

# AdTech Performance Report

Total Campaigns	1
Total Spend	\$57,153.41
Total Impressions	4,997,447
Total Clicks	352,415
Overall CTR	7.05%
Date Range	2022-08-13 00:00:00 to 2022-10-27 00:00:00
Report Generated	2025-12-03 11:22:22

# Executive Summary

## Executive Summary:

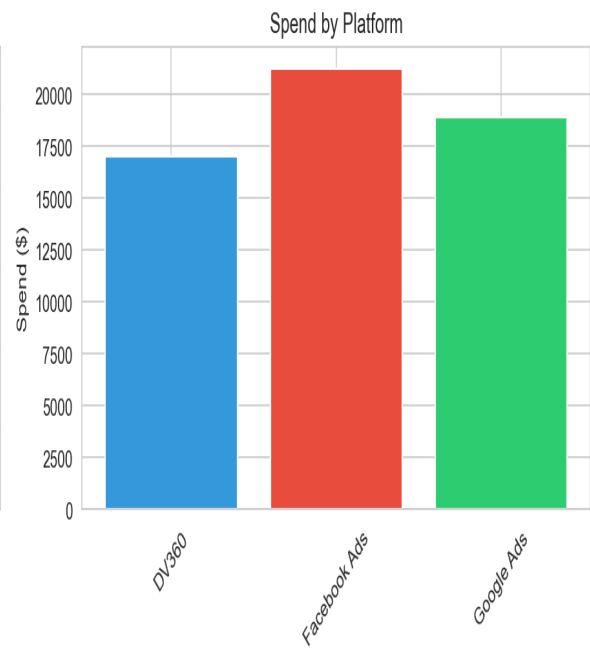
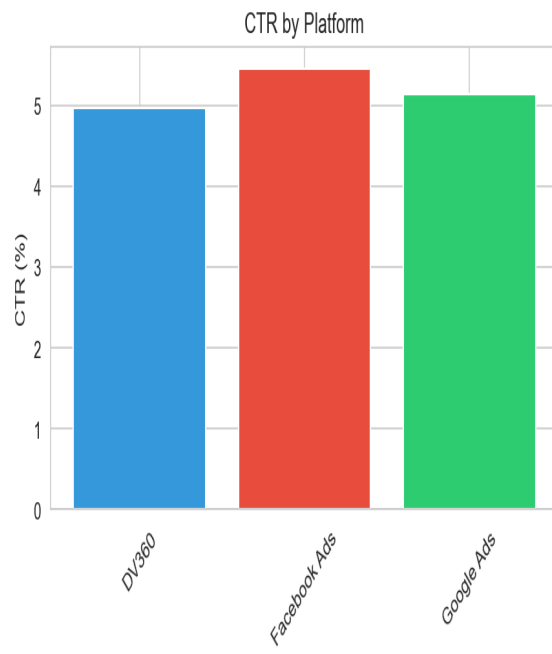
The advertising campaigns generated 4,997,447 impressions and 352,415 clicks across 1 campaigns, with a total spend of \$57,153.41. The overall CTR of 7.05% indicates strong engagement.

**Platform Performance:** Facebook Ads delivered the highest CTR at 5.46%, demonstrating superior audience targeting and creative effectiveness. In contrast, DV360 showed a lower CTR of 4.97%, suggesting optimization opportunities in targeting or creative strategy.

**Recommendations:** Consider reallocating budget towards Facebook Ads while optimizing DV360 campaigns through A/B testing and refined audience segmentation. Focus on high-performing channels and keywords to maximize ROI.

Metric	Value
Total Campaigns	1
Total Spend	\$57,153.41
Total Impressions	4,997,447
Total Clicks	352,415
Overall CTR	7.05%
Overall CPM	\$11.44
Overall CPC	\$0.16

## Platform Performance Comparison



# Platform-Level Analysis

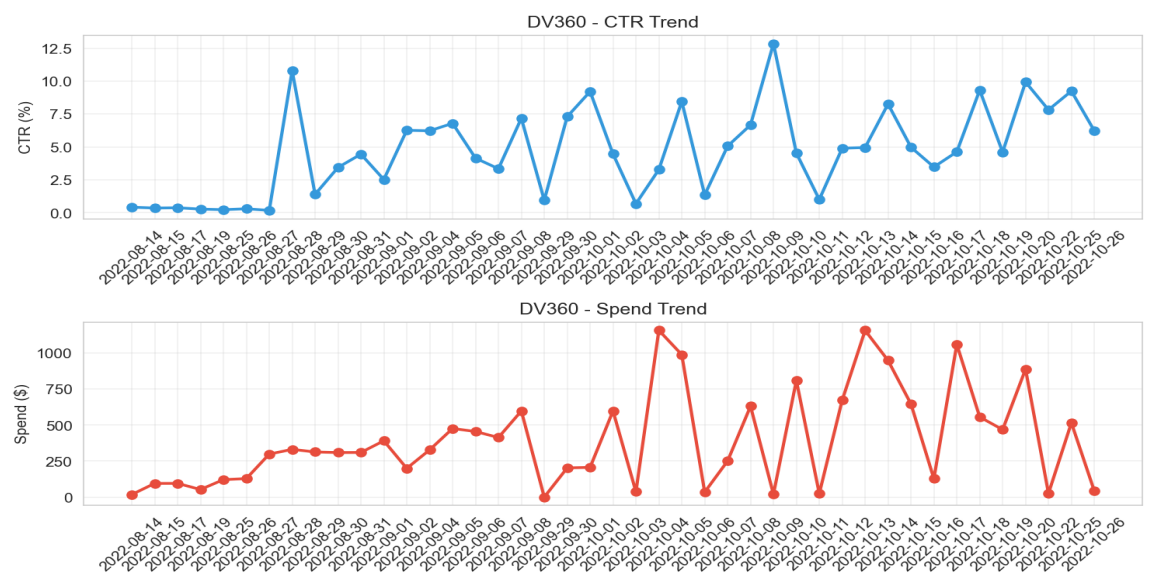
## Platform: DV360

Metric	Value
Total Impressions	1,728,731
Total Clicks	129,452
Total Spend	\$17,014.83
Average CTR	4.97%
Average CPM	\$11.12
Average CPC	\$1.72
Campaigns Count	1

### DV360 Performance Analysis:

This platform managed 1 campaigns with 1,728,731 total impressions and an average CTR of 4.97%. The average CPC of \$1.72 indicates efficient cost per engagement.

Strong performance suggests effective audience targeting. Continue current strategy while exploring expansion opportunities.



## Platform: Facebook Ads

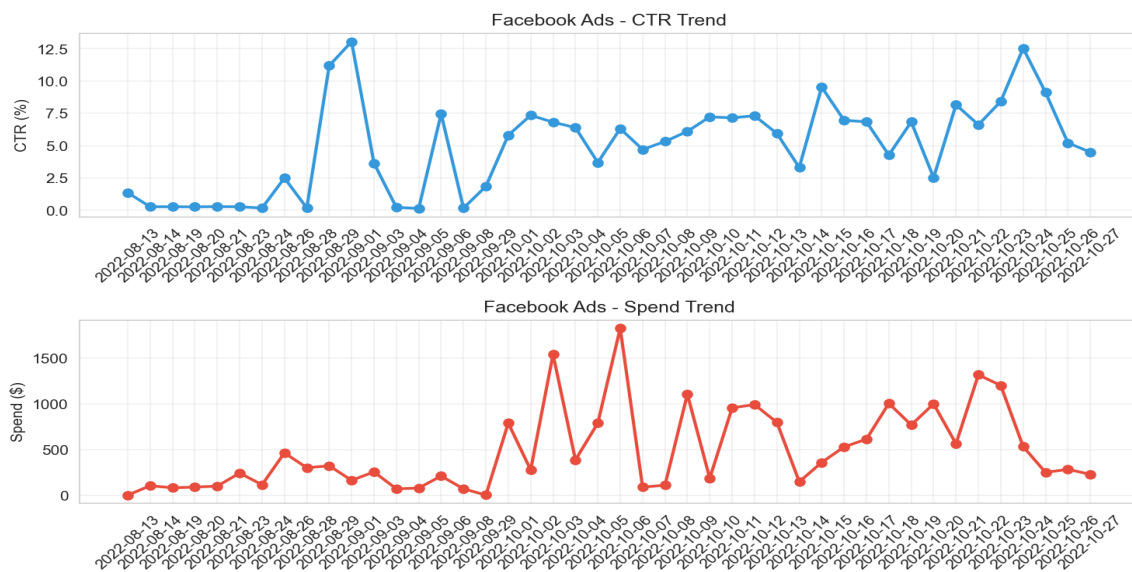
Metric	Value
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Total Impressions	1,681,982
Total Clicks	114,258
Total Spend	\$21,256.60
Average CTR	5.46%
Average CPM	\$11.95
Average CPC	\$1.31
Campaigns Count	1

### Facebook Ads Performance Analysis:

This platform managed 1 campaigns with 1,681,982 total impressions and an average CTR of 5.46%. The average CPC of \$1.31 indicates efficient cost per engagement.

Strong performance suggests effective audience targeting. Continue current strategy while exploring expansion opportunities.



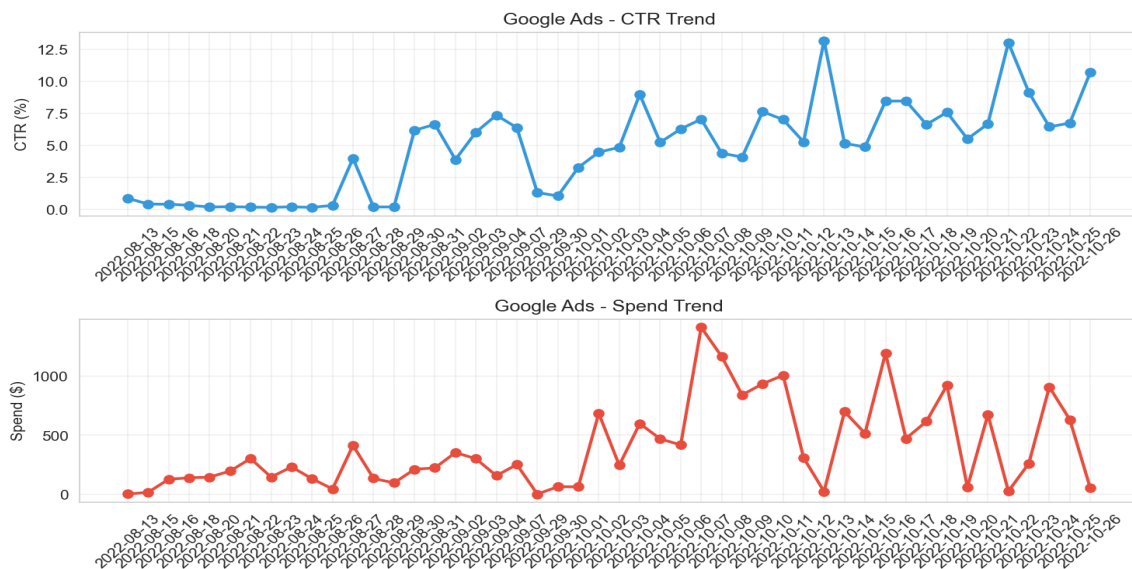
### Platform: Google Ads

Metric	Value
Total Impressions	1,586,734
Total Clicks	108,705
Total Spend	\$18,881.99
Average CTR	5.15%
Average CPM	\$11.44
Average CPC	\$1.29

## Google Ads Performance Analysis:

This platform managed 1 campaigns with 1,586,734 total impressions and an average CTR of 5.15%. The average CPC of \$1.29 indicates efficient cost per engagement.

Strong performance suggests effective audience targeting. Continue current strategy while exploring expansion opportunities.



# Campaign Analysis: 3050

Metric	Value
Total Impressions	4,997,447
Total Clicks	352,415
Total Spend	\$57,153.41
Average CTR	5.20%
Average CPM	\$11.52
Average CPC	\$1.44
Days Running	56
Budget	\$22,410.36
Platforms	DV360, Facebook Ads, Google Ads
Channels	Mobile, Video, Search, Display, Social

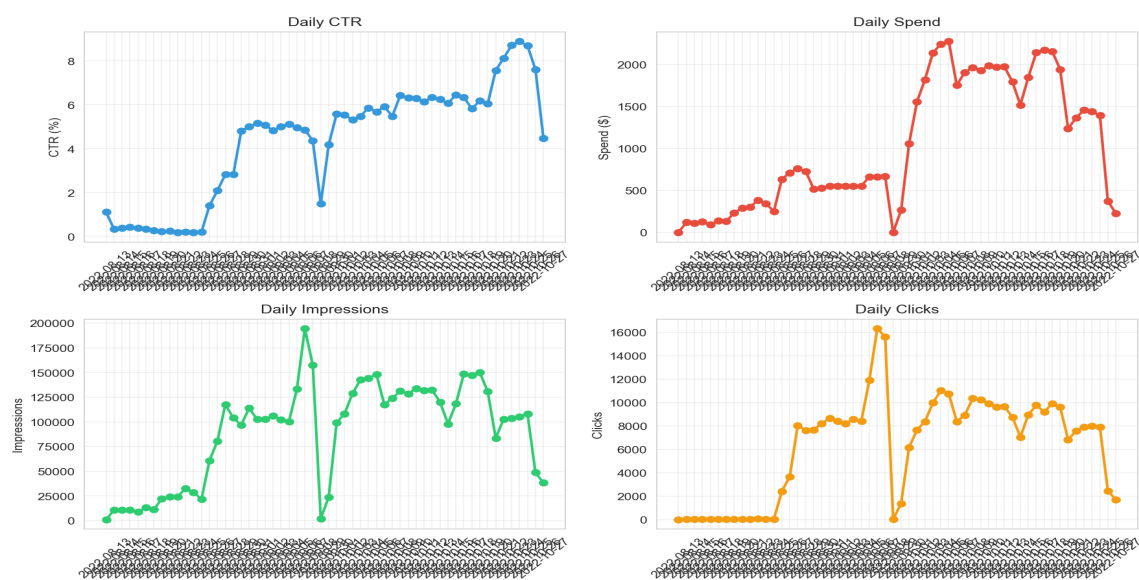
## Campaign 3050 Performance:

Over 56 days, this campaign generated 352,415 clicks from 4,997,447 impressions, achieving a 5.20% CTR. Total spend of \$57,153.41 resulted in an average CPC of \$1.44.

**Best Performing Channel:** Social delivered the highest CTR at 5.70%, demonstrating strong channel-message fit. Consider increasing investment in this channel.

Campaign is approaching budget limits. Evaluate ROI and consider budget reallocation if underperforming.

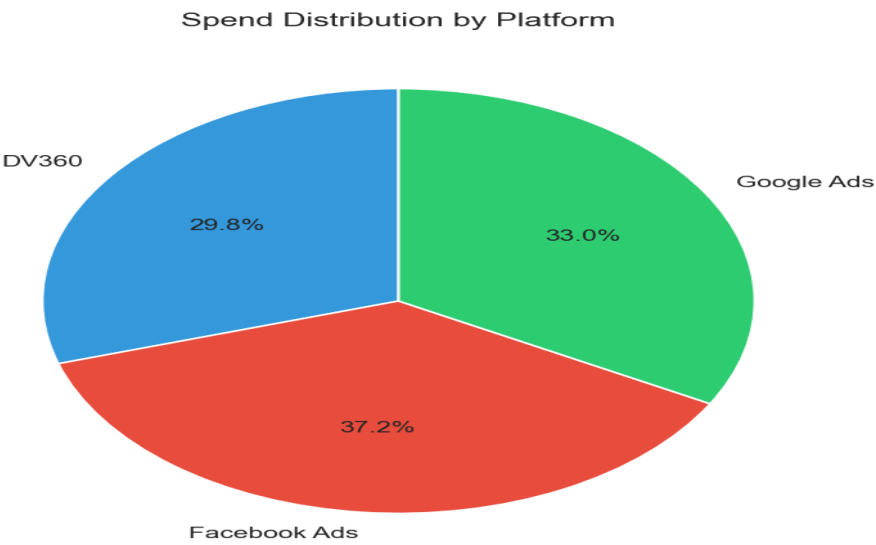
## Performance Trends



## Channel Performance

Channel	Impressions	Clicks	CTR	Spend
Search	1,075,689	77,136	4.83%	\$12,754.84
Video	1,230,858	89,021	5.43%	\$12,285.04
Display	1,026,129	71,759	5.51%	\$12,192.00
Social	1,024,778	76,522	5.70%	\$11,431.37
Mobile	639,993	37,977	4.39%	\$8,490.17

## Platform Distribution



## Cross-Cutting Insights

### Top Performing Channels

Channel	Impressions	Clicks	CTR	Spend
Search	1,075,689	77,136	4.83%	\$12,754.84
Video	1,230,858	89,021	5.43%	\$12,285.04
Display	1,026,129	71,759	5.51%	\$12,192.00
Social	1,024,778	76,522	5.70%	\$11,431.37
Mobile	639,993	37,977	4.39%	\$8,490.17

### Top Performing Keywords



Keyword	Impressions	Clicks	CTR
casual jewelry	3,425	507	14.80%
beaded jewelry	3,254	418	12.85%
luxury jewelry	3,462	434	12.54%
statement jewelry	3,364	384	11.41%
fashion brooches	12,025	1,270	11.40%
modern jewelry	3,246	355	10.94%
renaissance jewelry	44,553	4,247	9.53%
affordable luxury jewelry	99,417	12,831	9.36%
fashionable jewelry	27,663	2,571	9.29%
tribal jewelry	39,920	3,693	9.25%