

AdTech Performance Report

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Executive Summary

EXECUTIVE SUMMARY:

In the recent campaign analysis, we observed a total of 812,823 impressions garnering 20,325 clicks and generating a revenue of approximately \$66,645. Despite significant engagement, the overall return on ad spend (ROAS) of 0.79 indicates that expenditures of \$84,636 have not fully translated into profitable returns. Enhanced optimization strategies are essential to drive both cost efficiency and revenue uplift moving forward.

KEY INSIGHTS:

- The average click-through rate (CTR) for the campaign stands at 2.50%, indicating a decent level of user engagement, although there is room for improvement compared to industry benchmarks.
- The cost per click (CPC) averaged \$4.16, suggesting that while clicks are resulted from the campaign, they are being acquired at a relatively high cost, impacting profitability.
- The revenue trend indicates fluctuations, with the most successful day yielding a ROAS of 1.12, showcasing potential opportunities to replicate strategies used during high-performing periods.

RECOMMENDATIONS:

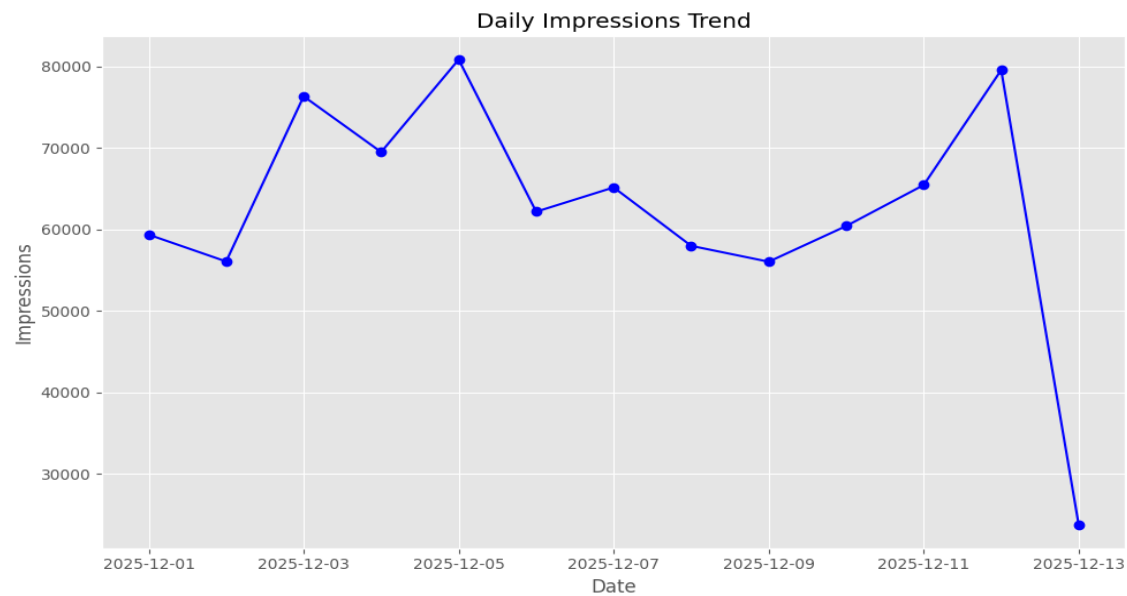
- Implement A/B testing for ad creatives and targeting strategies to identify which combinations yield higher engagement and conversion rates, subsequently improving ROAS.
- Optimize bidding strategies to reduce the average CPC while maintaining CTR, focusing on high-performing segments identified in the last analysis week.
- Increase budget allocation on days with proven higher conversion rates, particularly when the ROAS exceeds 1.00, to maximize profitability and leverage successful campaign elements.

Key Performance Indicators (KPIs)

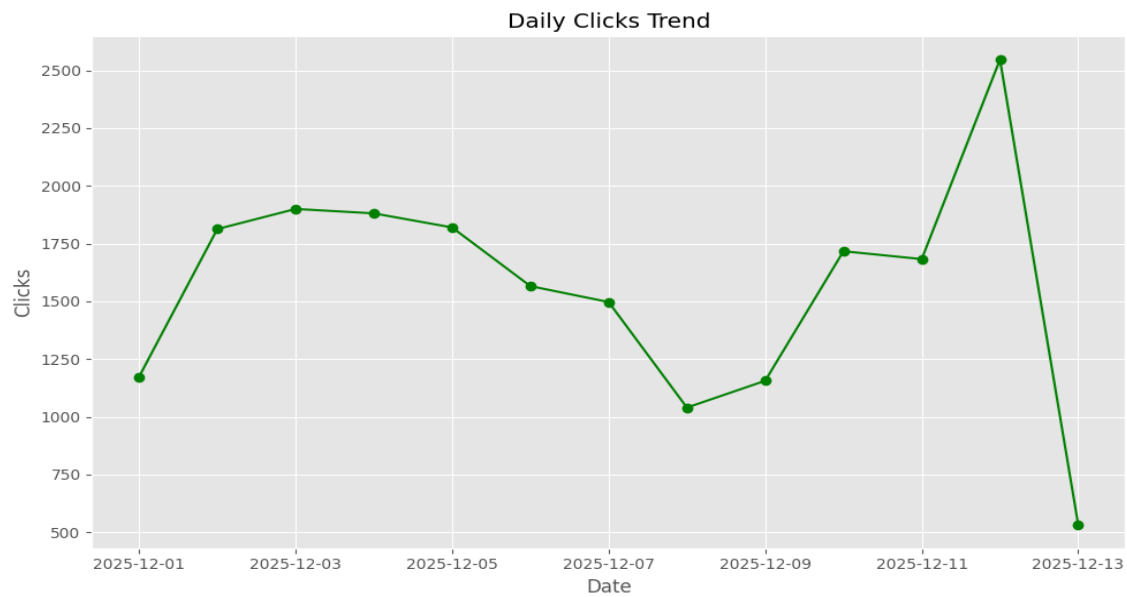
Metric	Value
Total Impressions	812,823
Total Clicks	20,325
CTR	2.50%
Total Cost	\$84,635.86
Total Revenue	\$66,645.07
ROAS	0.79
Conversions	821

Performance Trends

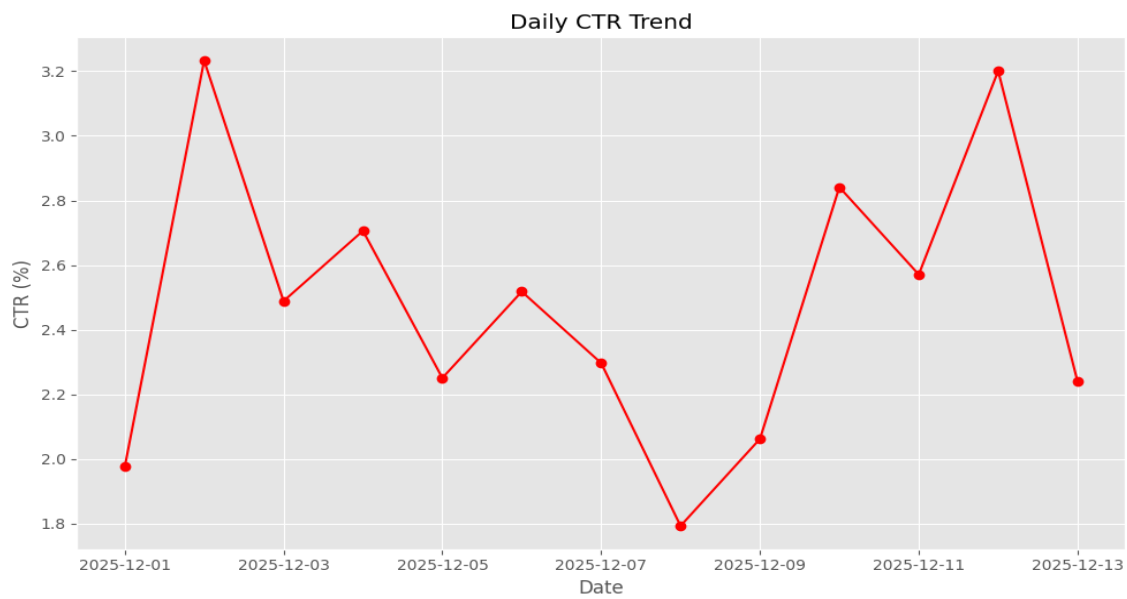
Daily Impressions



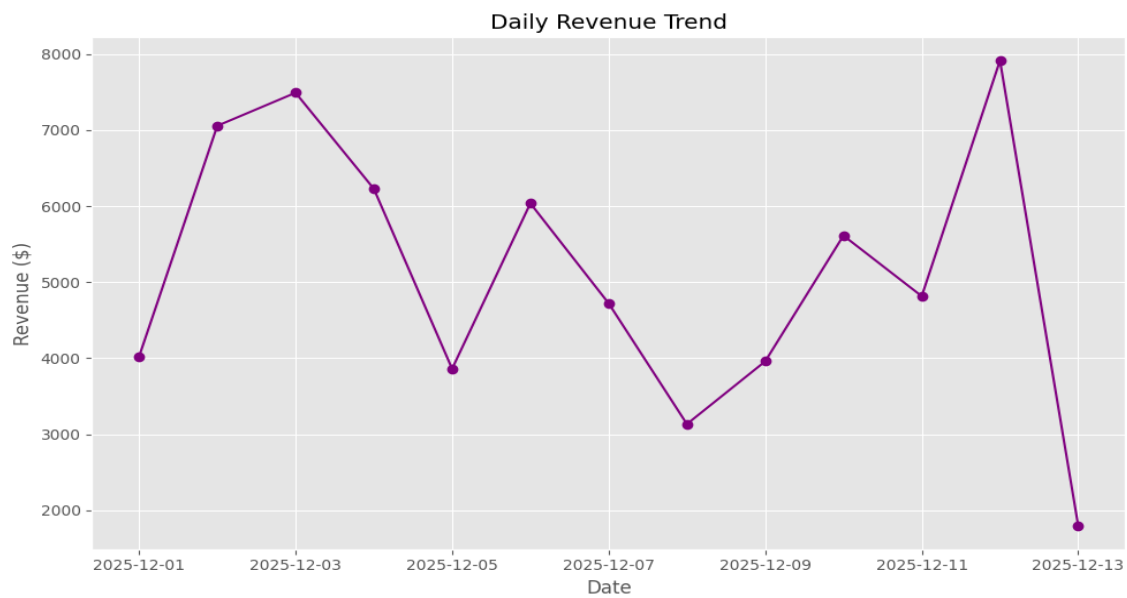
Daily Clicks



Click-Through Rate (CTR)



Revenue Trend



Data Appendix

date	impressions	clicks	cost	revenue	conversions	ctr	roas
2025-12-01	59375	1173	6438.17	4019.62	54	1.98	0.62
2025-12-02	56082	1813	6286.38	7056.75	78	3.23	1.12
2025-12-03	76351	1900	6686.09	7491.07	84	2.49	1.12
2025-12-04	69510	1881	7230.06	6228.15	89	2.71	0.86
2025-12-05	80862	1820	6811.77	3860.73	48	2.25	0.57
2025-12-06	62191	1566	7449.20	6037.24	66	2.52	0.81
2025-12-07	65172	1497	6796.94	4721.83	55	2.30	0.69
2025-12-08	57998	1040	7370.96	3133.59	41	1.79	0.43
2025-12-09	56053	1156	7251.57	3958.43	46	2.06	0.55
2025-12-10	60434	1717	6035.90	5612.74	79	2.84	0.93
2025-12-11	65464	1683	6207.25	4815.80	61	2.57	0.78
2025-12-12	79577	2547	6917.55	7914.78	102	3.20	1.14
2025-12-13	23754	532	3154.02	1794.34	18	2.24	0.57