



AUM

Judul Laporan

- Periode laporan: 1–31 Agustus vs 1–30 September
- Jenis strategi: Prospecting / Retargeting / Funnel CPAS

Highlight (MoM)

- Amount spent: 48,76% (Rp 8.276.861 → Rp 12.312.975)
- Frequency: 31,42% (1,40 → 1,84)
- Cost per add to cart with shared items: 25,27% (Rp 5.837 → Rp 7.312)
- CPC (link): 24,68% (Rp 1.945 → Rp 2.425)
- Purchases conversion value for shared items only: 23,16% (Rp 37.468.300 → Rp 46.147.500)
- Adds to cart with shared items: 18,76% (1418,00 → 1684,00)
- Average purchases conversion value: 18,52% (Rp 367.336 → Rp 435.354)
- CPM: 17,68% (Rp 29.948 → Rp 35.242)
- ATC conversion value (shared only): 16,03% (Rp 399.477.200 → Rp 463.499.450)
- Purchases with shared items: 3,92% (102,00 → 106,00)

Lowlight (MoM)

- Purchase ROAS (return on ad spend): -17,21% (4,53 → 3,75)
- CTR (link click-through rate): -5,62% (1,54% → 1,45%)

Next Action Plan (MoM)

- Spend naik. Scale hanya pada ad set performa kuat; stop CPA terburuk.
- Lanjutkan A/B test audiens & placement; optimasi bid/budget berbasis efisiensi.
- Biaya Cost per add to cart with shared items naik. Uji audiens & kreatif baru; alihkan budget ke ad set ROAS tinggi.
- Biaya CPC (link) naik. Uji audiens & kreatif baru; alihkan budget ke ad set ROAS tinggi.
- Lanjutkan A/B test audiens & placement; optimasi bid/budget berbasis efisiensi.

Tabel Metric (MoM)

Metric	Bulan-2 Agustus	Bulan-1 September	Δ%	Trend
Amount spent	Rp 8.276.861	Rp 12.312.975	48,76%	 
Reach	197151,00	189650,00	-3,80%	 
Impressions	276374,00	349388,00	26,42%	 
CPM	Rp 29.948	Rp 35.242	17,68%	 
Frequency	1,40	1,84	31,42%	 
Link clicks	4256,00	5078,00	19,31%	 
CTR (link click-through rate)	1,54%	1,45%	-5,62%	 
CPC (link)	Rp 1.945	Rp 2.425	24,68%	 
Content views with shared items	15713,00	18957,00	20,65%	 
Cost per content view	Rp 527	Rp 650	23,31%	 
Adds to cart with shared items	1418,00	1684,00	18,76%	 
Cost per add to cart with shared	Rp 5.837	Rp 7.312	25,27%	 

Metric	Bulan-2 Agustus	Bulan-1 September	Δ%	Trend
items				
ATC conversion value (shared only)	Rp 399.477.200	Rp 463.499.450	16,03%	 ↑
Purchases with shared items	102,00	106,00	3,92%	 ↑
Cost per purchases with shared items	Rp 81.146	Rp 116.160	43,15%	 ↑
Purchases conversion value for shared items only	Rp 37.468.300	Rp 46.147.500	23,16%	 ↑
Conversion Rate (Purchase ÷ Click)	2,40%	2,09%	-12,90%	 ↓
Purchase ROAS (return on ad spend)	4,53	3,75	-17,21%	 ↓
Average purchases conversion value	Rp 367.336	Rp 435.354	18,52%	 ↑

EVENT ANALYSIS

Highlight (Event MoM) — Twindate

- Amount spent:  202,81% (Rp 466.097 → Rp 1.411.390)
- ATC conversion value (shared only):  104,13% (Rp 27.166.300 → Rp 55.454.700)
- Adds to cart with shared items:  102,97% (101,00 → 205,00)
- Cost per add to cart with shared items:  49,19% (Rp 4.615 → Rp 6.885)

- Purchases conversion value for shared items only: **31,94%** (Rp 5.995.900 → Rp 7.911.250)
- CTR (link click-through rate): **28,22%** (1,53% → 1,96%)
- Average purchases conversion value: **25,95%** (Rp 285.519 → Rp 359.602)
- Purchases with shared items: **4,76%** (21,00 → 22,00)

Lowlight (Event MoM) — Twindate

- Purchase ROAS (return on ad spend): **-56,43%** (12,86 → 5,61)
- CPC (link): **-22,85%** (Rp 3.504 → Rp 2.704)
- Frequency: **-15,56%** (2,22 → 1,87)
- CPM: **-1,07%** (Rp 53.488 → Rp 52.915)

Highlight (Event MoM) — Payday (≥ 25)

- Amount spent: **36,56%** (Rp 2.079.399 → Rp 2.839.556)
- CPC (link): **36,28%** (Rp 2.144 → Rp 2.921)
- CPM: **29,59%** (Rp 33.457 → Rp 43.356)
- Cost per add to cart with shared items: **28,50%** (Rp 7.245 → Rp 9.310)
- Purchases conversion value for shared items only: **12,48%** (Rp 8.329.300 → Rp 9.368.600)
- Frequency: **12,43%** (1,56 → 1,75)
- Average purchases conversion value: **7,59%** (Rp 378.605 → Rp 407.330)
- Adds to cart with shared items: **6,27%** (287,00 → 305,00)
- Purchases with shared items: **4,55%** (22,00 → 23,00)
- ATC conversion value (shared only): **3,94%** (Rp 79.559.800 → Rp 82.691.100)

Lowlight (Event MoM) — Payday (≥ 25)

- Purchase ROAS (return on ad spend):   -17,63% (4,01 → 3,30)
- CTR (link click-through rate):   -4,91% (1,56% → 1,48%)

Next Action Plan (Event)

- Pulihkan metrik yang turun pada window event; aktifkan pre-heat 3–5 hari sebelum puncak.
- Pakai countdown & scarcity copy spesifik (contoh: 'Hanya hari ini 9.9').
- Budget pacing: naikkan 20–30% H-1 s/d H+1 jika ROAS stabil; turunkan jika CPC/CPM naik.
- Bundling/upsell untuk dorong Average purchases conversion value.
- Aktifkan Advantage+ placement & optimasi katalog saat traffic puncak.

Tabel Metric (MoM — Twindate)

Metric	Bulan-2 (8/8)	Bulan-1 (9/9)	Δ%	Trend
Amount spent	Rp 466.097	Rp 1.411.390	202,81%	 
Purchases with shared items	21,00	22,00	4,76%	 
Cost per purchases with shared items	Rp 22.195	Rp 64.154	189,05%	 
Purchases conversion value for shared items only	Rp 5.995.900	Rp 7.911.250	31,94%	 
Conversion Rate (Purchase ÷ Click)	15,79%	4,21%	-73,31%	 
Purchase ROAS (return on ad spend)	12,86	5,61	-56,43%	 
Average purchases conversion value	Rp 285.519	Rp 359.602	25,95%	 

Tabel Metric (MoM — Payday)

Metric	Bulan-2 (≥ 25)	Bulan-1 (≥ 25)	$\Delta\%$	Trend
Amount spent	Rp 2.079.399	Rp 2.839.556	36,56%	 ▲
Purchases with shared items	22,00	23,00	4,55%	 ▲
Cost per purchases with shared items	Rp 94.518	Rp 123.459	30,62%	 ▲
Purchases conversion value for shared items only	Rp 8.329.300	Rp 9.368.600	12,48%	 ▲
Conversion Rate (Purchase \div Click)	2,27%	2,37%	4,33%	 ▲
Purchase ROAS (return on ad spend)	4,01	3,30	-17,63%	 ▼
Average purchases conversion value	Rp 378.605	Rp 407.330	7,59%	 ▲

Evaluasi September || 2025