

# 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:

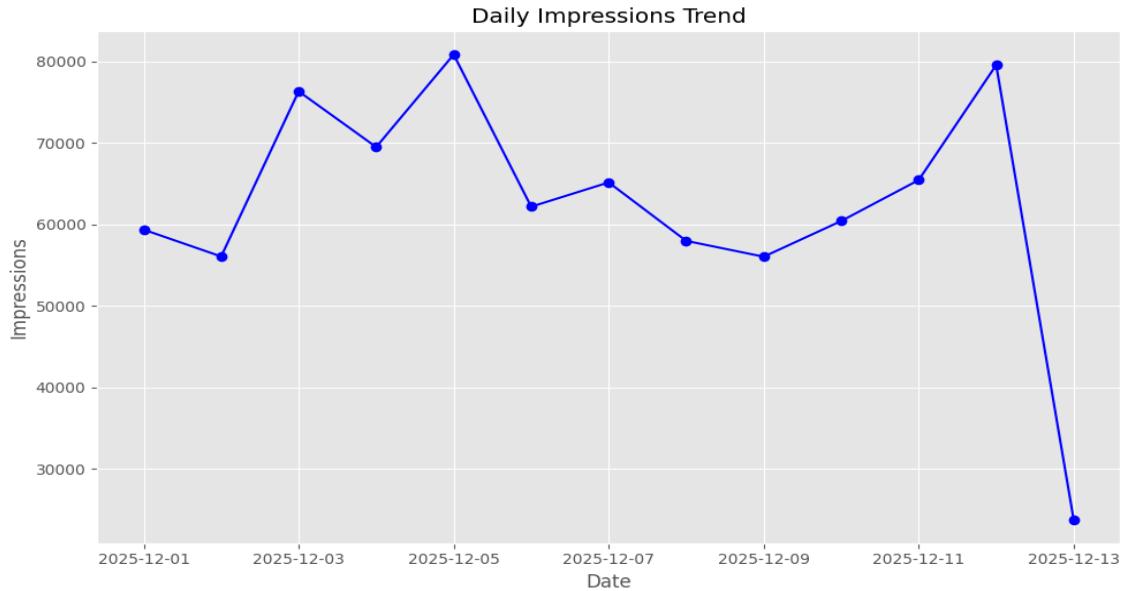
- Implement A/B testing for ad creatives and targeting strategies to identify which combinations yield higher engagement and conversion rates, subsequently improving ROAS.
- Optimize bidding strategies to reduce the average CPC while maintaining CTR, focusing on high-performing segments identified in 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)

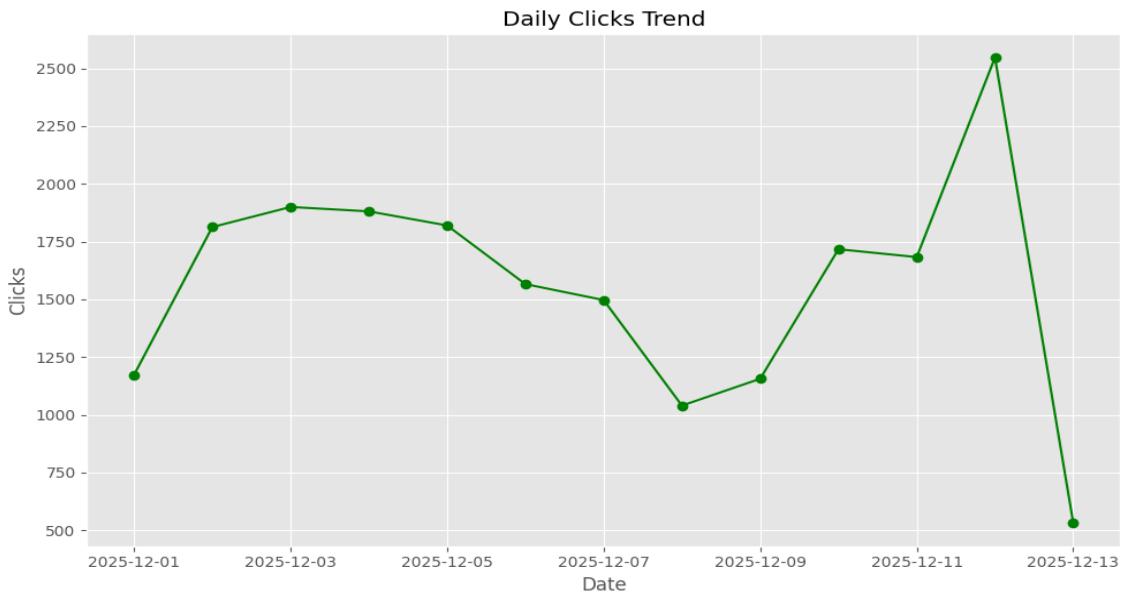
Metric	Value
Total Impressions	812,823
Total Clicks	20,325
CTR	2.50%
Total Cost	\$84,635.86
Total Revenue	\$66,645.07
ROAS	0.79
Conversions	821

# Performance Trends

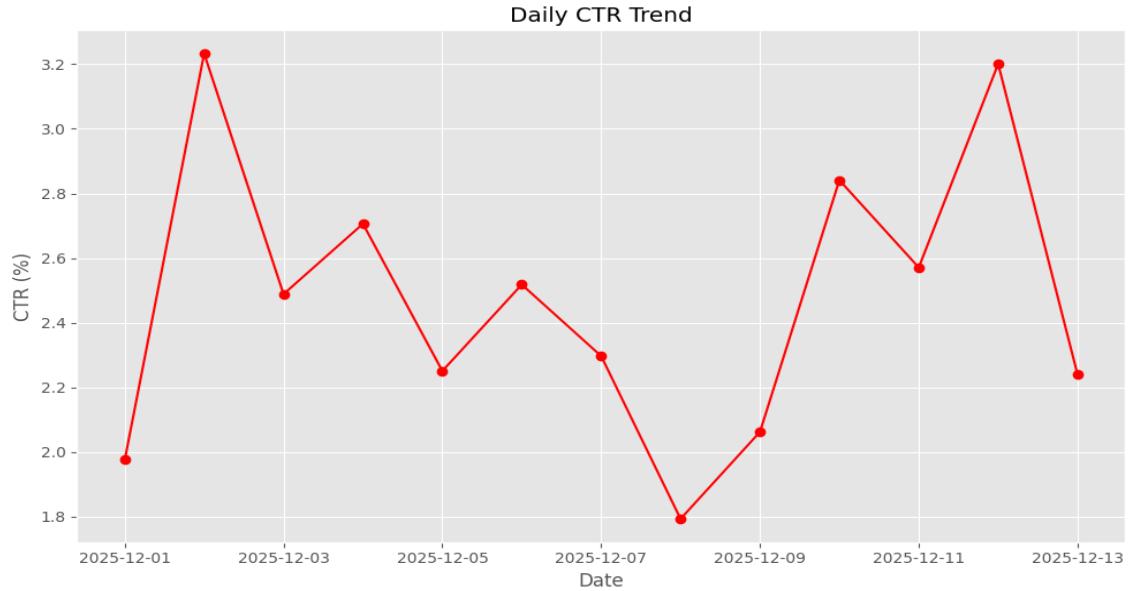
## Daily Impressions



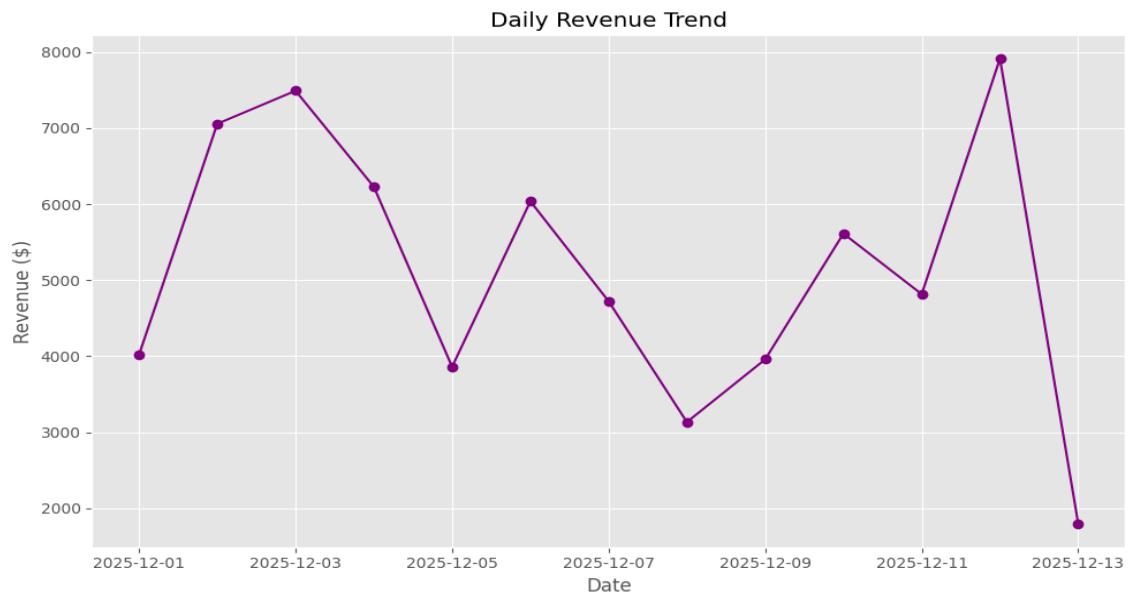
## Daily Clicks



## 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