

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.

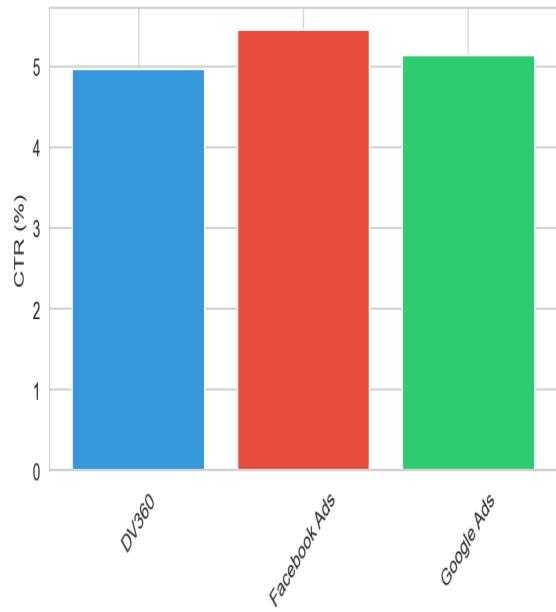
Platform Performance: Facebook Ads delivered the highest CTR at 5.46%, demonstrating superior audience targeting and creative effectiveness. In contrast, DV360 showed a lower CTR of 4.97%, suggesting optimization opportunities in targeting or creative strategy.

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.

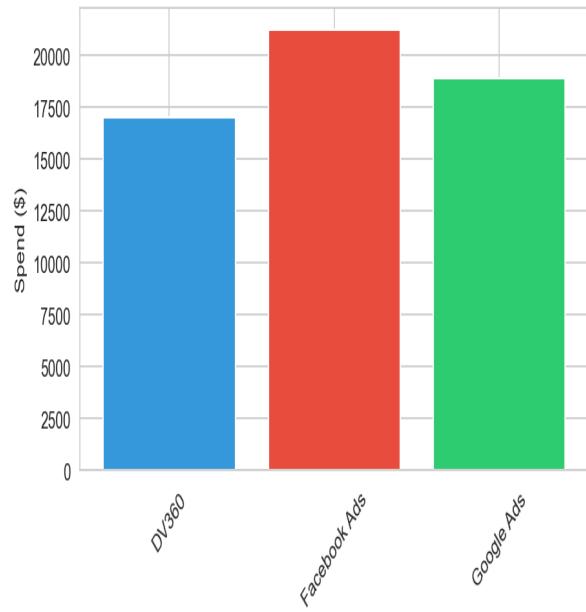
Metric	Value
Total Campaigns	1
Total Spend	\$57,153.41
Total Impressions	4,997,447
Total Clicks	352,415
Overall CTR	7.05%
Overall CPM	\$11.44
Overall CPC	\$0.16

Platform Performance Comparison

CTR by Platform



Spend by Platform



Platform-Level Analysis

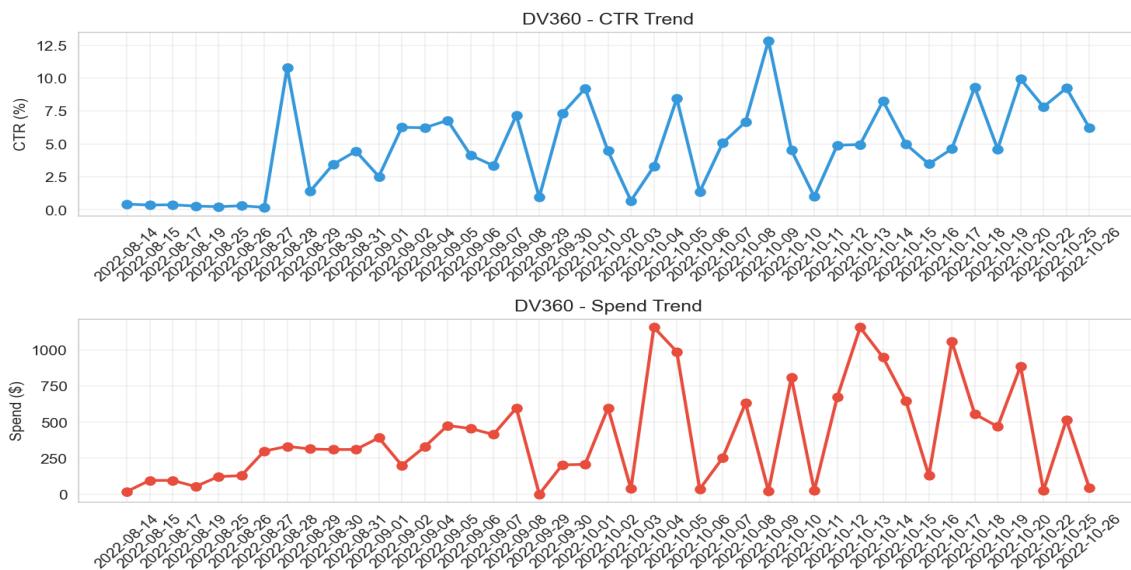
Platform: DV360

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

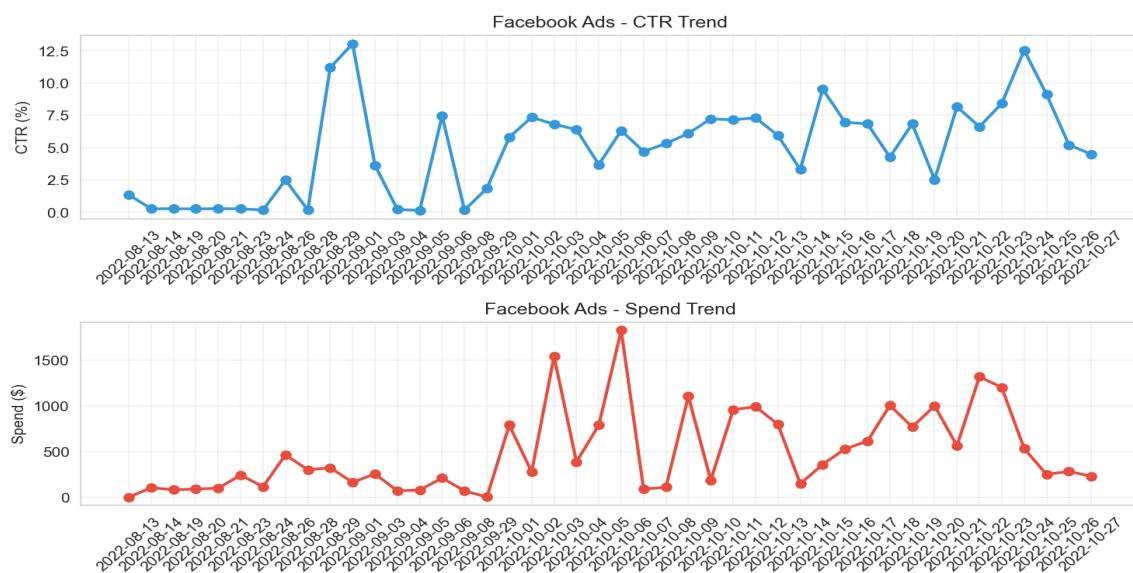
Metric	Value

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

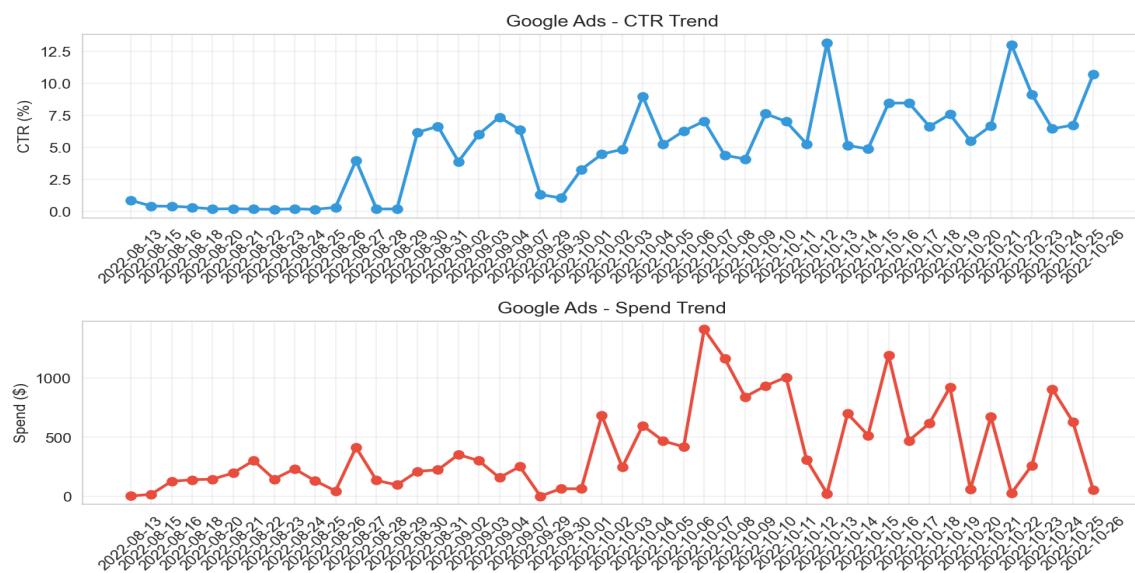
Metric	Value
Total Impressions	1,586,734
Total Clicks	108,705
Total Spend	\$18,881.99
Average CTR	5.15%
Average CPM	\$11.44
Average CPC	\$1.29

Campaigns Count	1
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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

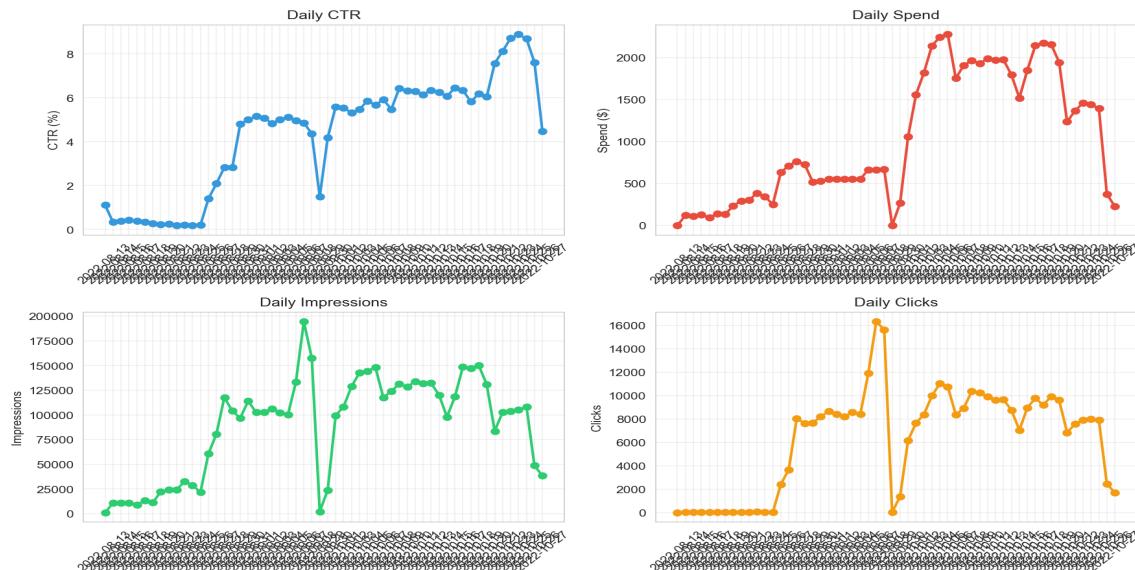
Campaign 3050 Performance:

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

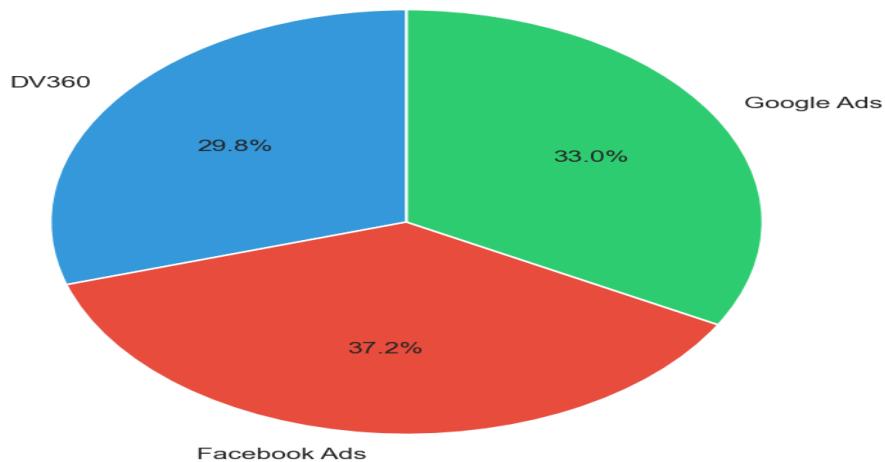


Channel Performance

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

Spend Distribution by Platform



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%