

AdTech Performance Report

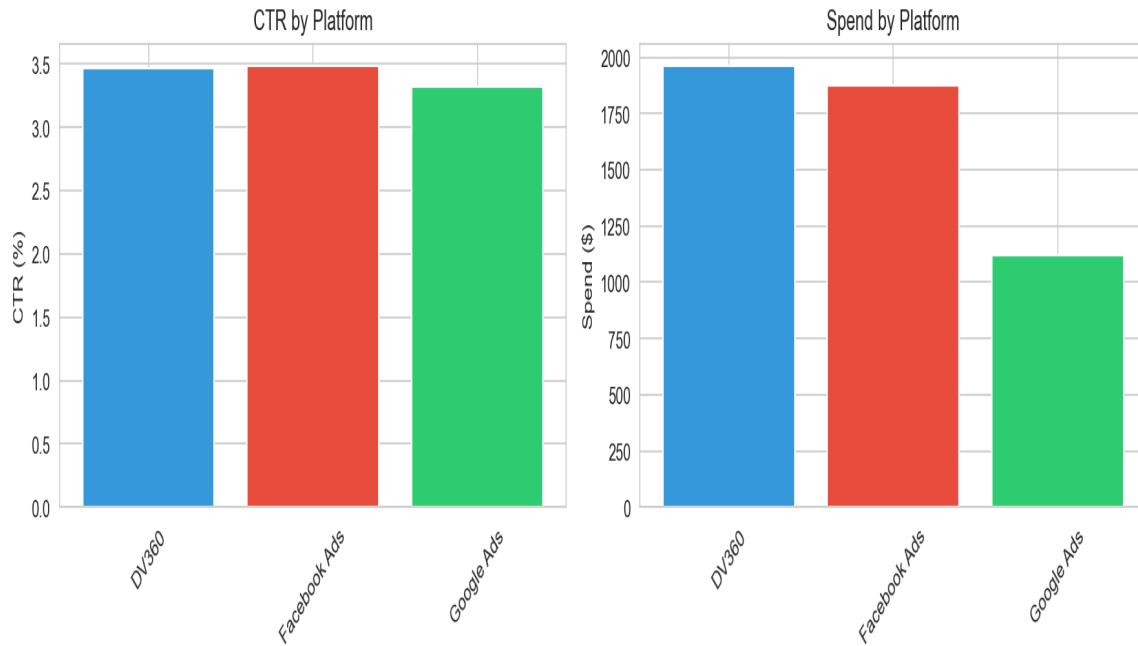
Total Campaigns	1
Total Spend	\$4,957.85
Total Impressions	519,982
Total Clicks	19,400
Overall CTR	3.73%
Date Range	2022-05-01 00:00:00 to 2022-12-10 00:00:00
Report Generated	2025-12-03 11:38:28

Executive Summary

This campaign delivered strong overall performance, achieving an impressive 3.73% CTR and an efficient \$0.26 CPC, indicating highly relevant ad creatives and targeting. Facebook Ads slightly edged out other platforms with a 3.49% CTR, demonstrating strong engagement. To further optimize, analyze post-click conversion data to identify true ROI across platforms and consider scaling investment into the most profitable channels.

Metric	Value
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Total Spend	\$4,957.85
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Overall CTR	3.73%
Overall CPM	\$9.53
Overall CPC	\$0.26

Platform Performance Comparison

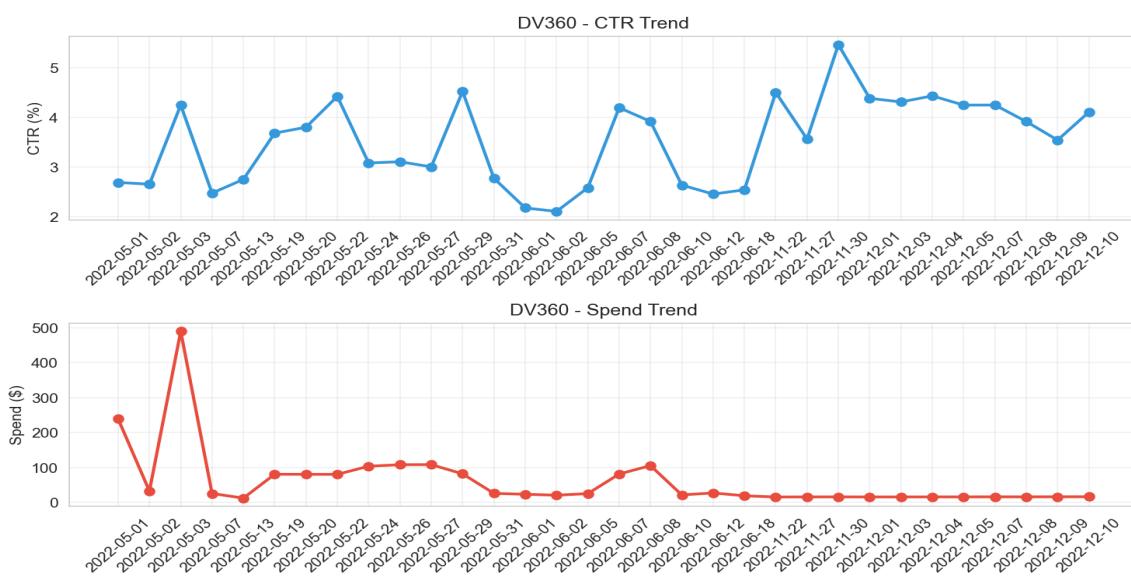


Platform-Level Analysis

Platform: DV360

Metric	Value
Total Impressions	212,420
Total Clicks	8,270
Total Spend	\$1,963.69
Average CTR	3.46%
Average CPM	\$9.59
Average CPC	\$0.30
Campaigns Count	1

This DV360 campaign is performing exceptionally well, with a strong average CTR of 3.46% which significantly surpasses the typical industry benchmark of 1.5-3% for the platform. The excellent CTR and efficient CPC of \$0.30 indicate effective creative and targeting, suggesting strong user engagement. To capitalize on this success, focus on scaling the campaign by increasing budget or expanding into lookalike audiences that align with current performing segments.

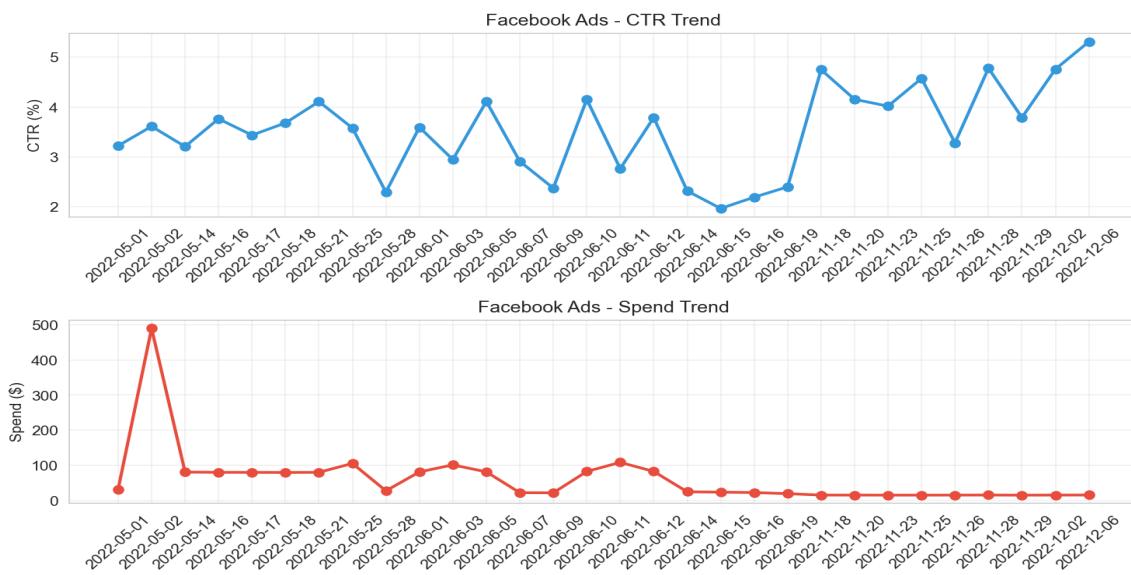


Platform: Facebook Ads

Metric	Value
Total Impressions	191,607
Total Clicks	6,840

Total Spend	\$1,872.71
Average CTR	3.49%
Average CPM	\$9.81
Average CPC	\$0.31
Campaigns Count	1

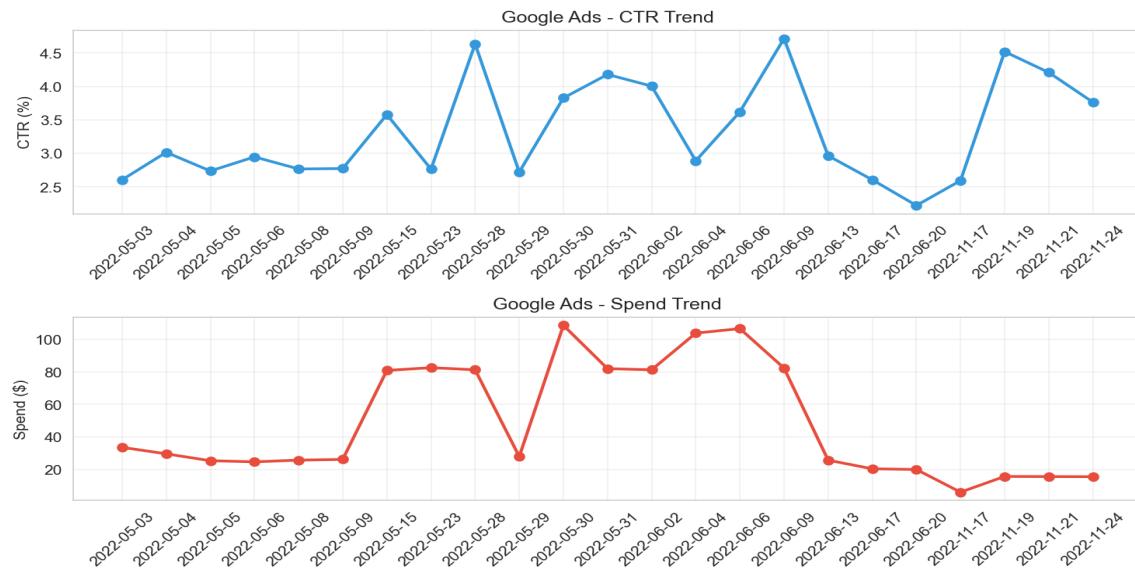
This Facebook Ads campaign demonstrates strong initial performance, with an excellent Average CTR of 3.49%, significantly exceeding the typical 1.5-3% for the platform. The very efficient Average CPC of \$0.31, coupled with a reasonable CPM of \$9.81, indicates highly effective ad creative and targeting that resonates well with the audience. To further maximize ROI, focus on optimizing the post-click experience, such as A/B testing landing pages or refining conversion flows, to ensure these high-quality clicks translate into desired business outcomes.



Platform: Google Ads

Metric	Value
Total Impressions	115,955
Total Clicks	4,290
Total Spend	\$1,121.45
Average CTR	3.32%
Average CPM	\$9.66
Average CPC	\$0.31
Campaigns Count	1

This Google Ads campaign demonstrates strong initial performance, with an impressive average CTR of 3.32%, significantly exceeding the typical 1.5-3% for the platform, and an exceptionally low Average CPC of \$0.31 indicating highly efficient ad spend. To capitalize on this efficiency, the next critical step is to ensure robust conversion tracking is implemented to measure actual ROI and identify which clicks are driving valuable actions, allowing for informed scaling or further optimization.

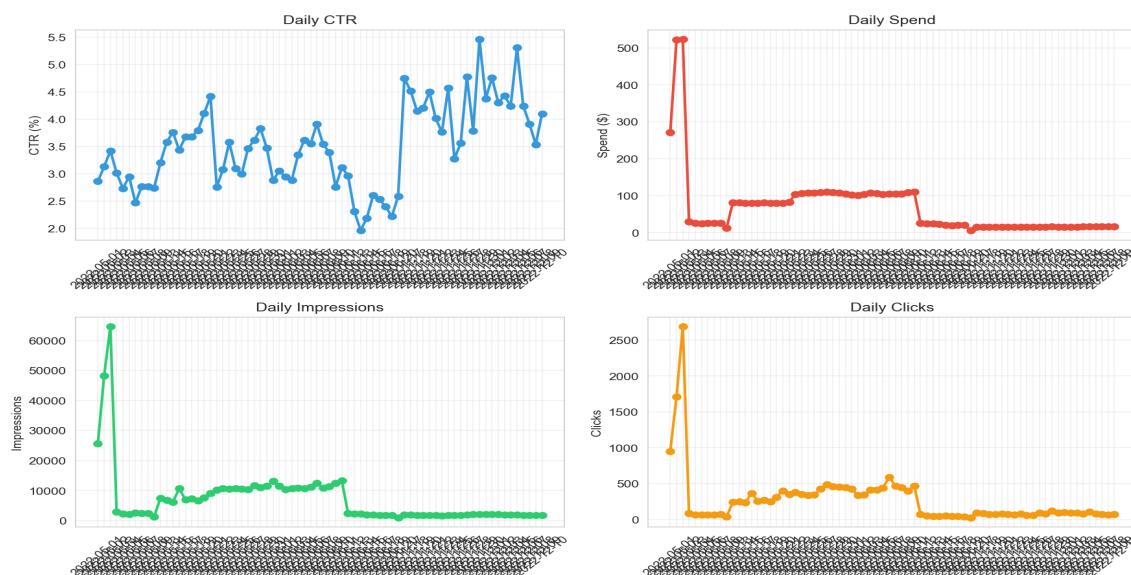


Campaign Analysis: 3389

Metric	Value
Total Impressions	519,982
Total Clicks	19,400
Total Spend	\$4,957.85
Average CTR	3.43%
Average CPM	\$9.68
Average CPC	\$0.31
Days Running	72
Budget	\$2,451.28
Platforms	DV360, Facebook Ads, Google Ads
Channels	Video, Search, Social, Display, Mobile

The campaign significantly overspent its budget by over 100%, though it achieved excellent engagement efficiency with a very low \$0.31 CPC and a strong 3.43% CTR across channels. This efficiency highlights effective ad creatives and targeting, with Display being the top-performing channel. To maximize results going forward, reallocate budget to prioritize the higher-performing Display channel while enforcing strict budget adherence.

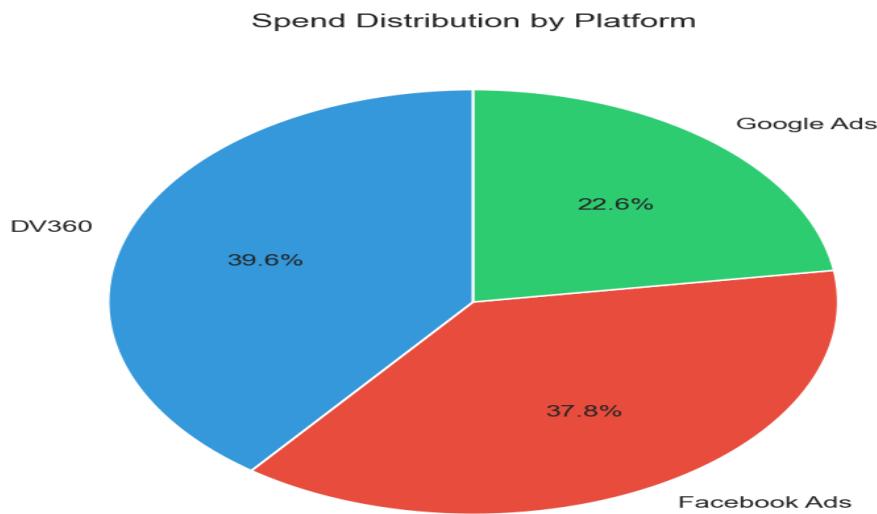
Performance Trends



Channel Performance

Channel	Impressions	Clicks	CTR	Spend
Search	184,927	7,098	3.38%	\$1,794.27
Mobile	124,737	4,505	3.42%	\$1,142.48
Display	90,237	3,358	3.61%	\$827.29
Video	64,072	2,331	3.37%	\$653.21
Social	56,009	2,108	3.36%	\$540.61

Platform Distribution



Cross-Cutting Insights

Top Performing Channels

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Top Performing Keywords

Keyword	Impressions	Clicks	CTR
tassel earrings	2,143	117	5.46%

festival jewelry	1,989	95	4.78%
charm bracelets	2,081	99	4.76%
layered bracelets	1,938	92	4.75%
body chains	7,985	370	4.63%
costume jewelry sets	1,706	78	4.57%
dazzling jewelry	1,859	84	4.52%
midi rings	9,142	413	4.52%
religious jewelry	1,712	77	4.50%
layered earrings	2,010	89	4.43%