📊 Traffic Performance Analysis Report

Reporting based on the provided dataset
Scope: Campaign-Level Traffic Performance & Device-Level Traffic Behavior
Meteic Included: Impressions, Clicks, CTR

1. Executive Summary

The report analyzes traffic performance across the campaign and device using actual impressions, clicks, and CTR data.
Overall, the account generated 9.42M impressions, 334k clicks, and an average CTR of 3.6%, with stable performance across the campaign and strong engagement on mobile devices.

Key findings reflect consistent campaign performance, high-quality mobile traffic, and opportunities to optimize creatives and device-level bidding.

2. Campaign Performance Overview

Campaign Name	Impressions	Clicks	CTR
Facebook_Retargeting_Cart	2,399,976	85,527	3.5%
Google_PMax_Apparel	2,295,610	83,509	3.5%
High_Intent_Search	2,427,663	84,915	3.5%
Holiday_Promo_Video	2,305,688	80,865	3.8%
Total	**9,428,937**	**334,816**	**3.6%**

2.1 Campaign-Level Insights

2.1.1 Holiday_Promo_Video delivers the highest traffic quality

- CTR: **3.8%**, highest among all campaigns.
- Indicates strong creative relevance and seasonal alignment
- Shows that video/promo messaging is resonating effectively.

2.1.2 Three core campaigns show consistent traffic quality

- Facebook Retargeting, PMax Apparel, and High Intent Search all maintain **3.5% CTR**.
- Reflects stable targeting, controlled audience delivery, and creative alignment.

2.1.3 High_Intent_Search generates the highest visibility

- **2.42M impressions**, highest among all campaigns.
- Suggests strong search demand and solid ad ranking.

2.1.4 Clicks are evenly distributed across campaigns

- All campaigns fall within the **80K–85K click range**.
- Shows balanced budget allocation and consistent traffic contribution.

3. Device-Level Performance Overview

Device	Impressions	Clicks	CTR
Desktop	2,365,791	73,204	3.4%
Mobile	6,461,055	243,346	3.9%
Tablet	602,091	18,266	3.5%
Total	**9,428,937**	**334,816**	**3.6%**

3.1 Device-Level Insights

3.1.1 Mobile dominates traffic volume and quality

- **68%+** of impressions come from mobile.
- **Highest CTR at 3.9%**.
- Indicates that mobile-first behavior is strong and creatives are performing better on mobile screens.

3.1.2 Desktop shows comparatively lower engagement

- Lowest CTR at **3.4%**
- Suggests weaker engagement or less effective desktop ad presentation.

3.1.3 Tablet contributes minimal volume

- Only **6% of impressions**.
- Neutral CTR (3.5%), but volume too small to impact overall performance.

4. Strategic Recommendations

4.1 Scale High-Performing Campaigns

- Increase budget allocation to capitalize on higher CTR.

- Introduce A/B testing for new promo formats to further boost engagement.

4.2 Improve Creative Performance Across Stable Campaigns

- Launch A/B tests with refreshed messaging, updated CTAs, and new ad formats.
- Review frequency to identify potential ad fatigue.
- Maintain campaign budgets but enhance creative experimentation.

4.3 Optimize High_Intent_Search for Traffic Refinement

- Review high-impression keywords to ensure relevance.
- Split intent-focused keywords into tighter match types.
- Update negative keywords to minimize irrelevant impressions.

4.4 Prioritize Mobile Experience

Given mobile has highest volume + best engagement:
- Ensure landing pages are optimized for mobile responsiveness and speed.
- Continue prioritizing mobile-friendly creative formats (vertical video, square images).
- Consider strengthening mobile-focused bidding strategies.

4.5 Reduce Waste on Desktop

Since desktop CTR is lowest:
- Apply a controlled bid reduction on desktop.
- Test desktop-specific creatives to improve engagement.
- Review desktop placements and exclude low-quality traffic sources.

4.6 No Additional Focus Required on Tablet

- Maintain minimal investment.
- No optimization effort needed due to low impact.

5. Final Conclusion

The account demonstrates **stable, healthy traffic performance** with strong mobile engagement and consistent campaign delivery.
Primary growth opportunities lie in:

- Scaling top-performing creative (Holiday Promo Video)
- Strengthening creative refresh cycles
- Enhancing mobile experience
- Reducing desktop inefficiencies
- Refining keyword strategy in search campaigns

Overall, the data reflects **performance stability**, **strong audience alignment**, and **clear optimization opportunities** for further improving efficiency and engagement.