

Key Recommendations & Strategic Insights

Facebook Ads delivers a 2.5x higher ROAS than LinkedIn Ads but receives a similar budget. This represents a significant optimization opportunity.

Google Ads has a high total revenue, its ROAS is moderate. We should investigate specific 'Lead Gen' campaigns within this channel to improve efficiency.

We recommend **reallocating 20% of the LinkedIn budget to Facebook Ads** for the next quarter. We project this could increase overall revenue by up to 15% with no change in total spend.



Campaign	Channel	Total Cost	Total Revenue	ROAS
Conversion_913	Facebook Ads	1,216.68	8,472.92	6.96
Conversion_271	Facebook Ads	1,199.07	6,407.55	5.34
Lead_Gen_199	Facebook Ads	1,116.22	2,662.73	2.39
Lead_Gen_693	Facebook Ads	1,057.67	7,579.28	7.17
Lead_Gen_987	Facebook Ads	989.91	2,946.32	2.98
Brand_Awareness_169	Facebook Ads	961.87	3,245.14	3.37
Conversion_886	Facebook Ads	959.45	3,590.64	3.74
Lead_Gen_988	Facebook Ads	920.45	4,814.12	5.23
Brand_Awareness_601	Facebook Ads	901.64	11,326.81	12.56
Lead_Gen_959	TikTok Ads	899.42	1,863.33	2.07
Lead_Gen_263	TikTok Ads	896.60	1,375.75	1.53
Lead_Gen_582	Google Ads	870.47	2,059.18	2.37
Conversion_548	Facebook Ads	869.23	3,880.36	4.46
Conversion_742	Facebook Ads	851.44	2,697.37	3.17
Brand_Awareness_550	Facebook Ads	846.28	7,297.09	8.62
Conversion_943	Facebook Ads	844.74	2,200.42	2.60
Lead_Gen_581	Facebook Ads	844.18	4,431.76	5.25
Total		1,56,560.06	4,98,962.92	3.19

