

Daily Marketing Performance Report (2025-04-25 / 1 PM)

Summary Metrics

Metric	Value
Date	2025-04-25
Total Sales	Rs 10406.00
Total Ad Spend	Rs 25511.40
Overall ROAS	0.41
Overall CPA	Rs 2125.95
Overall CTR	0.93%
Overall Conversion Rate	0.79%
Total Impressions	163070
Total Clicks	1516

Campaigns with ROAS > 1

No campaigns with ROAS > 1

Active Campaigns

Campaign Name	Spend	Sales	ROAS	CPA	CTR	CR
TH - Z1 RPP - Video - Ind..	Rs 7501.69	Rs 6063.00	0.81	Rs 1500.34	0.71%	0.93%
TH - Adv+ Shopping - Vide..	Rs 1690.02	Rs 898.00	0.53	Rs 845.01	0.87%	0.79%
TH - Z3 RPP - Video - Ind..	Rs 2698.33	Rs 1148.00	0.43	Rs 1349.16	1.16%	1.52%
TH - Z2 RPP - Video - Ind..	Rs 3843.93	Rs 1399.00	0.36	Rs 3843.93	1.14%	0.88%
TH - Remarketing - Video ..	Rs 3164.53	Rs 898.00	0.28	Rs 1582.27	1.16%	1.36%
TH - LookAlike - Enhanced	Rs 3819.51	Rs 0.00	0.00	Rs 0.00	1.15%	0.00%
R15D2-TH-D2 RPP - Video	Rs 1388.57	Rs 0.00	0.00	Rs 0.00	2.51%	0.00%
TH - D1 RPP - Video - Ind..	Rs 1404.82	Rs 0.00	0.00	Rs 0.00	1.70%	0.00%
Total	Rs 25511.40	Rs 10406.00				