

# Automated Insight Report

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## Key Performance Indicators

Click-Through Rate (CTR): 2.71%

Return on Investment (ROI): 154.76%

Total Clicks: 1,900

Total Impressions: 70,000

Total Ad Spend: \$3,470.00

Total Revenue: \$5,370.00

## Executive Summary

The campaign achieved a CTR of 2.71% and an ROI of 154.76%, indicating moderate performance. With 1,900 total clicks from 70,000 impressions, the engagement trend is declining week over week. Total revenue of \$5,370.00 was generated from \$3,470.00 in ad spend. Consider optimizing targeting and creative to improve engagement.

## Performance Visualization

Campaign Performance: Clicks Over Time

