

Executive Summary

TOTAL SPEND

\$4,250

▲ 8.2% vs prev. period

CLICKS

892

▲ 12.4% vs prev. period

CONVERSIONS

11

▲ 2 more than last period

ROAS

5.51x

▲ 0.34x improvement

AVG ORDER VALUE

\$2,127

\$23,400 total revenue

COST / CONVERSION

\$386

▼ 6.1% lower than prev.

SPEND VS REVENUE BY CAMPAIGN

■ Spend

■ Revenue

Campaign	Spend	Revenue
Brand	\$680	\$9,200
Engagement	\$1,520	\$8,100
Bands	\$890	\$3,200
Generic	\$780	\$2,100
Remarket	\$380	\$800

AI INSIGHTS

📈

Brand search delivers 13.5x ROAS while using only 16% of total spend. Strong brand recognition drives high-intent, low-cost conversions. Consider allocating more budget here.

💡

Engagement ring campaigns show \$2,700 avg order value with 5.3x ROAS. There's headroom to increase budget 25-30% and capture more high-value searches before hitting diminishing returns.

⚡

Wedding bands convert at 1.08% but have lower AOV (\$1,600). Bundle these with engagement ring remarketing to cross-sell and increase average cart value.

🎯

Generic engagement search has lowest ROAS (2.69x). Focus ad copy on unique positioning—custom design, ethical sourcing—to differentiate from mass-market competitors and improve quality score.

CAMPAIGN PERFORMANCE							
CAMPAIGN	SPEND	CLICKS	CTR	CONV.	CONV. RATE	REVENUE	ROAS
Brand - Search	\$680	245	8.20%	4	1.63%	\$9,200	13.53x
Shopping - Engagement Rings	\$1,520	310	2.10%	3	0.97%	\$8,100	5.33x
Shopping - Wedding Bands	\$890	185	1.80%	2	1.08%	\$3,200	3.60x
Search - Generic Engagement	\$780	105	1.20%	1	0.95%	\$2,100	2.69x
Remarketing - All Visitors	\$380	47	0.90%	1	2.13%	\$800	2.11x
All Campaigns	\$4,250	892	2.85%	11	1.23%	\$23,400	5.51x