

# AdTech Performance Report

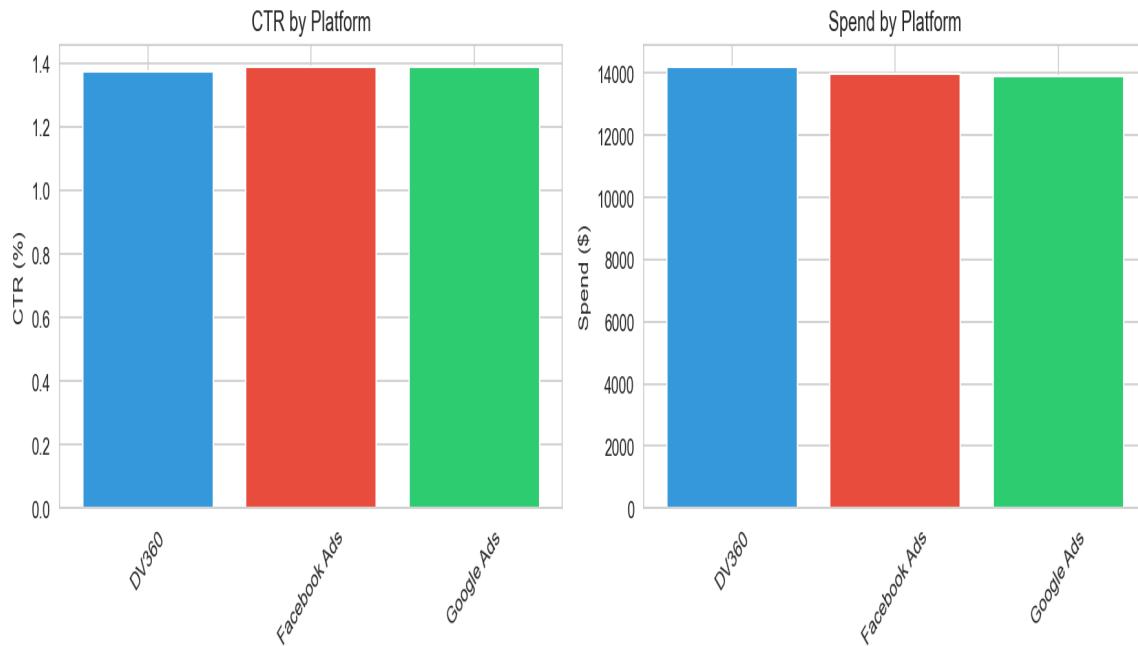
<b>Total Campaigns</b>	1
<b>Total Spend</b>	\$42,098.07
<b>Total Impressions</b>	4,759,985
<b>Total Clicks</b>	69,643
<b>Overall CTR</b>	1.46%
<b>Date Range</b>	2022-05-01 00:00:00 to 2022-08-04 00:00:00
<b>Report Generated</b>	2025-12-03 12:43:32

# Executive Summary

The initial campaign demonstrated solid overall engagement, achieving a 1.46% CTR and an efficient \$0.60 CPC on a total spend of over \$42,000. Google Ads emerged as the top performing platform, delivering a competitive 1.39% CTR at the lowest spend (\$13,894) among channels, indicating superior cost-efficiency for engagement. To optimize, conduct a deeper analysis into platform-specific conversion rates beyond CTR to identify true ROI, and consider incrementally reallocating budget towards Google Ads and Facebook Ads to capitalize on their strong initial engagement performance.

Metric	Value
Total Campaigns	1
Total Spend	\$42,098.07
Total Impressions	4,759,985
Total Clicks	69,643
Overall CTR	1.46%
Overall CPM	\$8.84
Overall CPC	\$0.60

## Platform Performance Comparison

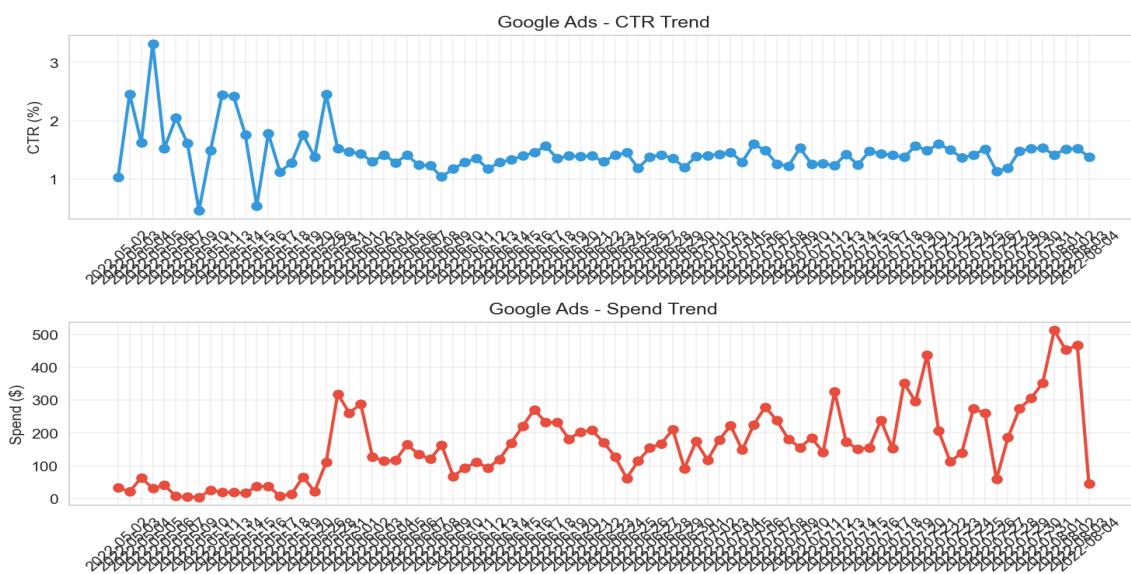


# Platform-Level Analysis

## Platform: Google Ads

Metric	Value
Total Impressions	1,634,675
Total Clicks	23,948
Total Spend	\$13,894.28
Average CTR	1.39%
Average CPM	\$6.83
Average CPC	\$0.52
Campaigns Count	1

This Google Ads campaign shows an efficient Average CPC of \$0.52, but its Average CTR of 1.39% falls slightly below the typical platform benchmark of 1.5-3%, indicating an opportunity to improve ad relevance and engagement. To enhance performance, A/B test various ad creatives and copy variations to resonate more strongly with the target audience, aiming to drive a higher CTR.

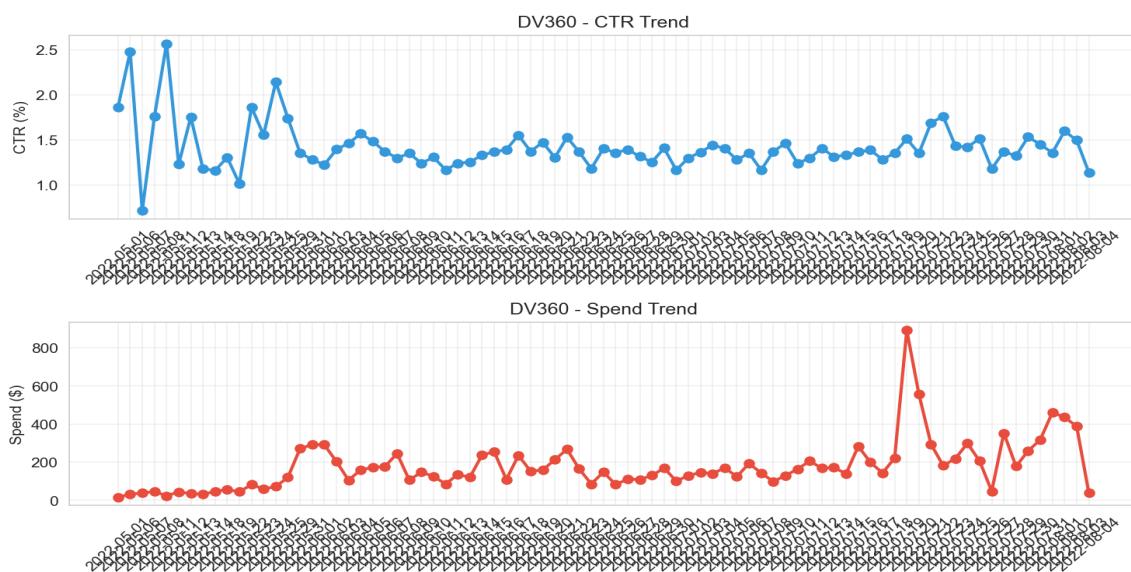


## Platform: DV360

Metric	Value
Total Impressions	1,558,641
Total Clicks	22,589
Total Spend	\$14,211.97

Average CTR	1.37%
Average CPM	\$7.09
Average CPC	\$0.53
Campaigns Count	1

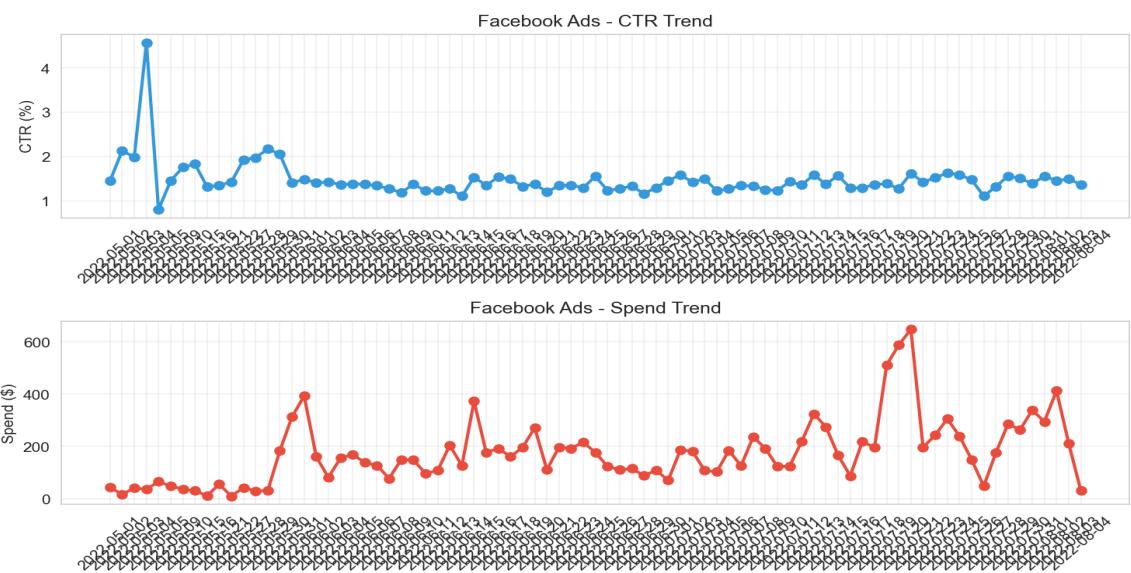
This DV360 campaign's performance needs improvement, as the Average CTR of 1.37% falls below the typical industry range of 1.5-3% for the platform. To enhance engagement and efficiency, a specific optimization would be to A/B test new ad creatives with more compelling visuals and stronger calls-to-action to better resonate with the target audience.



## Platform: Facebook Ads

Metric	Value
Total Impressions	1,566,669
Total Clicks	23,106
Total Spend	\$13,991.81
Average CTR	1.39%
Average CPM	\$7.03
Average CPC	\$0.53
Campaigns Count	1

This Facebook Ads campaign, while demonstrating efficient media buying with a \$7.03 CPM and \$0.53 CPC, shows a CTR of 1.39% which is below the typical 1.5-3% industry standard for the platform. This indicates a need for improvement in ad relevance and audience engagement. To optimize, prioritize A/B testing new ad creatives and headlines to identify more compelling combinations that drive a higher click-through rate.

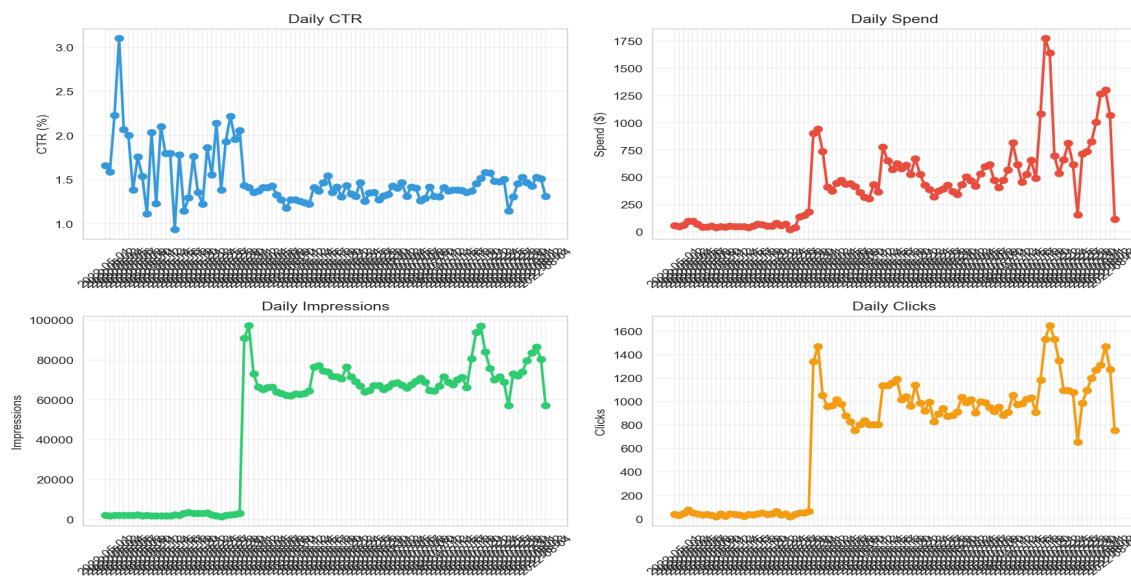


# Campaign Analysis: 2766

Metric	Value
Total Impressions	4,759,985
Total Clicks	69,643
Total Spend	\$42,098.07
Average CTR	1.38%
Average CPM	\$6.98
Average CPC	\$0.53
Days Running	96
Budget	\$800.00
Platforms	Google Ads, DV360, Facebook Ads
Channels	Social, Mobile, Display, Search, Video

This campaign delivered strong engagement with a good CTR of 1.38% and an excellent CPC of \$0.53, efficiently generating nearly 70,000 clicks. However, it catastrophically overspent its \$800 budget by over 5000%, indicating a critical financial control failure. To improve future results, immediately implement strict budget caps and automated spend alerts to prevent uncontrolled expenditure.

## Performance Trends

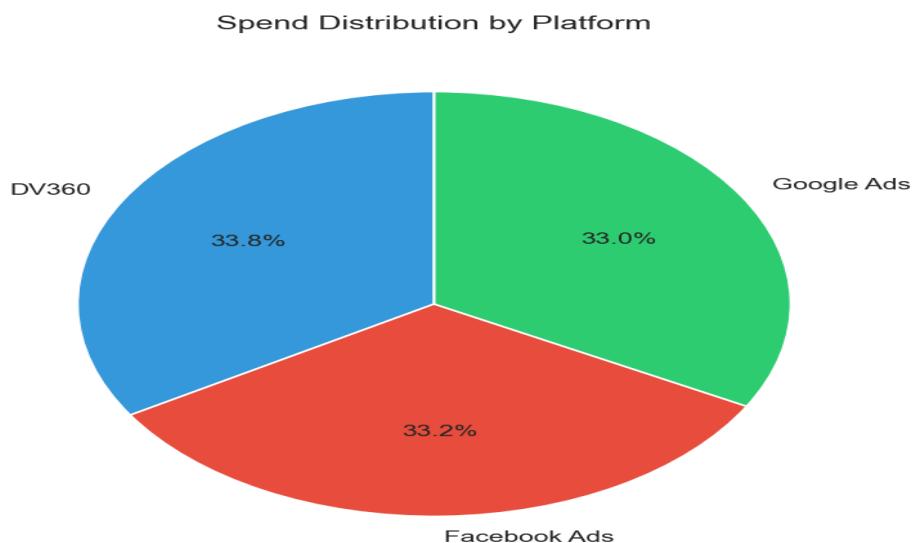


## Channel Performance

Channel	Impressions	Clicks	CTR	Spend
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Mobile	969,834	14,315	1.40%	\$9,258.03
Search	999,089	14,672	1.38%	\$9,046.88
Video	941,548	13,735	1.36%	\$8,363.13
Social	942,015	13,662	1.37%	\$8,029.29
Display	907,499	13,259	1.40%	\$7,400.74

## Platform Distribution



## Cross-Cutting Insights

### Top Performing Channels

Channel	Impressions	Clicks	CTR	Spend
Mobile	969,834	14,315	1.40%	\$9,258.03
Search	999,089	14,672	1.38%	\$9,046.88
Video	941,548	13,735	1.36%	\$8,363.13
Social	942,015	13,662	1.37%	\$8,029.29
Display	907,499	13,259	1.40%	\$7,400.74

### Top Performing Keywords

Keyword	Impressions	Clicks	CTR
fall jewelry	51,689	914	1.59%
office jewelry	36,597	626	1.57%

dazzling jewelry	41,042	682	1.57%
unique jewelry	43,381	681	1.50%
religious jewelry	44,197	701	1.49%
festival jewelry	37,084	562	1.49%
victorian jewelry	37,595	577	1.49%
glamorous jewelry	33,471	524	1.49%
sophisticated jewelry	45,265	748	1.49%
gemstone jewelry	37,183	603	1.48%