























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)	Δ%	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 ÷ 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