





















# 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):   $\uparrow$  32,41% (Rp 10.068.038 → Rp 13.331.500)
- Adds to cart with shared items:   $\uparrow$  13,04% (46,00 → 52,00)





## Lowlight (Event MoM) — Twindate


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

## Highlight (Event MoM) — Payday ( $\geq 25$ )

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

## Lowlight (Event MoM) — Payday ( $\geq 25$ )








- CPC (link):   $\downarrow$  -35,59% (Rp 4.393 → Rp 2.830)
- Frequency:   $\downarrow$  -32,85% (2,53 → 1,70)
- CPM:   $\downarrow$  -30,50% (Rp 72.884 → Rp 50.653)
- Average purchases conversion value:   $\downarrow$  -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)	Δ%	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 ÷ 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%	 ↓