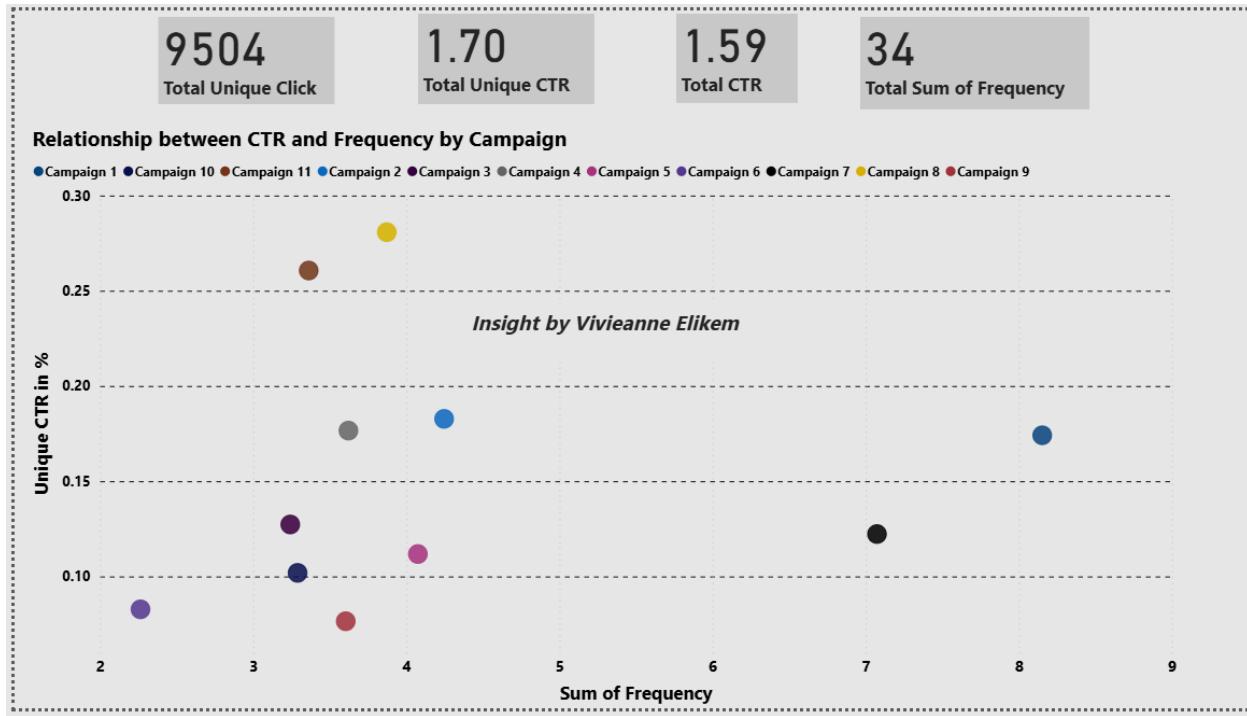


# Relationship Between CTR and Frequency



## Objective

To understand how ad frequency impacts Unique CTR across campaigns and identify the optimal exposure level for engagement.

## Insight

- Most campaigns with a moderate frequency (3-4) achieved relatively stable CTR performance.
- However, campaigns with very high frequency (7-8) did not show a proportional increase in CTR.
- Increasing exposure beyond a certain point does not necessarily improve engagement and may indicate diminishing returns.

## Business Interpretation

- Moderate repetition keeps the audience engaged.
- Excessive frequency may lead to ad fatigue, reducing efficiency.
- CTR performance appears stronger within the 3-4 frequency range, indicating this may be the optimal exposure window.

## **Recommendation**

- Maintain campaign frequency around 3-4 exposures per user.
- Monitor campaigns with CTR declines for frequency exceeding 6.
- Test refreshed creatives for high-frequency campaigns to avoid fatigue.