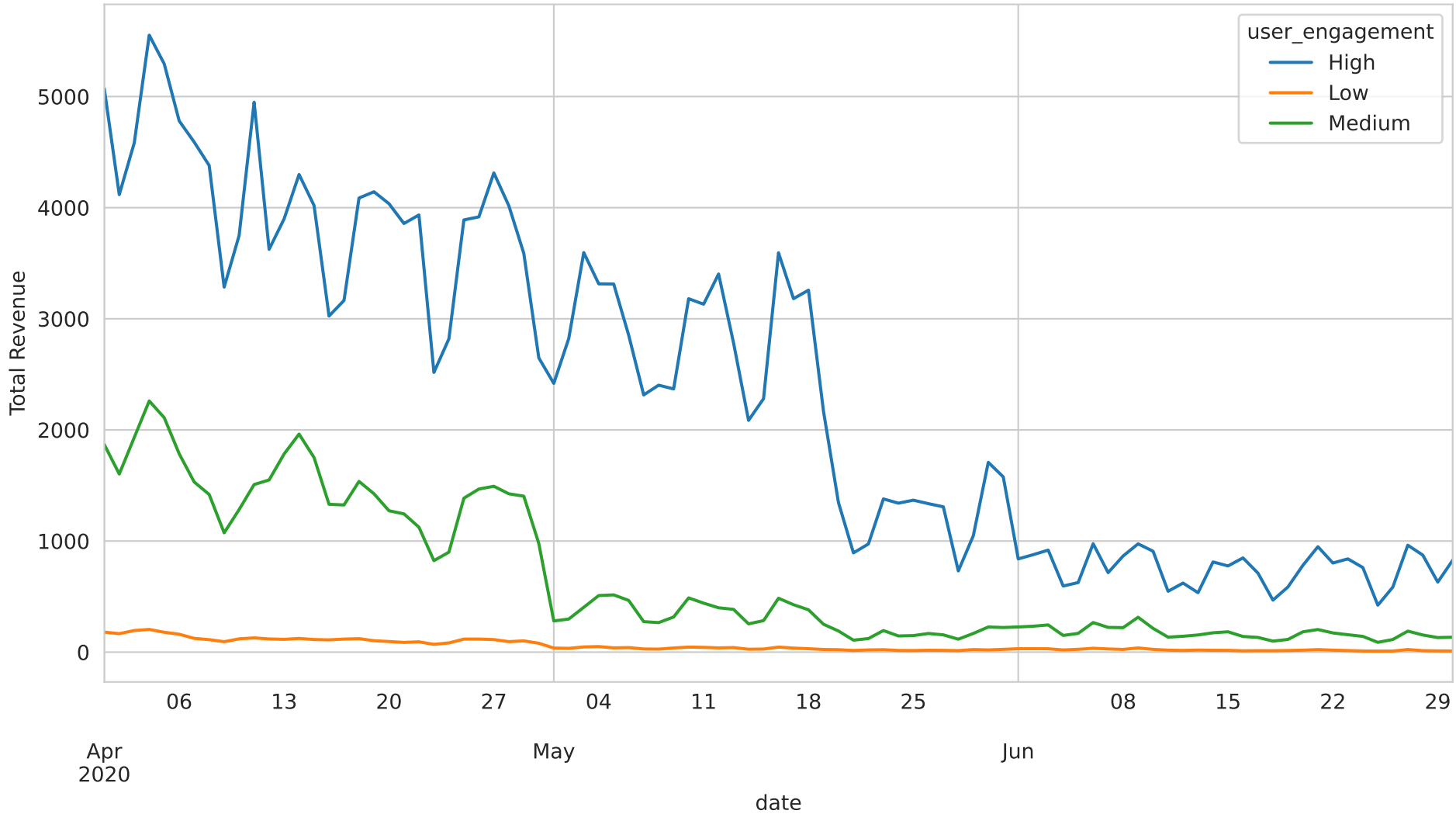


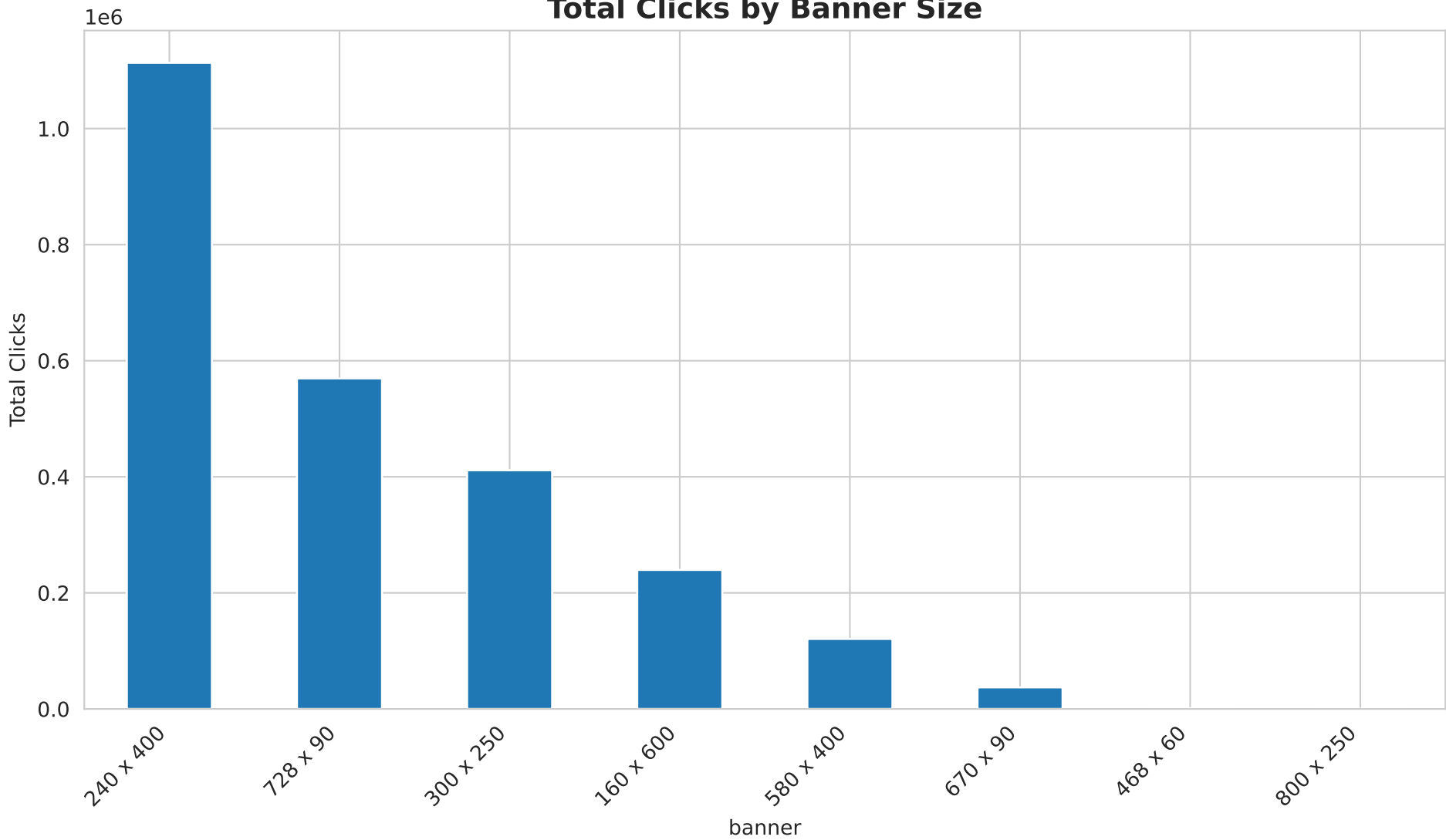
Online Advertising Performance Report

Date Range: April 2020 - June 2020
Generated on: 2025-08-28 06:05:21

Daily Revenue by User Engagement



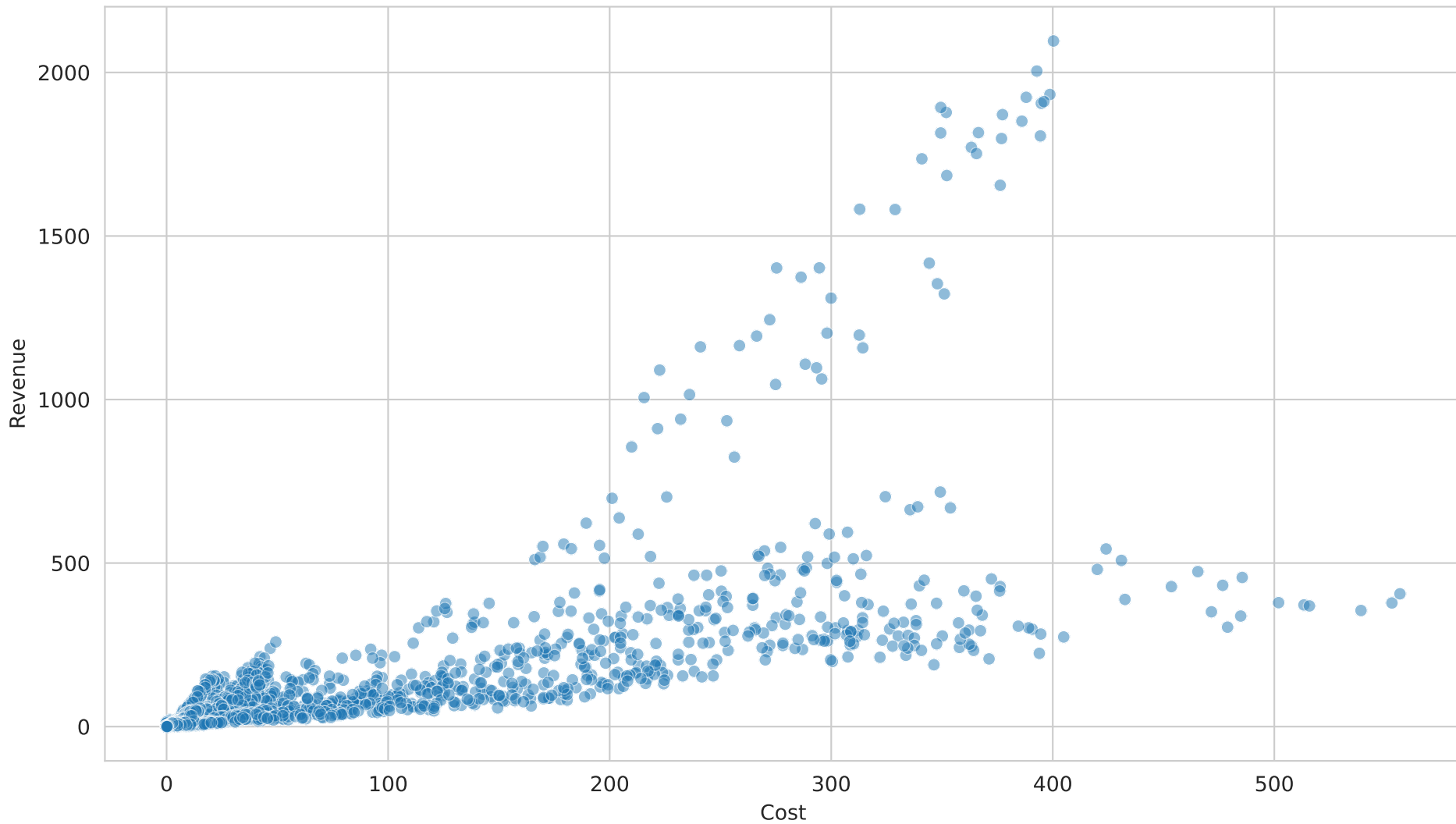
Total Clicks by Banner Size



Top 5 Placements by Volume

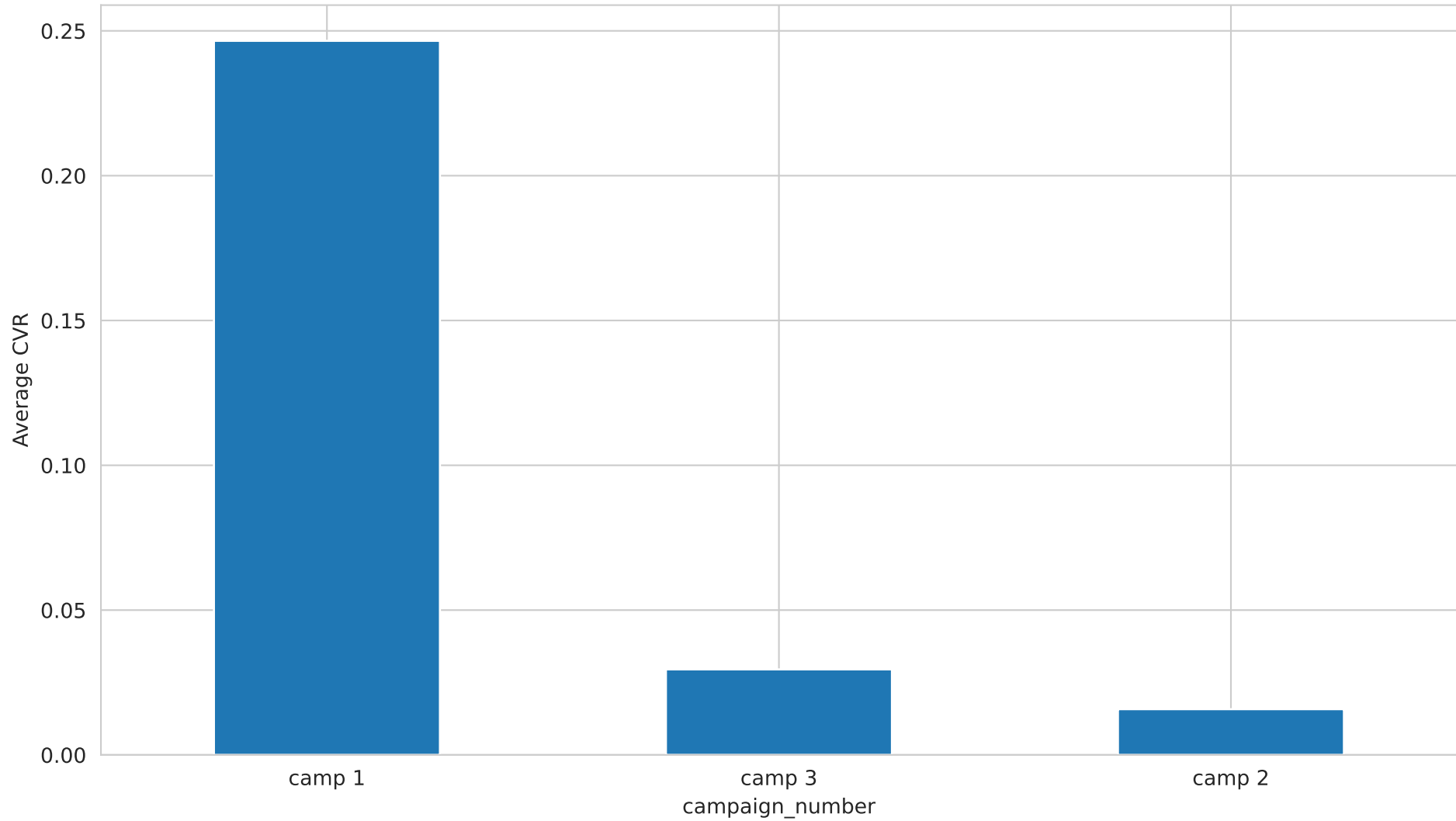
| placement | total_displays | total_clicks |
|-----------|----------------|--------------|
| : | : | : |
| mno | 143161775.00 | 993039.00 |
| ghi | 59740415.00 | 1247049.00 |
| def | 28177492.00 | 176097.00 |
| jkl | 7692732.00 | 75063.00 |
| abc | 242142.00 | 1584.00 |

Cost vs. Revenue (Correlation: 0.76)

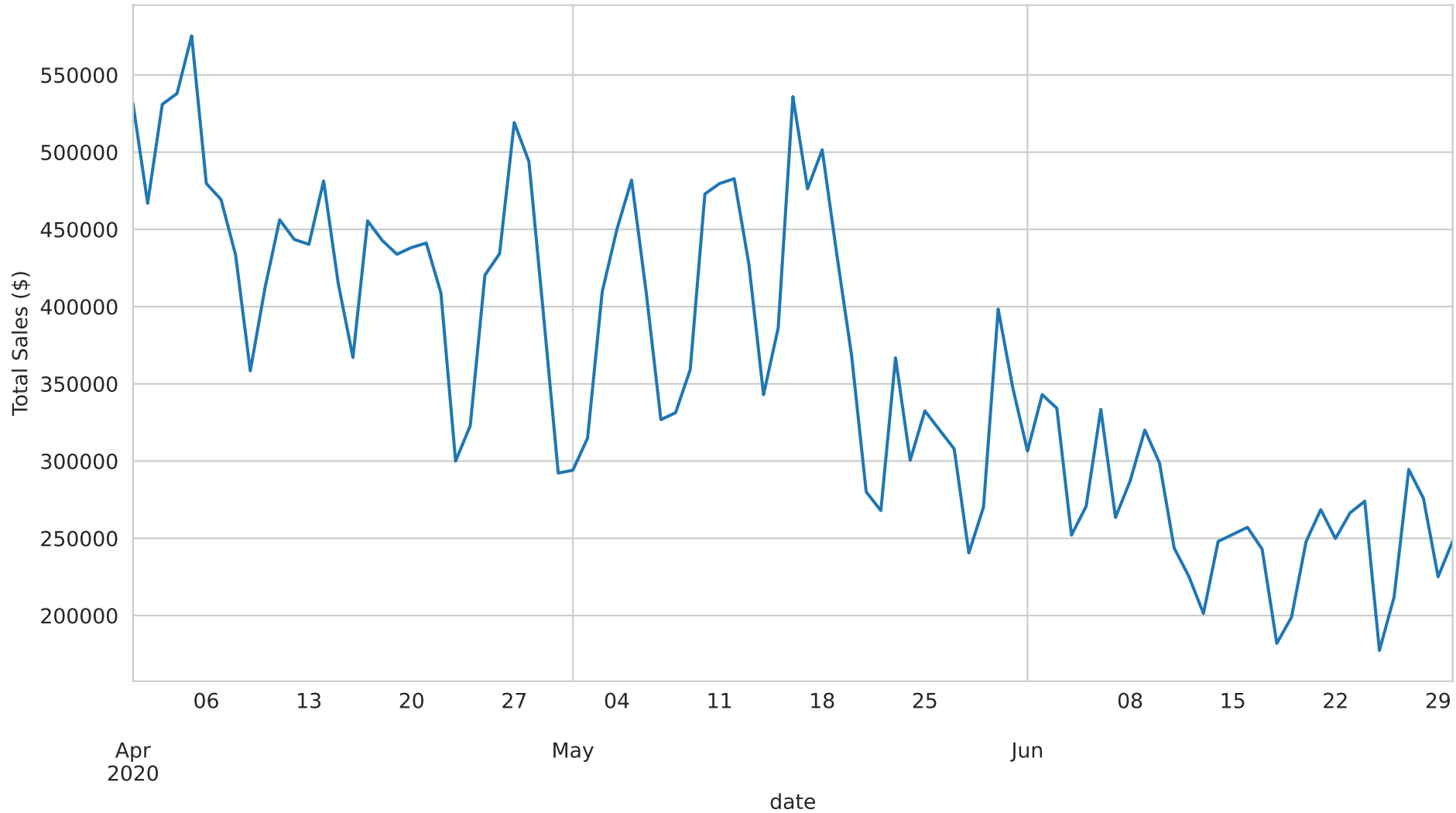


Overall Average Revenue Per Click (RPC): \$0.1108 ---

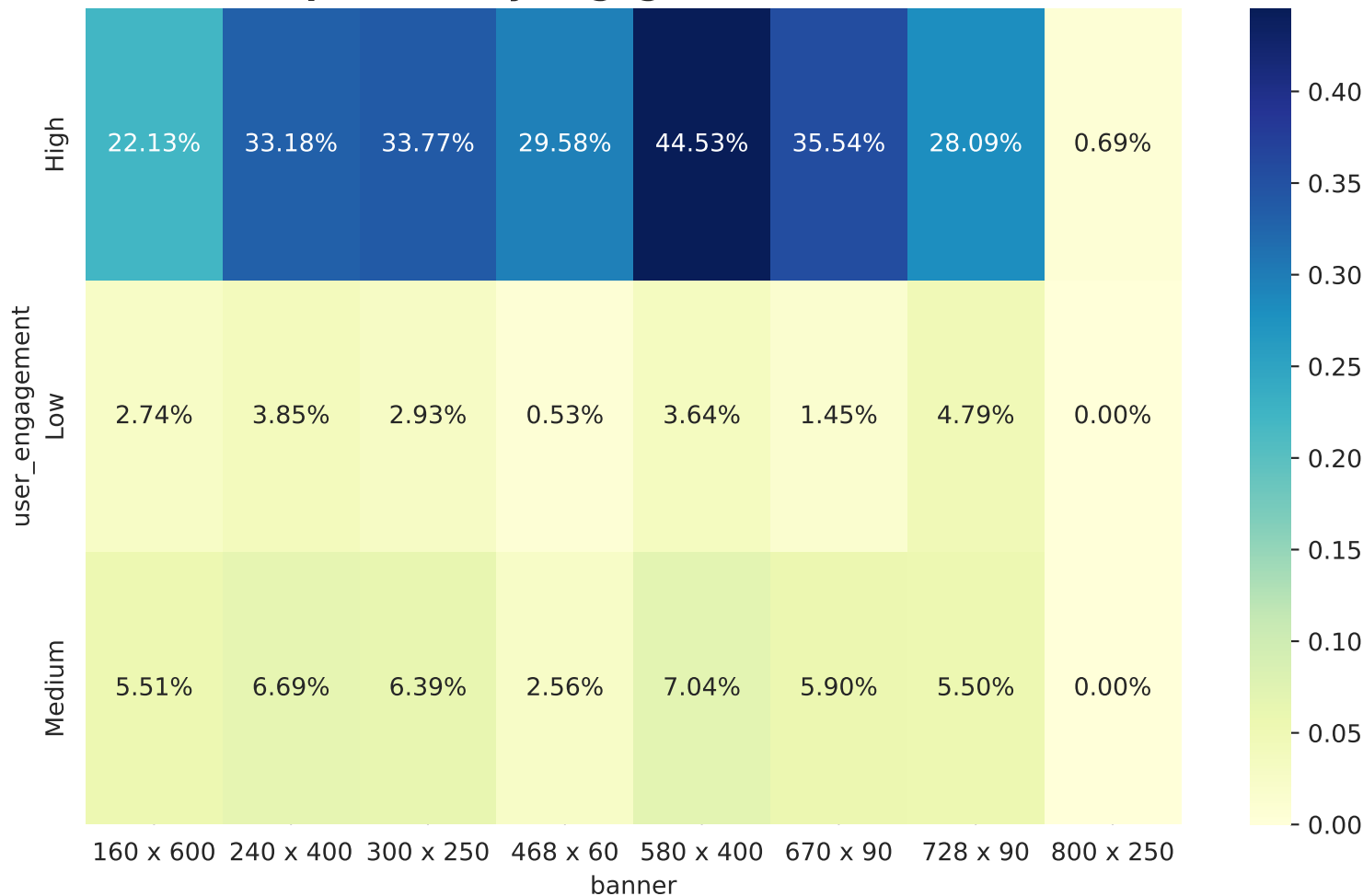
Average Conversion Rate (CVR) by Campaign



Daily Post-Click Sales Amount



Heatmap of CVR by Engagement and Banner Size

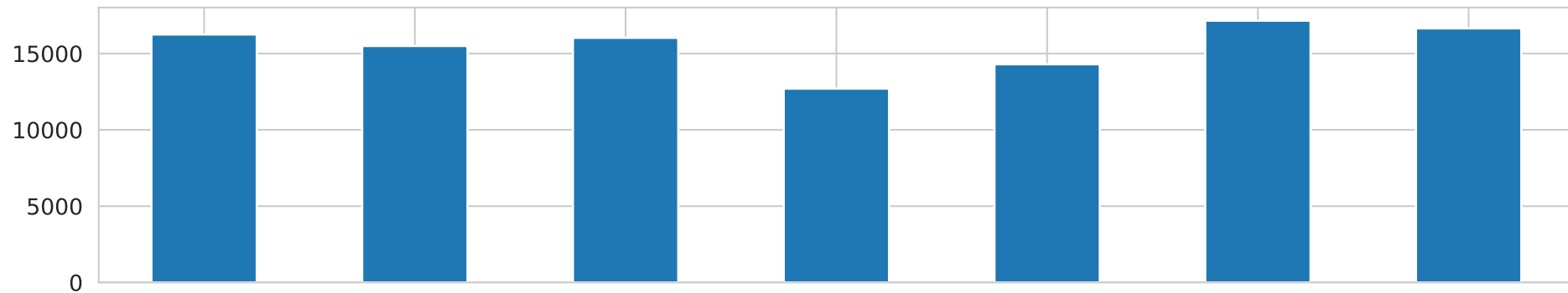


Top 5 Placements by Average CVR

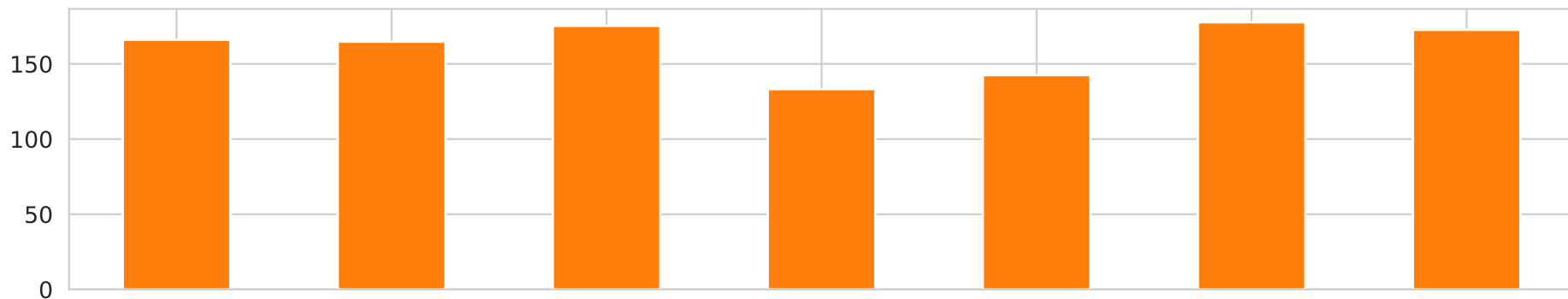
| placement | cvr |
|-----------|--------|
| : | : |
| mno | 14.67% |
| jkl | 12.94% |
| ghi | 12.84% |
| def | 12.48% |
| abc | 5.43% |

Average Daily Performance by Day of Week

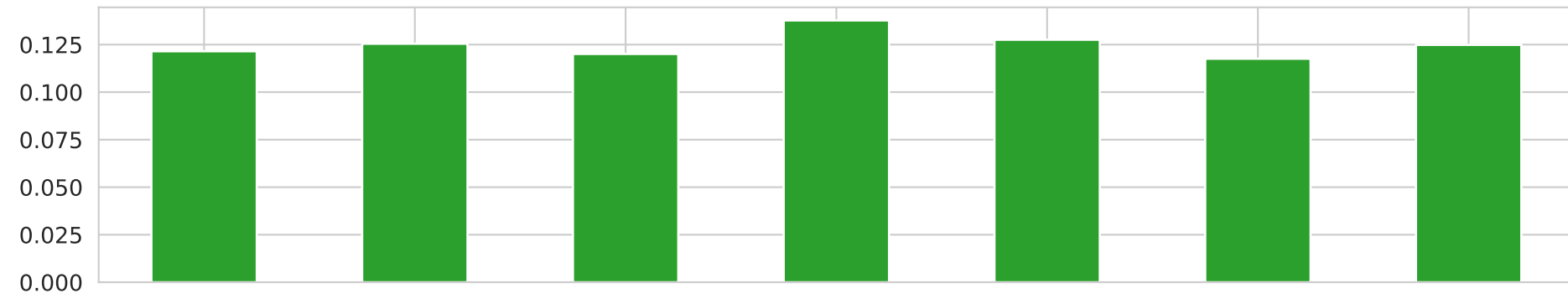
displays



clicks

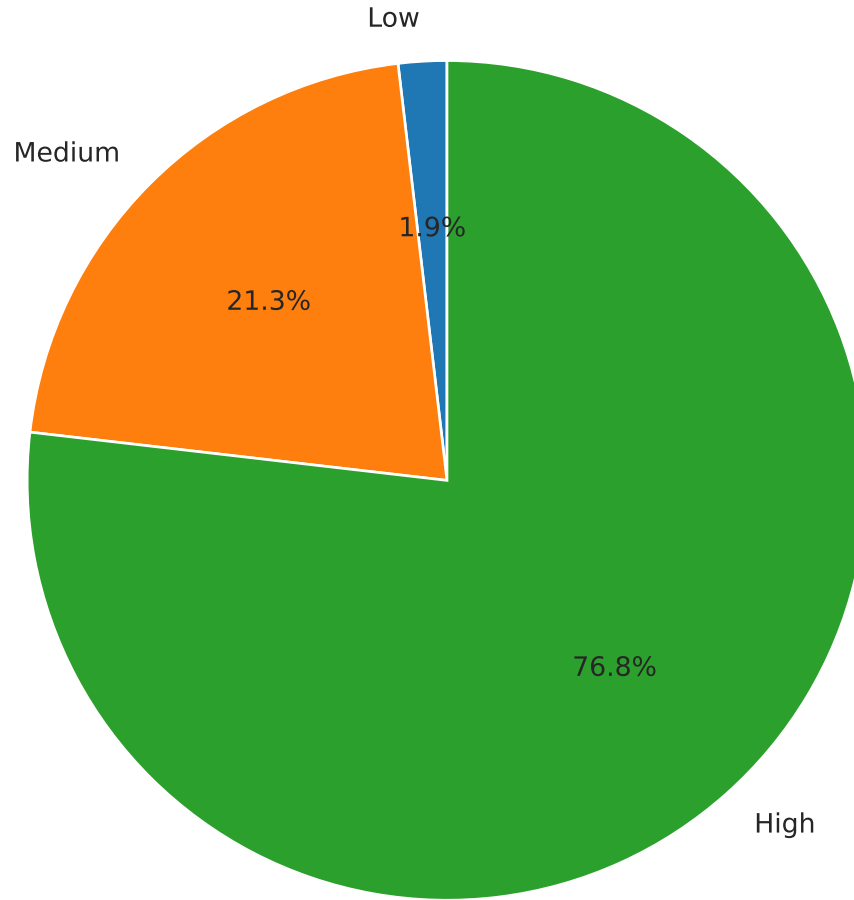


cvr

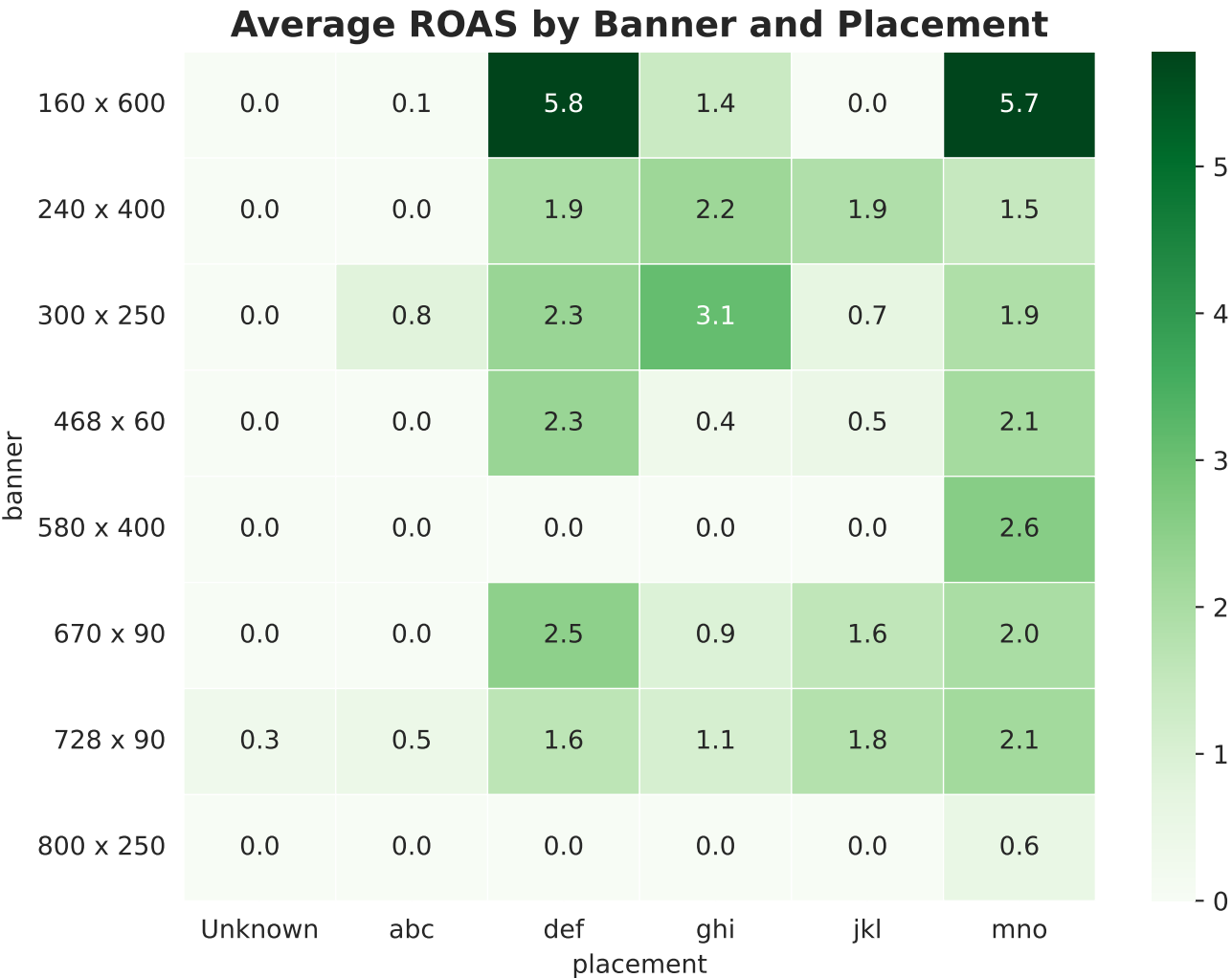


day_of_week

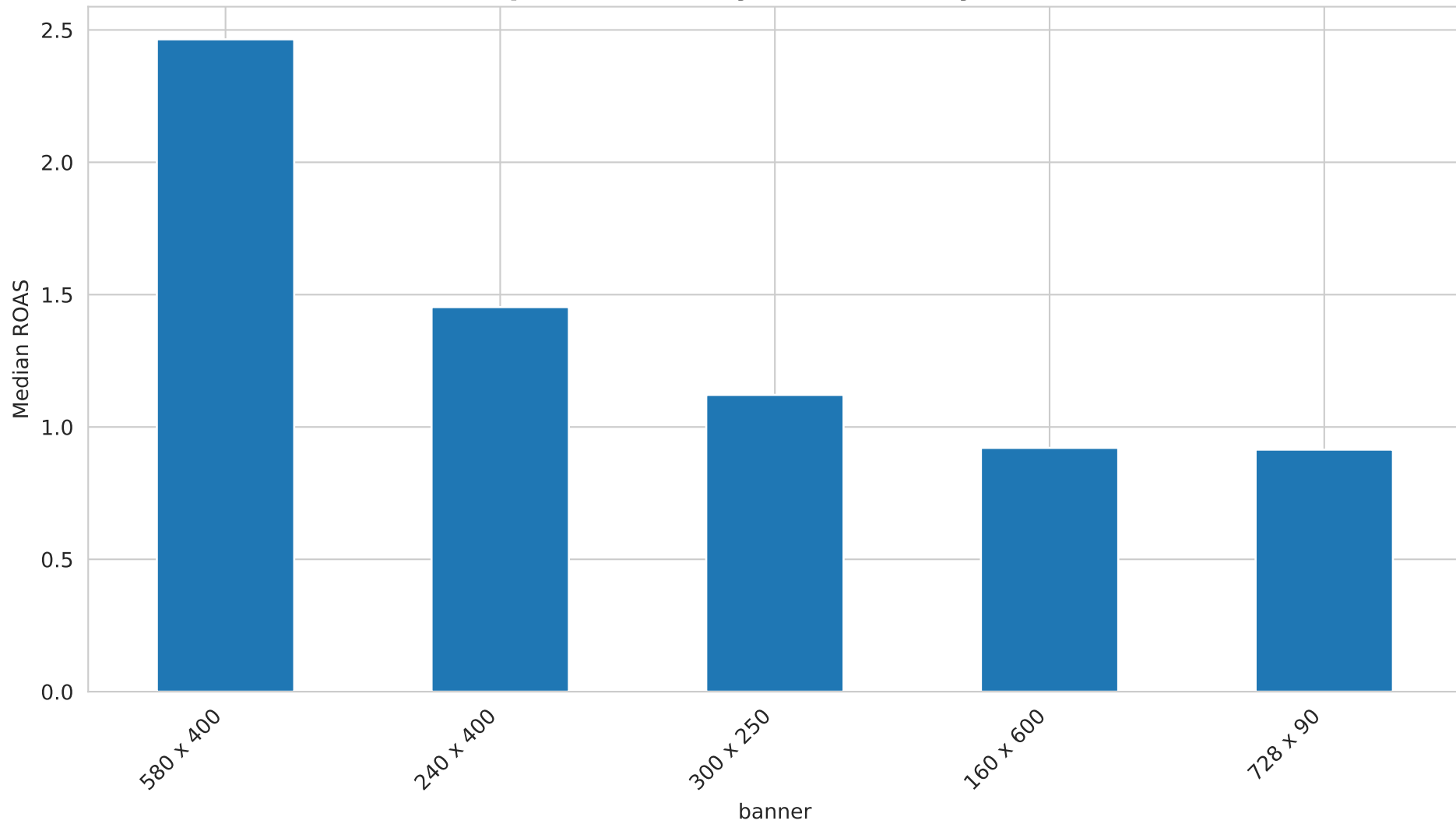
Share of Revenue by User Engagement



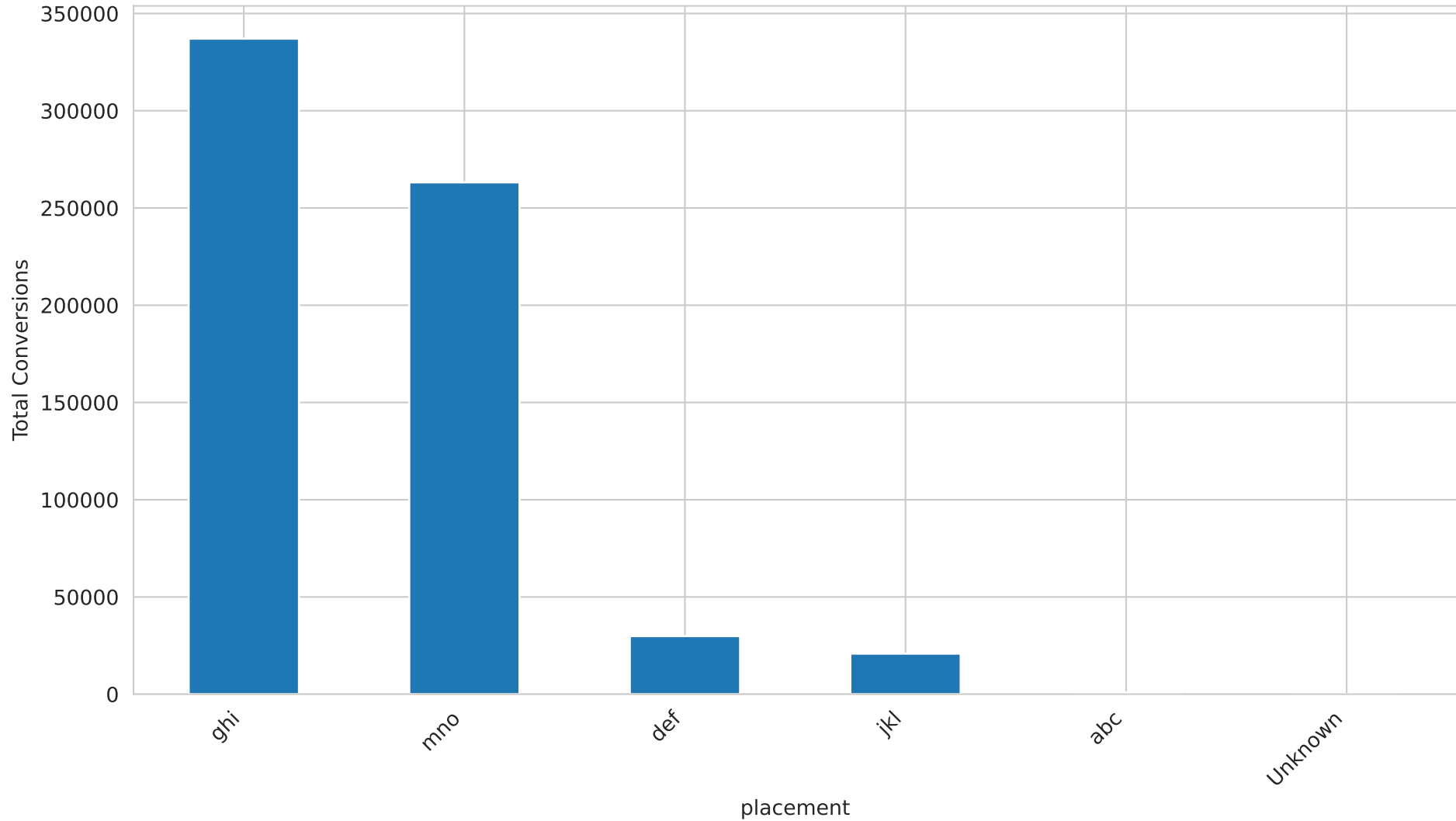
Found 232 records with CPC z-score > 3 (potential outliers).



Top 5 Banners by Median Daily ROAS



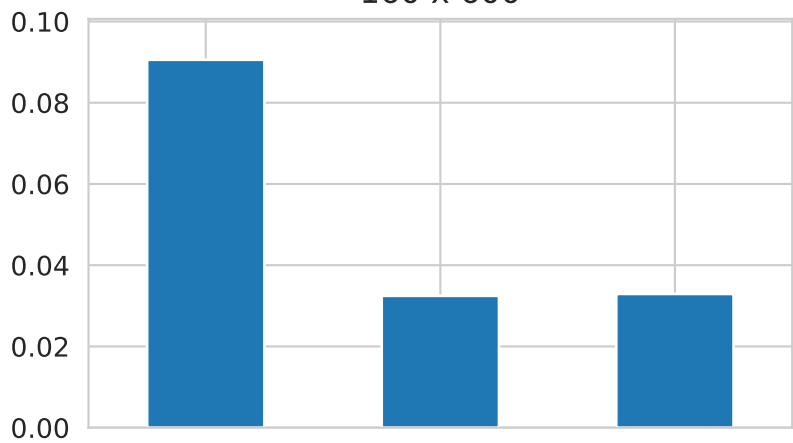
Top 10 Placements by Total Conversions



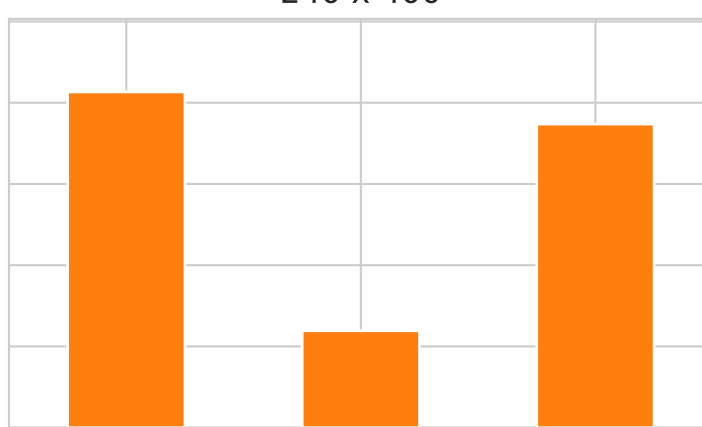
Average Performance: Weekday vs. Weekend

| day_type | ctr | cpc | cvr |
|----------|--------|--------|--------|
| : | : | : | : |
| Weekday | 0.0082 | 0.0551 | 0.1264 |
| Weekend | 0.0078 | 0.0573 | 0.1212 |

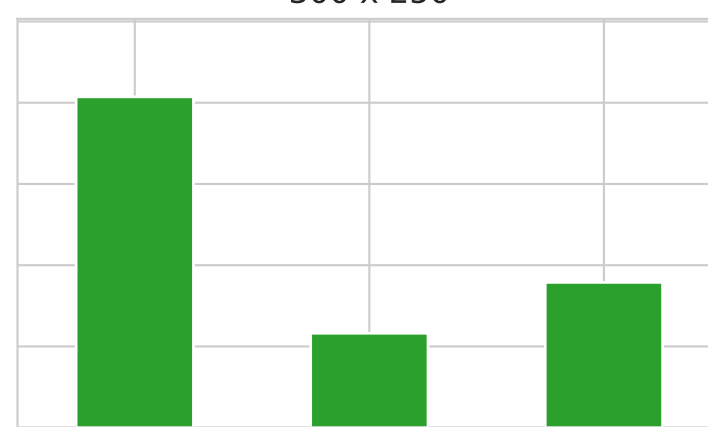
160 x 600



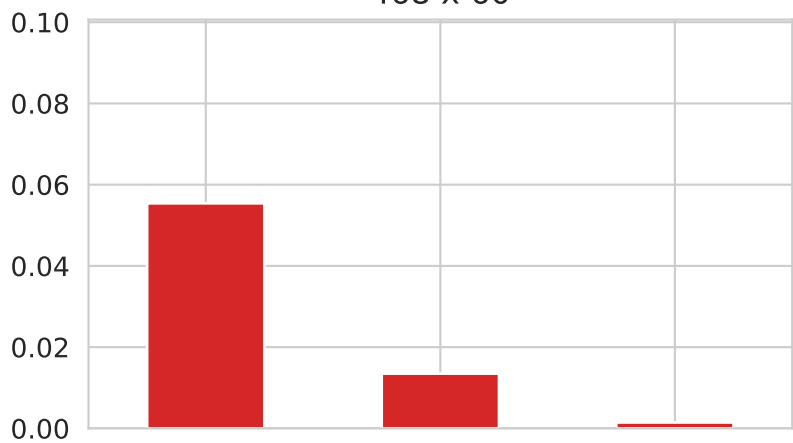
240 x 400



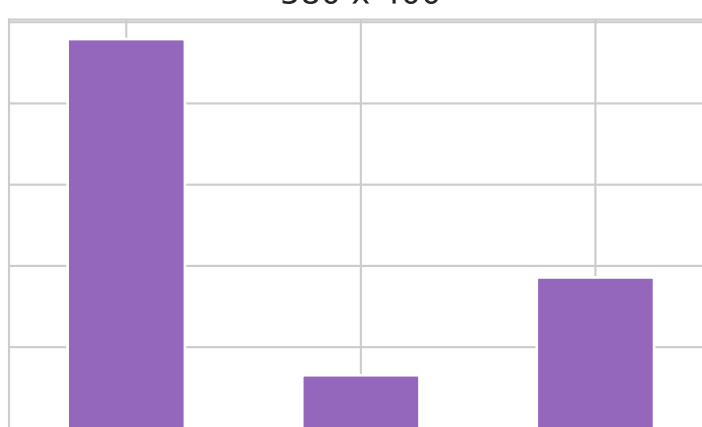
300 x 250



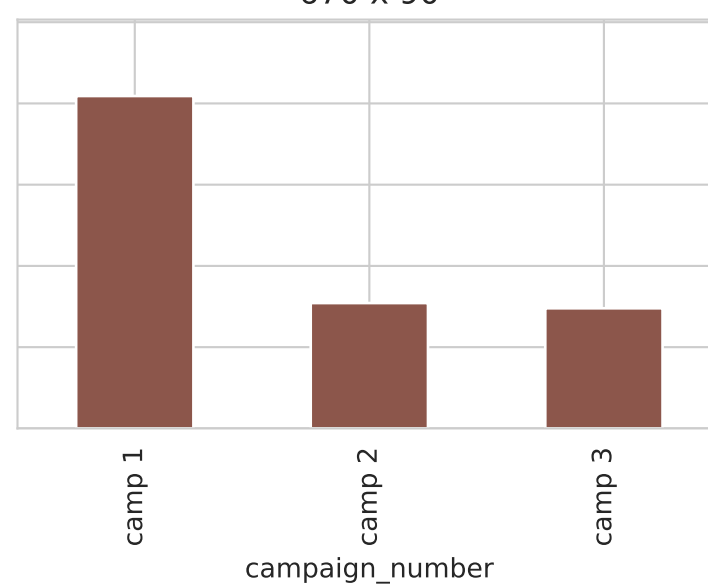
468 x 60



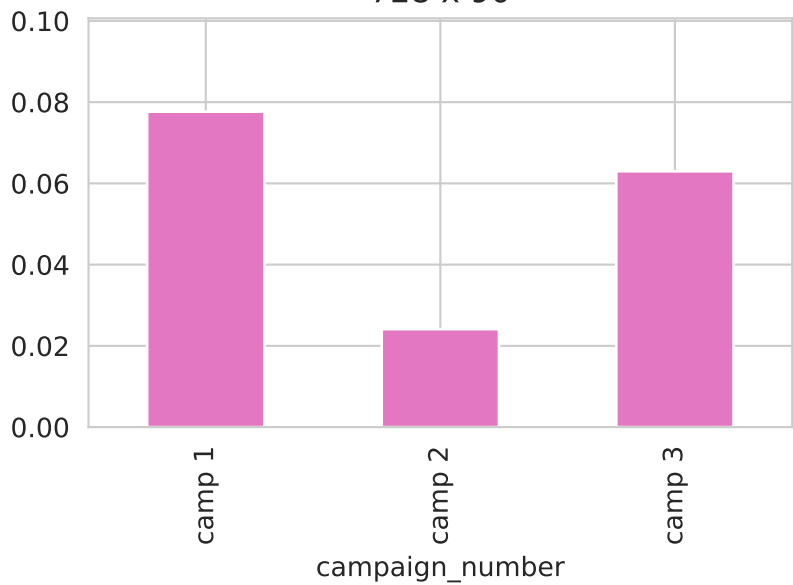
580 x 400



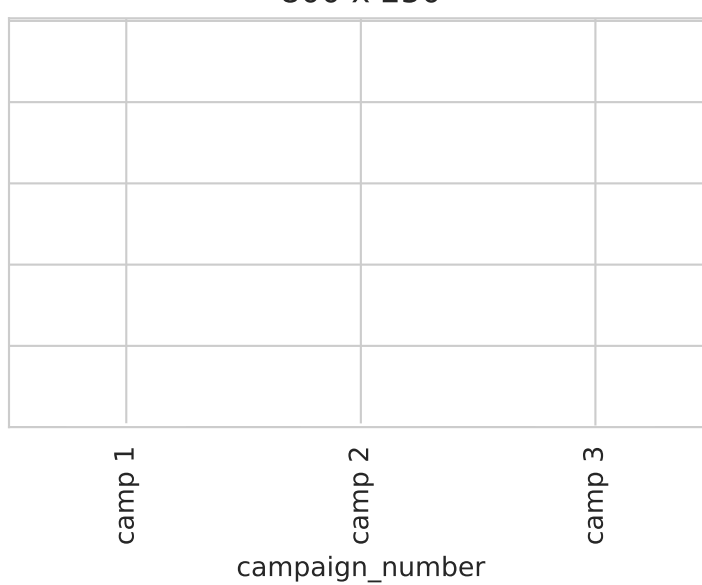
670 x 90



728 x 90



800 x 250



Top 5 Most Cost-Effective Combos by CPA

| banner | placement | cpa |
|-----------|-----------|--------|
| :-----: | :-----: | -----: |
| 160 x 600 | Unknown | 0.07 |
| 728 x 90 | abc | 0.15 |
| 240 x 400 | ghi | 0.15 |
| 300 x 250 | ghi | 0.16 |
| 728 x 90 | jkl | 0.16 |

Effectiveness by Engagement Type

| user_engagement | cvr | roas |
|-----------------|--------|---------|
| : | : | : |
| Low | 2.92% | 248.72% |
| Medium | 5.47% | 243.58% |
| High | 30.27% | 74.17% |

Top 5 Banner/Placement Combos by Synergy Score

| banner | placement | synergy_score |
|-----------|-----------|---------------|
| : | : | : |
| 580 x 400 | mno | 1.66068 |
| 300 x 250 | mno | 1.53107 |
| 300 x 250 | ghi | 1.40174 |
| 728 x 90 | mno | 1.18144 |
| 160 x 600 | mno | 1.0951 |

Budget Reallocation Simulation
Reallocating \$17,519.30 (10% of spend) ...
Estimated Sales Gain: \$3,660,616.18
Estimated Uplift: 11.19%

Executive Summary:

1. This report details the performance of online advertising campaigns from April to June 2020.
 2. The analysis reveals several key drivers of success, most notably the immense value of the 'High' user engagement segment, which accounts for nearly 80% of all revenue. Performance is strongest mid-week, and specific combinations of ad placements and banner sizes, such as the 300x250 banner on placement 'ghi', deliver exceptionally high returns. A "Synergy Score" was developed to identify high-potential ad combinations, and a simulation suggests that reallocating just 10% of the budget from the worst to the best performers could yield a significant sales uplift.
-

Strategic Recommendations & Next Steps:

1. Target High-Engagement Users: This segment provides ~80% of revenue and converts effectively across all formats. Focus budget and creative efforts here.
 2. Optimize Placements: 'ghi' and 'mno' are top for volume and conversions. Prioritize these placements and investigate what makes them successful to find similar opportunities. The 300x250 banner on 'ghi' is a star performer with a high ROAS.
 3. Leverage Top Creatives: The 240x400 and 728x90 banners drive the most clicks, while the 580x400 banner shows the most consistent day-to-day ROI. Ensure these are always active in campaigns.
 4. Mid-Week Conversion Push: Conversion rates peak from Tuesday to Thursday. Consider increasing bids or launching promotions during this window to maximize results.
-

Potential Next Steps:

1. A/B Testing: Formally test the banner/placement combinations identified by the Synergy Score to validate their performance.
2. Predictive Modeling: Build a model to predict the ROAS of a campaign based on features like placement, banner size, and target audience.
3. Interactive Dashboard: Develop a dashboard (using tools like Streamlit or Panel) to allow marketing teams to explore this data and filter by campaign, date, or other dimensions interactively.