/video views) are summed within each region.
- Rates and unit costs (CTR, cost metrics) are averaged, excluding empty/zero values to avoid skew.

Why it matters

- Creates a clear geo narrative: where performance is happening and what's driving it.
- Reduces manual work (exports/spreadsheets) by combining overview + drill-down in one workflow.
- Aligns stakeholders through consistent regional comparisons and ad-level evidence.

Ideas to explore next (discussion topics)

- Alerts & Insights (high-value, advanced)
 - State movement alerts: "TX moved from #12 → #5 in Spend/Reach/CTR" (rank change as a north-star signal)
 - Anomaly detection: unusual spikes/drops vs expected range (by state + metric)
- Ranking as the primary lens (exec-friendly)
 - Add a dedicated Rank View: always show state position (1...N) per metric + percentile
 - Top gainers / top decliners table (quick narrative for weekly check-ins)
- Advanced drill-down & interpretation
 - Comparative benchmarking: normalize metrics (e.g., per \$ spend, per 1K reach) to compare "efficiency," not just scale
 - Multi-level geo drill-down (DMA/city) where supported and stable (Meta)
- Business correlation (gold standard framing)
 - Connect geo performance changes to business outcomes (e.g., leads/purchases where available)
 - Optional: correlate geo shifts with external demand signals (e.g., branded search lift with lag) to move beyond "vanity metrics"