TrendSpotter Intelligence Report

Automated Insight Engine • Data-Driven Campaign Analysis

Total Clicks	Impressions	Total Spend	Avg CTR
2,062,980	59,046,949	$788,114.15	3.49%

■ Performance Trend Analysis

Campaign Performance Over Time
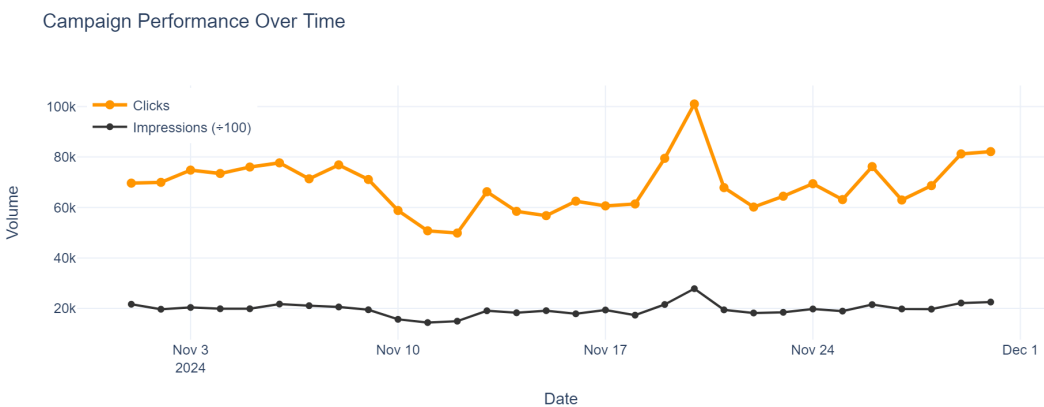
■ AI-Generated Insights

Executive Summary: Analysis indicates significant performance deviations across 60 data points, primarily affecting Seattle, Los Angeles, New York, Miami, Chicago. The anomalies show an average click volume of 4424, which deviates substantially from baseline performance. This pattern suggests potential external factors such as regional events, technical disruptions, or seasonal fluctuations. Further investigation into campaign settings and market conditions is recommended.

■■ Detected Anomalies (60 Total)

Date	Location	Campaign	Clicks	Impressions	Spend
2024-11-01	Seattle	CAMP_004	5,663	149,299	$1882.81
2024-11-02	Los Angeles	CAMP_002	1,062	52,695	$1723.19
2024-11-02	Seattle	CAMP_003	6,417	148,806	$1240.69
2024-11-02	New York	CAMP_004	1,648	50,206	$538.13
2024-11-03	Miami	CAMP_001	6,396	145,003	$779.86
2024-11-03	New York	CAMP_004	1,442	50,854	$1862.40
2024-11-04	New York	CAMP_002	6,449	133,763	$1096.36
2024-11-04	Los Angeles	CAMP_002	6,667	138,614	$706.28
2024-11-04	Miami	CAMP_004	1,051	52,200	$741.21
2024-11-05	Los Angeles	CAMP_003	2,464	50,301	$1945.43
2024-11-06	Seattle	CAMP_001	6,574	141,083	$541.43
2024-11-07	Los Angeles	CAMP_004	7,220	147,856	$1858.03
2024-11-09	New York	CAMP_002	6,865	141,792	$1979.00
2024-11-09	Chicago	CAMP_003	5,133	149,518	$624.34
2024-11-10	Los Angeles	CAMP_001	6,283	128,859	$586.80