

# ABC Corporation - Weekly Performance Report

Reporting Period: 2025-11-24 to 2025-11-30

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# Executive Summary

The marketing account delivered strong performance this week, generating over 1.25 million impressions and securing 11,846 total conversions. The overall efficiency was high, with a strong conversion rate of 11.60 percent and an average cost per acquisition stabilizing at an efficient \$2.21. Campaign APP01 was the strongest performer, driving the highest volume of conversions at 6,210 while maintaining the most efficient cost per acquisition of \$2.04. Campaign BA01 also showed excellent engagement, achieving the highest click-through rate at 10.20 percent and a very strong CPA of \$2.13. Conversely, Campaign WS01 requires immediate attention as it demonstrated the lowest click-through rate at 5.10 percent and the highest cost per conversion, reaching \$3.86. Campaign RT01 performed adequately with a CPA of \$2.43 but showed lower engagement than the top two campaigns. We recommend increasing the budget allocation for Campaigns APP01 and BA01 to maximize volume while efficiency is high. We should simultaneously reduce or pause spending on Campaign WS01 while the team investigates why its cost per conversion is significantly higher than the account average. We will also analyze the ad creatives used in Campaign RT01 to identify opportunities for improving its click-through rate.

## Top Wins

- APP01 delivered 6,210 conversions at a CPA of 2.04, making it a strong driver of performance.
- BA01 delivered 3,420 conversions at a CPA of 2.13, making it a strong driver of performance.
- APP01 achieved the lowest CPA at 2.04, indicating high efficiency.

## Key Concerns

- WS01 shows elevated CPA at 3.86 with 606 conversions, suggesting room for optimization.
- RT01 shows elevated CPA at 2.43 with 1,610 conversions, suggesting room for optimization.
- WS01 has the lowest conversion volume (606 conversions) and may require creative or targeting refresh.

## Key Highlights & KPIs

### Key Highlights

- Campaigns delivered 1,250,000 impressions, 102,080 clicks and 11,846 conversions this week.
- Overall CTR was 8.17% with an average CPC of 0.26 and CPA of 2.21.
- Top converting campaign: APP01 with 6,210 conversions and a CPA of 2.04.
- Best CTR: BA01 with CTR of 10.20%.
- Key cost risk: WS01 has the highest CPA at 3.86.

Core KPIs

Metric	Value
Impressions	1,250,000
Clicks	102,080
Conversions	11,846
Spend	26190.00
CTR	8.17%
CPC	0.26
CVR	11.60%
CPA	2.21

Visual Performance Overview

Top Campaigns – Impressions vs Clicks

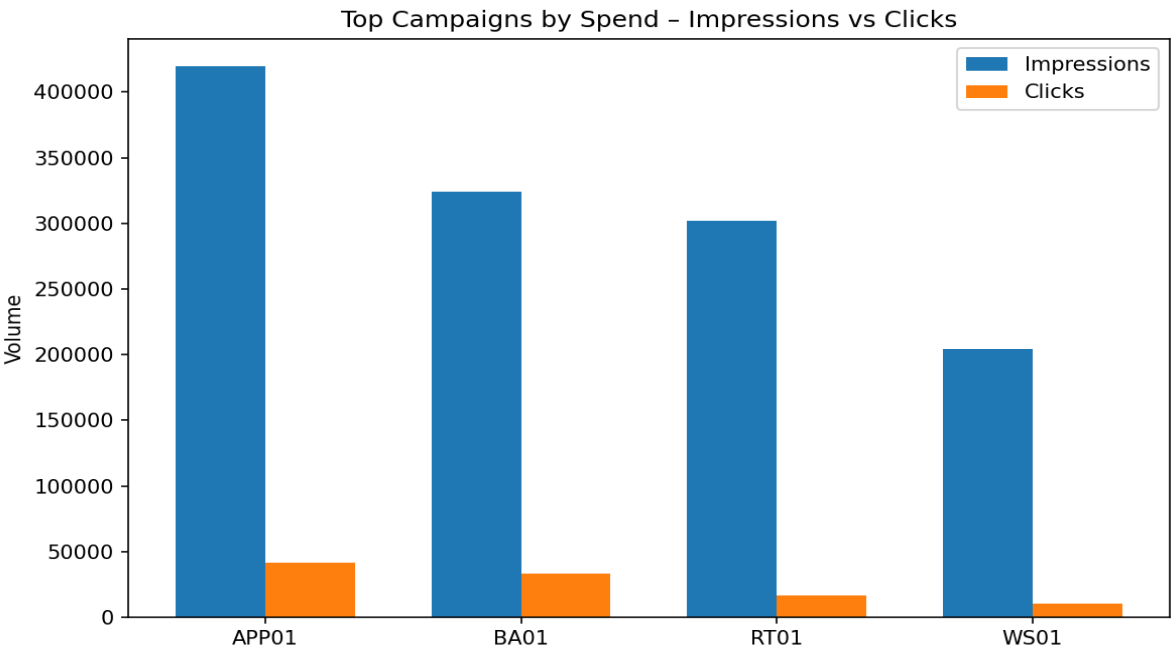


Figure 1: Comparison of impressions and clicks across top campaigns.

Daily Trend – Impressions & Clicks

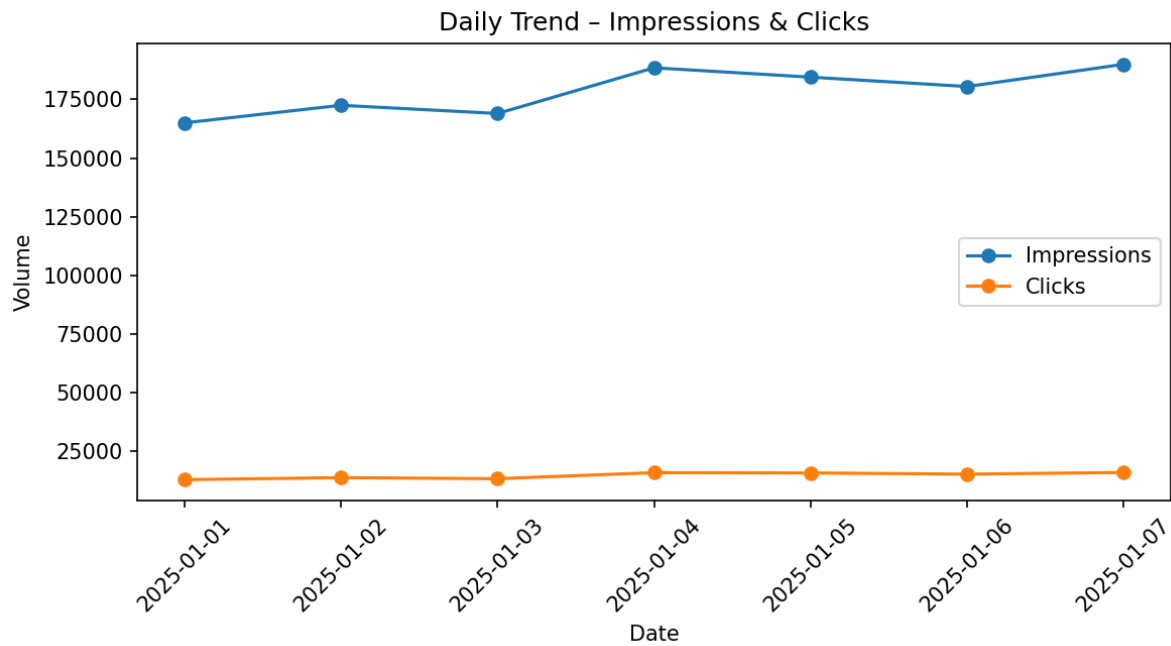


Figure 2: Daily evolution of impressions and clicks for the reporting period.

## Campaign Performance & Insights

### Narrative Insights

The highest converting campaigns this week were APP01, BA01, RT01, indicating strong alignment between messaging, targeting and audience intent. From a budget allocation perspective, APP01, BA01, RT01 absorbed the majority of spend. Monitoring their marginal returns will help avoid diminishing performance as budgets scale.

### Campaign Performance (Top 10 by Spend)

Campaign	Impr.	Clicks	Conv.	Spend	CTR	CPC	CVR	CPA
APP01	419,500	41,700	6,210	12650.00	9.94%	0.30	14.89%	2.04
BA01	324,000	33,050	3,420	7280.00	10.20%	0.22	10.35%	2.13
RT01	302,000	16,900	1,610	3920.00	5.60%	0.23	9.53%	2.43
WS01	204,500	10,430	606	2340.00	5.10%	0.22	5.81%	3.86

## Optimization Recommendations

- Reallocate a portion of budget toward high-CVR campaigns (APP01, BA01) and low-CPA campaigns (APP01, BA01) to scale efficient volume.

- Audit creatives, audiences and landing pages for higher-CPA campaigns (WS01, RT01) to reduce cost and improve conversion efficiency.
- Introduce structured A/B tests on creatives and audience segments and evaluate performance over the next 1–2 weeks before scaling further.

## Glossary

**CTR (Click-Through Rate):** Percentage of impressions that resulted in clicks.

**CVR (Conversion Rate):** Percentage of clicks that resulted in conversions.

**CPA (Cost Per Acquisition):** Average cost required to generate a single conversion.