

AUM

Judul Laporan

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

Highlight (MoM)

- Purchases conversion value for shared items only:  **56,13%** (Rp 23.437.476 → Rp 36.593.200)
- CPC (link):  **38,77%** (Rp 2.251 → Rp 3.123)
- Purchases with shared items:  **37,31%** (67,00 → 92,00)
- Amount spent:  **31,48%** (Rp 4.539.657 → Rp 5.968.815)
- CPM:  **25,73%** (Rp 43.666 → Rp 54.899)
- Adds to cart with shared items:  **20,90%** (665,00 → 804,00)
- Purchase ROAS (return on ad spend):  **18,75%** (5,16 → 6,13)
- Frequency:  **16,53%** (1,73 → 2,01)
- Average purchases conversion value:  **13,70%** (Rp 349.813 → Rp 397.752)
- Cost per add to cart with shared items:  **8,75%** (Rp 6.827 → Rp 7.424)

Lowlight (MoM)

- ATC conversion value (shared only):  **-99,04%** (Rp 22.622.060.012 → Rp 217.074.100)
- CTR (link click-through rate):  **-9,40%** (1,94% → 1,76%)

Next Action Plan (MoM)

- Lanjutkan A/B test audiens & placement; optimasi bid/budget berbasis efisiensi.
- Lanjutkan A/B test audiens & placement; optimasi bid/budget berbasis efisiensi.
- 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.
- Spend naik. Scale hanya pada ad set performa kuat; stop CPA terburuk.

Tabel Metric (MoM)

Metric	Bulan-2	Bulan-1	Δ%	Trend
Amount spent	Rp 4.539.657	Rp 5.968.815	31,48%	 
Reach	60156,00	53988,00	-10,25%	 
Impressions	103963,00	108723,00	4,58%	 
CPM	Rp 43.666	Rp 54.899	25,73%	 
Frequency	1,73	2,01	16,53%	 
Link clicks	2017,00	1911,00	-5,26%	 
CTR (link click-through rate)	1,94%	1,76%	-9,40%	 
CPC (link)	Rp 2.251	Rp 3.123	38,77%	 
Content views with shared items	7889,00	11886,00	50,67%	 
Cost per content view	Rp 575	Rp 502	-12,73%	 
Adds to cart with shared items	665,00	804,00	20,90%	 
Cost per add to cart with shared items	Rp 6.827	Rp 7.424	8,75%	 

Metric	Bulan-2	Bulan-1	Δ%	Trend
ATC conversion value (shared only)	Rp 22.622.060.012	Rp 217.074.100	-99,04%	
Purchases with shared items	67,00	92,00	37,31%	
Cost per purchases with shared items	Rp 67.756	Rp 64.878	-4,25%	
Purchases conversion value for shared items only	Rp 23.437.476	Rp 36.593.200	56,13%	
Conversion Rate (Purchase ÷ Click)	3,32%	4,81%	44,93%	
Purchase ROAS (return on ad spend)	5,16	6,13	18,75%	
Average purchases conversion value	Rp 349.813	Rp 397.752	13,70%	

EVENT ANALYSIS

Highlight (Event MoM) — Twindate

- CPC (link): 272,46% (Rp 1.012 → Rp 3.769)
- Purchases with shared items: 166,67% (3,00 → 8,00)
- CPM: 135,38% (Rp 21.874 → Rp 51.488)
- Purchase ROAS (return on ad spend): 106,71% (4,32 → 8,92)
- Purchases conversion value for shared items only: 66,89% (Rp 1.511.554 → Rp 2.522.600)
- Frequency: 42,72% (1,38 → 1,97)

- ATC conversion value (shared only): **↑ 32,41%** (Rp 10.068.038 → Rp 13.331.500)
- Adds to cart with shared items: **↑ 13,04%** (46,00 → 52,00)

Lowlight (Event MoM) — Twindate

- Average purchases conversion value: **↓ -37,42%** (Rp 503.851 → Rp 315.325)
- CTR (link click-through rate): **↓ -36,80%** (2,16% → 1,37%)
- Cost per add to cart with shared items: **↓ -28,58%** (Rp 7.611 → Rp 5.436)
- Amount spent: **↓ -19,26%** (Rp 350.117 → Rp 282.671)

Highlight (Event MoM) — Payday (≥25)

- Purchases with shared items: **↑ 192,31%** (13,00 → 38,00)
- Purchases conversion value for shared items only: **↑ 146,71%** (Rp 6.207.000 → Rp 15.313.000)
- Adds to cart with shared items: **↑ 130,14%** (146,00 → 336,00)
- ATC conversion value (shared only): **↑ 122,27%** (Rp 40.194.000 → Rp 89.340.400)
- Amount spent: **↑ 109,07%** (Rp 1.142.306 → Rp 2.388.232)
- Purchase ROAS (return on ad spend): **↑ 18,00%** (5,43 → 6,41)
- CTR (link click-through rate): **↑ 7,91%** (1,66% → 1,79%)

Lowlight (Event MoM) — Payday (≥25)

- CPC (link): **↓ -35,59%** (Rp 4.393 → Rp 2.830)
- Frequency: **↓ -32,85%** (2,53 → 1,70)
- CPM: **↓ -30,50%** (Rp 72.884 → Rp 50.653)
- Average purchases conversion value: **↓ -15,60%** (Rp 477.462 → Rp 402.974)

- Cost per add to cart with shared items: ↓ -9,15% (Rp 7.824 → Rp 7.108)

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 5.5').
- 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 (4/4)	Bulan-1 (5/5)	Δ%	Trend
Amount spent	Rp 350.117	Rp 282.671	-19,26%	↓
Purchases with shared items	3,00	8,00	166,67%	↑
Cost per purchases with shared items	Rp 116.706	Rp 35.334	-69,72%	↓
Purchases conversion value for shared items only	Rp 1.511.554	Rp 2.522.600	66,89%	↑
Conversion Rate (Purchase ÷ Click)	0,87%	10,67%	1130,22%	↑
Purchase ROAS (return on ad spend)	4,32	8,92	106,71%	↑
Average purchases conversion value	Rp 503.851	Rp 315.325	-37,42%	↓

Tabel Metric (MoM — Payday)

Metric	Bulan-2 (≥ 25)	Bulan-1 (≥ 25)	$\Delta\%$	Trend
Amount spent	Rp 1.142.306	Rp 2.388.232	109,07%	 ▲
Purchases with shared items	13,00	38,00	192,31%	 ▲
Cost per purchases with shared items	Rp 87.870	Rp 62.848	-28,48%	 ▼
Purchases conversion value for shared items only	Rp 6.207.000	Rp 15.313.000	146,71%	 ▲
Conversion Rate (Purchase \div Click)	5,00%	4,50%	-9,95%	 ▼
Purchase ROAS (return on ad spend)	5,43	6,41	18,00%	 ▲
Average purchases conversion value	Rp 477.462	Rp 402.974	-15,60%	 ▼