

# Automated Insight Report

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## Key Performance Indicators

Click-Through Rate (CTR): 2.47%

Return on Investment (ROI): 446.6%

Total Clicks: 14,958

Total Impressions: 604,600

Total Ad Spend: \$21,780.00

Total Revenue: \$97,270.00

## Executive Summary

The campaign achieved a CTR of 2.47% and an ROI of 446.6%, indicating strong performance. With 14,958 total clicks from 604,600 impressions, the engagement trend is improving week over week. Total revenue of \$97,270.00 was generated from \$21,780.00 in ad spend. Continue scaling investment to capitalize on positive momentum.

## Performance Visualization

Campaign Performance: Clicks Over Time

