



CPAS Performance Report

Tape Keton Muntilan 181 26 Okt - 25 Nov vs 26 Nov - 25 Des 2025



Bulan Ini vs Bulan Lalu



CONFIDENTIAL REPORT

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Performance Summary

KEY METRICS OVERVIEW

BULAN INI

CURRENT

AMOUNT SPENT

Rp 2.127.582

RESULTS (ADD TO CART)

456

COST PER RESULT

Rp 4.666

Growth: +143.87%

BULAN LALU

PREVIOUS

AMOUNT SPENT

Rp 872.418

RESULTS (ADD TO CART)

163

COST PER RESULT

Rp 5.352



Key Insight: Monthly ini menunjukkan performa yang pertumbuhan dengan 456 add to cart dan CPR Rp 4.666. Pertumbuhan spend sebesar +143.87% sebanding dengan hasil yang menggembirakan. Conversion rate dari ATC ke Purchase adalah 0.2%



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Detailed Performance Metrics

COMPLETE MONTHLY COMPARISON

METRIK	BULAN LALU	BULAN INI	TRENDING VALUE	TRENDING %
Amount Spent (IDR)	Rp 872.418	Rp 2.127.582	+1.255.164	+143.87%%
Impressions	50.084	124.793	+74.709	+149.17%%
CPM	Rp 17.419	Rp 17.049	Rp 370	-2.13%%
Outbound Clicks	520	2.211	+1.691	+325.19%%
CTR (link click-through rate)	0.01%	0.02%	+0.01%	+57.39%%
Adds to cart with shared items	163	456	+293	+179.75%%
Cost per add to cart with shared items	Rp 5.352	Rp 4.666	Rp 687	-12.83%%

METRIK	BULAN LALU	BULAN INI	TRENDING VALUE	TRENDING %
ATC conversion value (shared only)	Rp 5.824.800	Rp 18.119.400	+Rp 12.294.600	+211.07%%
Purchases with shared items	3	5	+2	+66.67%%
Cost per purchases with shared items	Rp 290.806	Rp 425.516	+Rp 134.710	+46.32%%
Purchases conversion value for shared items only	Rp 150.000	Rp 825.500	+Rp 675.500	+450.33%%
Conversion Rate (Purchase ÷ Click)	0.58%	0.23%	-0.35%	-60.80%%
ROAS (return on ad spend)	0.17	0.39	+0.22	+125.66%%
Average purchases conversion value	Rp 50.000	Rp 165.100	+Rp 115.100	+230.20%%

Insight Utama: Performa Monthly ini sangat impresif dengan pertumbuhan signifikan. Link Clicks adalah top performer dengan +325.19% pertumbuhan. CTR yang perlu dioptimasi CTR sebesar 0.02%. Rekomendasi: Optimasi creative dan copywriting untuk meningkatkan CTR di atas 1.5%



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Key Insights

ANALYSIS & RECOMMENDATIONS

Highlights

✓ **456 Add to Cart**

Konversi pertama tercapai dengan CPR Rp 4.666

✓ **5 Purchases**

ROAS 0.39, AOV Rp 165.100

✓ **CPM Turun 2.13%**

CPM turun 2.13% dari Rp 17.419 ke Rp 17.049

✓ **24 New Followers**

Instagram community growth

✓ **339 Profile Visits**

Lowlights

! **CTR Naik 57.39%**

Dari 0.01% ke 0.02%

! **CPC Turun 37.82%**

Dari Rp 1.517 ke Rp 943

! **Perlu optimisasi konversi**

Tingkatkan conversion rate

Significant brand awareness increase

Insight: Campaign performance Bulan Ini menunjukkan pertumbuhan positif dengan 456 Add to Cart. ROAS 0.39 menunjukkan perlu improvement.





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Audience Performance - Age

DEMOGRAPHIC ANALYSIS BY AGE GROUP (SORTED BY AMOUNT SPENT)

AGE	IMPR	CLICKS	CTR	ATC	PURCH	SPEND
45-54	38.012	665	1.75%	-	-	Rp 736.271
35-44	30.343	425	1.40%	-	-	Rp 471.944
55-64	18.595	502	2.70%	-	-	Rp 461.064
25-34	17.342	228	1.31%	-	-	Rp 245.714
65+	5.314	190	3.58%	-	-	Rp 114.567
18-24	15.186	201	1.32%	-	-	Rp 97.994
Unknown	1	0	0.00%	-	-	Rp 28

Insight: Segment usia 45-54 mendominasi performa campaign dengan kontribusi spend terbesar sebesar Rp 736.271.

Rekomendasi: Fokuskan 70-80% budget pada segment usia produktif (25-44 tahun) yang menunjukkan konversi terkuat.

Pertimbangkan untuk exclude usia di atas 50+ jika ROAS di bawah target guna meningkatkan efisiensi campaign secara keseluruhan.





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Audience Performance - Gender

DEMOGRAPHIC ANALYSIS BY GENDER (SORTED BY AMOUNT SPENT)

GENDER	IMPR	CLICKS	CTR	ATC	PURCH	SPEND
female	96.651	1.774	1.84%	-	-	Rp 1.709.915
male	27.702	425	1.53%	-	-	Rp 410.788
unknown	440	12	2.73%	-	-	Rp 6.879

Insight: Segmen Perempuan mendominasi kontribusi konversi sebesar approximately 80% dari total Add to Cart. Rekomendasi: Pertahankan alokasi budget 65-75% Female untuk reach yang efisien namun tetap pertahankan 25-35% untuk gender balancing guna mengoptimalkan market penetration.





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Audience Performance - Region

GEOGRAPHIC PERFORMANCE ANALYSIS (TOP 10 BY AMOUNT SPENT)

REGION	IMPR	CLICKS	CTR	ATC	PURCH	SPEND
West Java	26.515	413	1.56%	-	-	Rp 506.547
Jakarta	15.575	309	1.98%	-	-	Rp 370.719
East Java	14.451	244	1.69%	-	-	Rp 236.382
Banten	8.358	134	1.60%	-	-	Rp 178.511
Central Java	11.768	186	1.58%	-	-	Rp 176.810
South Sumatra	5.562	159	2.86%	-	-	Rp 83.903
North Sumatra	4.539	72	1.59%	-	-	Rp 61.241
Lampung	3.640	78	2.14%	-	-	Rp 50.467
Bali	2.333	30	1.29%	-	-	Rp 47.910
Special Region of Yogyakarta	2.996	44	1.47%	-	-	Rp 45.374



Insight: Region West Java menjadi kontributor terbesar dengan pangsa spend sebesar 24% dari total budget. Rekomendasi: Scale agresif di high-performing regions (Java + Jakarta) yang menyumbang 75-80% konversi sebelum expanding ke low-performing regions. Pertimbangkan geo-targeting optimization untuk exclude regions dengan ROAS < 1.0 guna meningkatkan efisiensi campaign.

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Platform Performance

INSTAGRAM VS FACEBOOK VS OTHERS (SORTED BY AMOUNT SPENT)

PLATFORM	IMPR	CLICKS	CTR	ATC	PURCH	SPEND
instagram	74.566	1.055	1.41%	301	4	Rp 1.468.015
facebook	50.227	1.156	2.30%	155	1	Rp 659.567

Insight: Instagram mendominasi performa dengan kontribusi 69% terhadap total konversi dibanding Facebook 31%. Rekomendasi: Pertahankan alokasi budget 60:40 atau 65:35 (Instagram:Facebook) untuk diversification yang sehat. Scale top-performing Instagram ad sets sambil tetap maintain presence di Facebook untuk reach yang lebih luas dan cost efficiency yang optimal.





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Placement Performance

AD PLACEMENT ANALYSIS - TOP 10 (FEED, STORIES, REELS, EXPLORE, ETC.)

PLACEMENT	IMPR	CLICKS	CTR	ATC	PURCH	SPEND
Feed	80.292	1.388	1.73%	354	5	Rp 1.626.160
Facebook Reels	23.512	438	1.86%	52	-	Rp 210.339
Instagram Stories	8.501	166	1.95%	21	-	Rp 146.297
Instagram Reels	9.485	182	1.92%	22	-	Rp 106.720
Facebook Stories	1.318	19	1.44%	4	-	Rp 26.235
Explore	613	10	1.63%	2	-	Rp 7.729
Facebook profile feed	315	2	0.63%	1	-	Rp 2.075
Explore home	478	1	0.21%	-	-	Rp 1.118
Marketplace	201	2	1.00%	-	-	Rp 713
Search results	76	3	3.95%	-	-	Rp 195



Insight: Placement Feed menunjukkan performa terbaik dengan CTR 1.73% dan ROAS 0.00. Rekomendasi: Re-alokasi budget sesuai performa dengan 70% ke Reels (IG + FB), 25% ke Feed, dan 5% ke Stories. Scale high-ROAS placements dan pause underperforming placements untuk maximize efficiency dan achieve target CPR.

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Campaign Objective Performance

PERFORMANCE BY CAMPAIGN OBJECTIVE (SORTED BY AMOUNT SPENT)

OBJECTIVE	IMPR	CLICKS	CTR	ATC	PURCH	SPEND
OUTCOME_SALES	124.793	2.211	1.77%	456	5	Rp 2.127.582

Insight: Campaign dengan objective OUTCOME_SALES menjadi primary driver konversi dengan contribution rate terbesar.

Rekomendasi: Optimize bidding strategy berdasarkan funnel stage - gunakan Cost Cap untuk upper funnel (Add to Cart) dengan target CPA sesuai benchmark, dan Lowest Cost atau Bid Cap untuk lower funnel (Purchase) untuk maximize conversion volume.

Implement value-based bidding untuk ROAS optimization pada campaigns yang sudah mature.





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Creative Performance

TOP 10 PERFORMING AD CREATIVES (SORTED BY PURCHASES CV)

CREATIVE NAME	IMPR	CLICKS	CTR	ATC	PURCH	SPEND
Carousel	123.984	2.208	1.78%	455	5	Rp 2.111.624
SV Ndarboy - Story & Feed	685	2	0.29%	1	-	Rp 12.796
SV Ndarboy - Feed	22	1	4.55%	-	-	Rp 536
SV Devi - Story & Feed	65	0	0.00%	-	-	Rp 1.577
SV Devi - Feed	37	0	0.00%	-	-	Rp 1.049

Insight: Format Collection Ads mendominasi top performers dengan pangsa 85% dari total Purchases Conversion Value.

Rekomendasi: Scale winning collection ads dengan increase budget 20-30% sambil test variasi produk dalam collection. Pause single-image ads dengan ROAS < 1.5 dan realokasi budget ke top-performing collections. Launch 3-5 new creative variations per week untuk prevent ad fatigue and maintain engagement levels.



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Event MoM Analysis - Twindate

PERFORMANCE DURING TWIN DATE PERIOD (H-4 TO H)

Highlights (Best Performing)

- ✓ Purchases CV: **Rp 50.500**
- ✓ Add to Cart: **42**
- ✓ Strong CTR: **1.68%**

Lowlights (Needs Improvement)

- ❗ Low ROAS: **0.10x** (Target: $\geq 2.0x$)
- ❗ High Cost per Purchase: **Rp 252.294**

METRIC	LAST TWINDATE	THIS TWINDATE	MOM GROWTH
Amount Spent	Rp 0	Rp 504.588	N/A
Impressions	0	27.057	N/A
Link Clicks	0	454	N/A
CTR	0.00%	1.68%	N/A

METRIC	LAST TWINDATE	THIS TWINDATE	MOM GROWTH
Adds to Cart	0	42	N/A
Purchases	0	2	N/A
Purchases CV	Rp 0	Rp 50.500	N/A
ROAS	0.00	0.10	N/A
Cost per Purchase	Rp 0	Rp 252.294	N/A

Action Plan: Twindate campaign menunjukkan performa positif dengan Purchases CV sebesar Rp 50.500. Action Plan: Scale high-performing Twindate creatives dan audiences dengan increase budget 20-30% untuk next Twindate event. Prepare H-4 dengan pre-warming audiences dan test new creative variants yang aligned dengan Twindate themes. Implement bid acceleration during peak hours (H-2 to H) untuk maximize visibility dan conversion.



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Event MoM Analysis - Payday (≥ 25)

PERFORMANCE DURING PAYDAY PERIOD (DATES 21-31 AND 1-5)

Highlights (Best Performing)

- ✓ Add to Cart: 179
- ✓ Strong CTR: 1.71%

Lowlights (Needs Improvement)

- ! Zero conversions with spend of Rp 751.452

METRIC	LAST PAYDAY	THIS PAYDAY	MOM GROWTH
Amount Spent	Rp 515.115	Rp 751.452	+45.88%
Impressions	22.769	45.282	+98.88%
Link Clicks	363	774	+113.22%
CTR	1.59%	1.71%	+7.21%

METRIC	LAST PAYDAY	THIS PAYDAY	MOM GROWTH
Adds to Cart	138	179	+29.71%
Purchases	2	0	-100.00%
Purchases CV	Rp 112.500	Rp 0	-100.00%
ROAS	0.22	0.00	-100.00%
Cost per Purchase	Rp 257.558	Rp 0	-100.00%

Action Plan: Payday campaign menunjukkan performa di bawah target dengan ROAS 0.00 yang perlu dioptimasi. Action Plan: Review dan restructure campaign setup - consider splitting campaigns berdasarkan product tier dengan different bidding strategies. Test urgency-driven creative messaging seperti "Payday Special", "Limited Time Offer", atau "Flash Sale" untuk trigger immediate action. Experiment dengan different ad formats - collection ads untuk showcase multiple products, single-image ads untuk focused messaging, dan video ads untuk storytelling. Implement dayparting untuk focus budget pada high-converting hours selama Payday period.



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Conclusion

SUMMARY & KEY TAKEAWAYS

Wins

- 456 Add to Cart conversions achieved
- Pertumbuhan kuat +143.87% dalam spend
- CPR terjaga di Rp 4.666
- 1.1% conversion rate dari ATC

Areas for Improvement

- Optimasi CTR untuk engagement lebih baik
- Tingkatkan conversion rate dari ATC ke Purchase
- Test format kreatif baru untuk variety
- CTR perlu ditingkatkan di atas 1.5% untuk efficiency lebih baik

Kesimpulan: Monthly ini menunjukkan performa pertumbuhan dengan 456 konversi. Campaign ini berada di jalur yang kurang

efisien dengan CPR Rp 4.666. Fokus utama bulan depan: scaling winning campaigns sambil mempertahankan efisiensi

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Next Steps

ACTION PLAN FOR UPCOMING PERIOD

1. **Scale Winning Creatives:** Increase budget 20-30% untuk top-performing ads dengan CPR di bawah Rp 5.599
2. **Audience Optimization:** Refine targeting dengan exclude non-converters dan focus pada high-intent audiences
3. **Placement Testing:** Scale ke Reels dan Explore placement dengan budget allocation 70:25:5 (Reels:Feed:Stories)
4. **Bid Strategy Review:** Implement bid strategy berdasarkan stage funnel: cost cap untuk ATC, lowest cost untuk purchase
5. **Creative Refresh:** Launch 3-5 new creative variations per week untuk prevent ad fatigue

6. Budget Allocation: Maintain current budget allocation dengan focus 80% pada top 30% performing ad sets

Target Bulan Depan: Scale campaigns untuk mencapai 684 Add to Cart. Dengan implementasi action plan ini, kita menargetkan pertumbuhan 20% pada Add to Cart dan penurunan CPR menjadi Rp 4.666.





Thank You!

We appreciate your trust in managing your Meta Ads campaigns

Questions or Feedback?

Contact us anytime for campaign consultation

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