Write a function to calculate the sum of each ascii character's decimal value in any given string.

1. Count the decimal value of the ascii characters
2. When the same character repeats in a sequence, only count it once for that sequence
3. When a character appears again, add the result of the [decimal value] \* [appearance count], keeping the previous rule in mind.

Example:

'AaaaaaaBbbccaaaaaaaaaaaAAAAAAAa'  is calculated as shown below

65 + 97 + 66 + 98 + 99 + (97 \* 2) + (65 \* 2) + (97 \* 3) = 1040

Code should be:

* Written in Javascript
* Performant on large strings
* Well-structured using good practices and clear to follow
* Approach is just as important as result