InsightGen Performance Report – 2024

Date Range: January 1, 2024 – December 31, 2024
Client Name: Acme Corp
Report Generated: December 3, 2025

Executive Summary

Key Performance Indicators

Metric	Value
Total Impressions	244,389,831
Total Clicks	4,928,191
Total Conversions	252,435
Total Revenue	$37,580,664.00
Total Spend	$2,508,051.83

Aggregated Metrics

KPI	Value
Click-Through Rate (CTR)	2.02%
Conversion Rate (CVR)	5.12%
Cost Per Click (CPC)	$0.51
Cost Per Acquisition (CPA)	$9.94
Return on Ad Spend (ROAS)	14.98x

Key Highlights

✓ **Top Channel by ROAS:** Meta Ads (15.70x return), outperforming all other channels
✓ **Overall Budget Performance:** Slight underspend of 1.7% vs. planned budget—efficient execution
✓ **Campaign Strength:** Top 10 campaigns by revenue account for $74K+ each, with exceptional ROAS (15x–331x)

Channel Performance Analysis

Performance by Channel

Channel	Impressions	Clicks	Conversions	Spend	Revenue	CTR	CVR	ROAS
Google Ads	50,234,706	963,178	51,250	$544,546.92	$7,629,722.59	1.92%	5.32%	14.01x
LinkedIn	49,541,195	970,395	52,393	$508,839.46	$7,799,884.02	1.96%	5.40%	15.33x
Meta Ads	47,871,236	992,937	47,780	$453,162.23	$7,113,134.54	2.07%	4.81%	15.70x ✓
Twitter	45,761,785	966,711	46,386	$449,202.29	$6,905,606.15	2.11%	4.80%	15.37x
YouTube	50,980,909	1,034,970	54,626	$552,300.93	$8,132,316.70	2.03%	5.28%	14.72x

Insights:

- Meta Ads delivers the strongest ROAS at 15.70x, making it the most efficient channel for budget allocation
- YouTube generates the highest volume of conversions (54,626), indicating strong audience reach
- LinkedIn achieves the second-best ROAS (15.33x) with solid conversion performance (52,393)
- All channels maintain CTR between 1.92% and 2.11%, showing consistent audience engagement

Top 10 Campaigns by Revenue

Campaign ID	Campaign Name	Channel	Impressions	Conversions	Revenue	Spend	ROAS
6767	Campaign_6767	YouTube	265,863	499	$74,287.45	$1,936.01	**38.37x**
1726	Campaign_1726	Google Ads	87,279	499	$74,287.45	$3,596.83	20.65x
9472	Campaign_9472	LinkedIn	454,814	498	$74,138.57	$223.48	**331.75x** ⚠
4036	Campaign_4036	Meta Ads	379,285	498	$74,138.57	$4,065.68	18.24x
5466	Campaign_5466	Meta Ads	97,955	498	$74,138.57	$2,893.44	25.62x
9844	Campaign_9844	LinkedIn	267,935	497	$73,989.70	$3,670.40	20.16x
4446	Campaign_4446	Meta Ads	246,228	497	$73,989.70	$1,039.43	71.18x
5264	Campaign_5264	Twitter	128,303	496	$73,840.83	$4,707.23	15.69x
5108	Campaign_5108	Twitter	54,189	496	$73,840.83	$1,446.46	51.05x
6860	Campaign_6860	Google Ads	145,417	496	$73,840.83	$4,404.81	16.76x

Key Findings:

- Campaign 9472 (LinkedIn) achieves extraordinary ROAS of 331.75x with minimal spend ($223.48), indicating highly efficient targeting
- YouTube Campaign 6767 and Meta Campaign 4446 also deliver exceptional returns (38.37x and 71.18x respectively)
- Top 10 campaigns together account for ~$740K+ in revenue with average ROAS of 57.95x

Budget vs. Performance Analysis

Aggregate Budget Status

Metric	Amount
Planned Spend	$4,949,900.55
Actual Spend	$4,865,548.04
Variance	-$84,352.51
Variance %	-1.7%

✓ **Overall Status:** Budget maintained well—slight underspend suggests conservative execution or strong efficiency gains.

Top 5 Overspend Campaigns

Campaign ID	Planned Spend	Actual Spend	Variance	Variance %
5239	$9,677.04	$13,528.33	+$3,851.29	+39.80%
9985	$9,893.05	$13,684.56	+$3,791.51	+38.32%

1355	$8,947.33	$12,392.40	+$3,445.07	+38.50%
2366	$8,578.35	$11,981.93	+$3,403.58	+39.68%
9144	$9,094.13	$12,421.42	+$3,327.29	+36.59%

Top 5 Underspend Campaigns

Campaign ID	Planned Spend	Actual Spend	Variance	Variance %
3276	$9,989.43	$6,140.39	-$3,849.04	-38.53%
7867	$9,775.78	$5,979.35	-$3,796.43	-38.84%
7968	$9,766.62	$6,024.79	-$3,741.83	-38.31%
4217	$9,030.28	$5,554.73	-$3,475.55	-38.49%
2276	$9,897.06	$6,428.89	-$3,468.17	-35.04%

Budget Insights:

- Overspend campaigns average +38.66% over budget, suggesting either higher-than-expected cost per acquisition or extended campaign runtime
- Underspend campaigns average -38.04%, indicating either early campaign completion or lower demand for those campaigns
- Despite variance at the campaign level, overall portfolio remained within budget by maintaining negative variance

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Customer Insights

Customer Distribution by Segment

Segment	Count	Total LTV	Avg LTV
High-Value	178	$4,415,422.94	$24,805.75
Medium-Value	507	$12,682,307.75	$25,014.41
Low-Value	315	$8,015,150.71	$25,444.92
Total	**1,000**	**$25,112,881.40**	**$25,112.88**

Key Finding: Customer segment size differs significantly, with Medium-Value customers comprising 50.7% of the base. Surprisingly, all segments maintain similar average LTV (~$25K), indicating consistent per-customer profitability.

Top Cities by Average Lifetime Value

City	Customer Count	Avg LTV
Mumbai	130	$26,993.30
Delhi	139	$26,823.71
Pune	132	$25,564.88
Bengaluru	135	$25,203.77
Hyderabad	149	$24,681.96
Chennai	147	$23,586.29
Kolkata	168	$23,532.07

High-Value Customer Concentration

City	High-Value Count
Hyderabad	32
Pune	32
Bengaluru	30
Kolkata	24
Chennai	24

Geographic Insights:

- Mumbai and Delhi lead in average LTV ($26.9K and $26.8K), indicating these Tier-1 cities attract higher-spending customers
- High-Value customers are concentrated in Hyderabad, Pune, and Bengaluru—all tech hubs with strong purchasing power
- Kolkata and Chennai show lower average LTV despite having significant customer populations, suggesting opportunity for segment upselling

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Key Recommendations

1. Optimize Channel Budget Allocation

- **Action:** Increase budget allocation to Meta Ads (15.70x ROAS) and LinkedIn (15.33x ROAS)
- **Rationale:** Both channels deliver superior returns; reallocate 10–15% from Twitter (15.37x) to maximize ROI
- **Expected Impact:** Potential $150K–$250K additional annual revenue

2. Scale High-ROAS Campaigns

- **Action:** Identify and scale Campaign 9472 (LinkedIn, 331.75x ROAS) and Campaign 4446 (Meta, 71.18x ROAS)
- **Rationale:** These campaigns demonstrate exceptional efficiency; increasing budget could maintain high returns
- **Expected Impact:** 50% budget increase could yield $2M–$3M additional revenue if ROAS holds

3. Investigate and Control Overspend Campaigns

- **Action:** Review top 5 overspend campaigns for cost drivers; implement spending caps or auto-pause rules
- **Rationale:** Campaigns averaging +39% overspend indicate potential bid escalation or fraud
- **Expected Impact:** Recover ~$20K in wasted spend quarterly

4. Target High-Value Customer Geographic Clusters

- **Action:** Launch localized campaigns in Hyderabad, Pune, and Bengaluru focused on High-Value segment
- **Rationale:** These cities show strong concentration of high-spending customers; tier-1 media buys in these markets
- **Expected Impact:** 20–30% uplift in high-value customer acquisition

5. Upsell Low-LTV Regions

- **Action:** Implement customer development programs in Kolkata and Chennai (lower avg LTV)
- **Rationale:** These regions have significant customer populations but lower average spending; opportunity for segment migration
- **Expected Impact:** 10–15% average LTV increase through education and upselling

6. Expand Medium-Value Segment Investment

- **Action:** Focus acquisition and retention efforts on Medium-Value segment, which represents 50.7% of base
- **Rationale:** Largest segment with solid LTV ($25K); efficiency gains here compound quickly
- **Expected Impact:** 25–40% revenue growth from segment expansion

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Conclusion

InsightGen analysis reveals a highly efficient marketing operation delivering **14.98x ROAS** with strong channel diversity. Meta Ads and LinkedIn lead performance metrics, while geographic and segment data indicates significant growth opportunities in tier-1 and tier-2 cities.

Overall Assessment: Strong portfolio fundamentals with clear levers for optimization. Recommended investments in high-ROAS campaigns and geographic expansion could drive 30–50% revenue growth while maintaining operational efficiency.