Client Marketing Report

Analysis for Ad A: Ad A has had a strong performance, with 1000 impressions leading to 92 clicks and 12 conversions. This resulted in a revenue of $2,400 from a cost of $1,200, indicating a positive return on investment. The high click-through rate suggests that the ad is resonating well with the target audience, and the conversions demonstrate that the ad is effectively driving desired actions. Moving forward, the marketing team should continue to monitor and optimize the ad to capitalize on its success and potentially scale the campaign for even greater results.

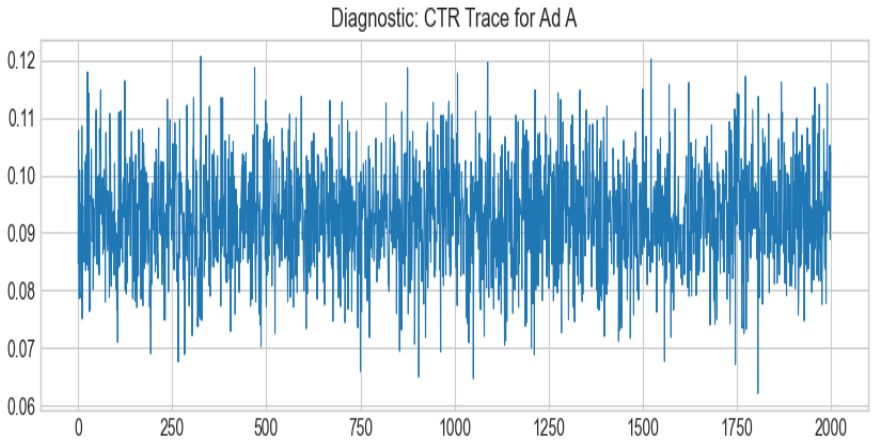
Analysis for Ad B: Ad B has shown promising performance with a total of 1050 impressions, 78 clicks, and 9 conversions. Despite a cost of $1,500.00, the ad has generated a revenue of $1,800.00, resulting in a positive return on investment. This indicates that the ad is effectively engaging and converting users, making it a successful campaign for the marketing team. Moving forward, it would be beneficial to continue optimizing and scaling Ad B to further maximize its impact and drive even higher returns.

Overall Performance Summary

ad_name	impressions	clicks	conversions	cost	revenue
Ad A	1000	92	12	1200.0	2400.0
Ad B	1050	78	9	1500.0	1800.0

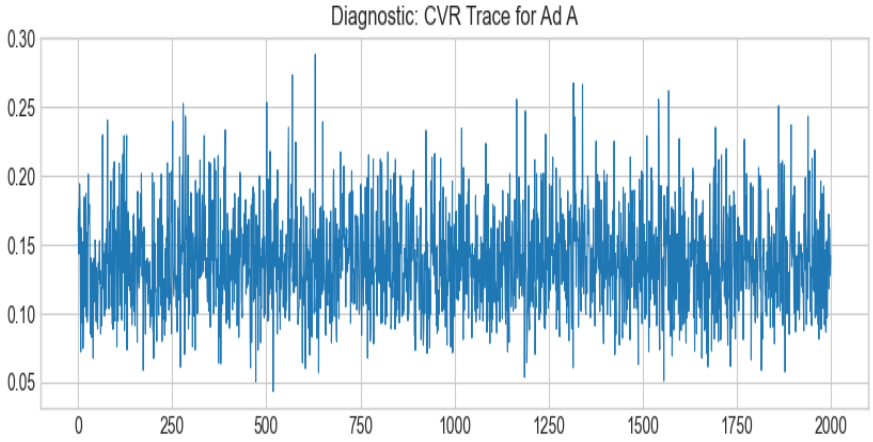
Appendix – Model Diagnostics

Sampling Trace - CTR Model (Ad A)



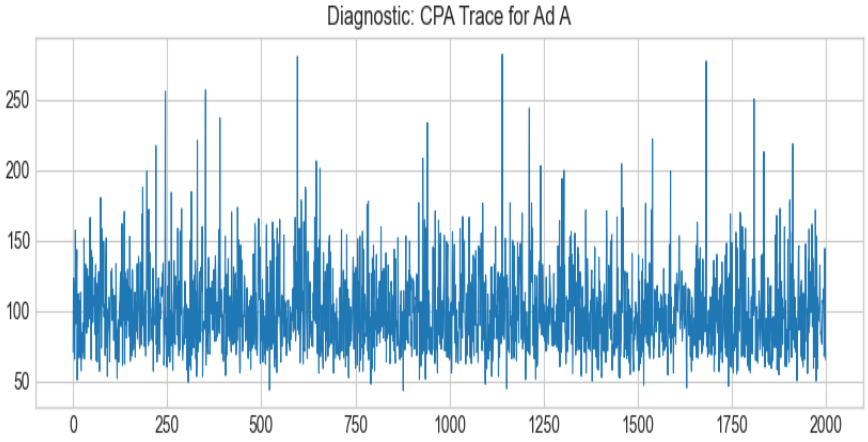
The trace plot shows a stationary, well-mixed series of samples from the posterior, indicating model convergence.

Sampling Trace - CVR Model (Ad A)



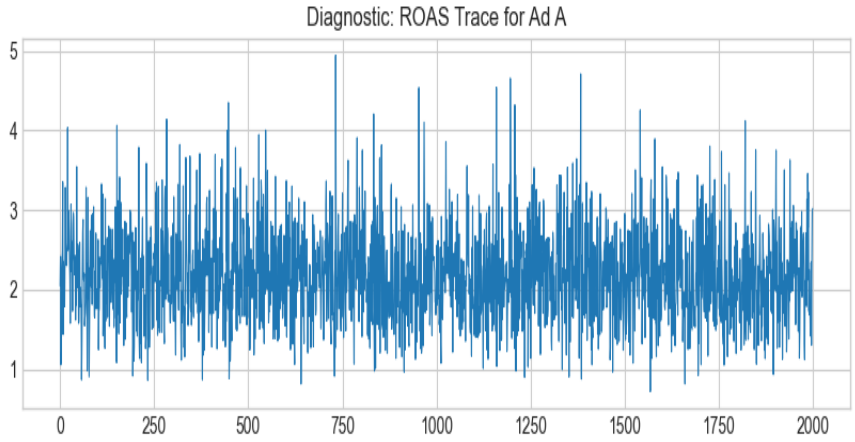
The trace plot for CVR appears stationary, suggesting the sampling process converged correctly.

Sampling Trace - CPA Model (Ad A)



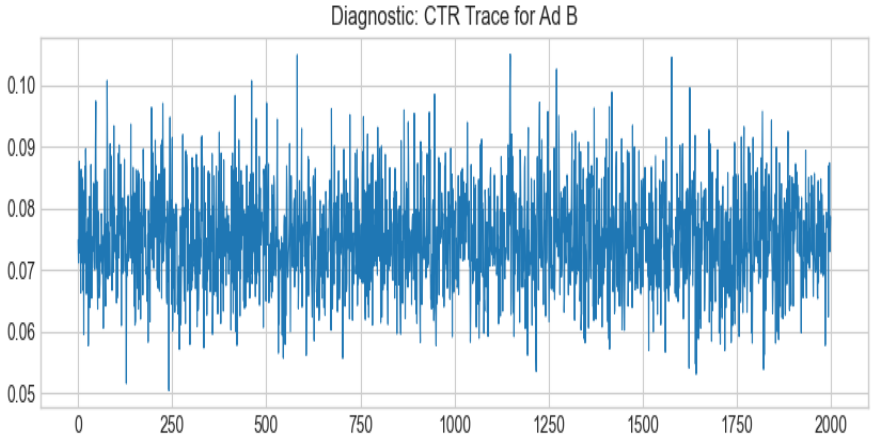
The CPA model's trace plot (from an Inverse-Gamma) is stable, indicating reliable posterior samples.

Sampling Trace - ROAS Model (Ad A)



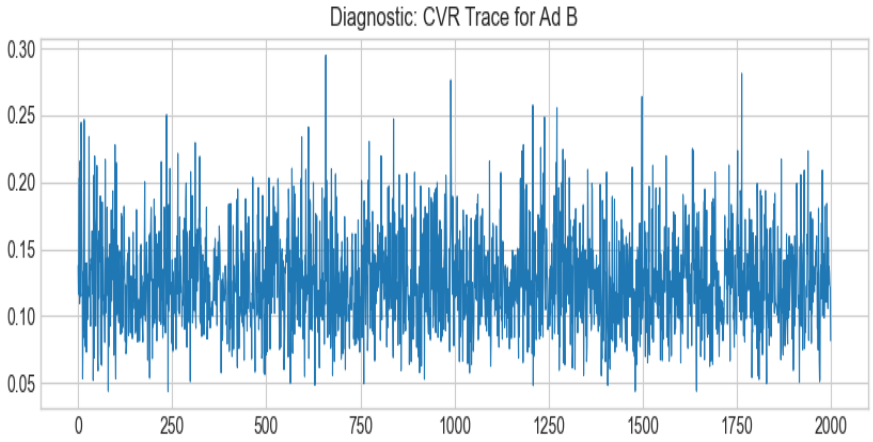
The ROAS model's trace plot (from a Gamma distribution) shows good convergence.

Sampling Trace - CTR Model (Ad B)



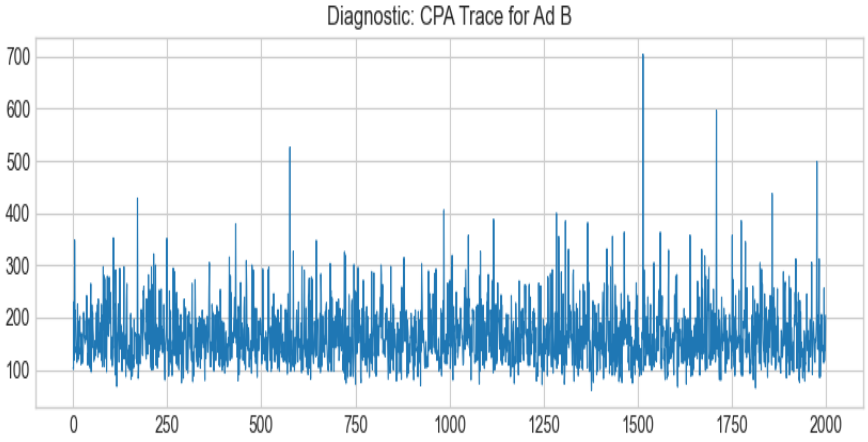
The trace plot shows a stationary, well-mixed series of samples from the posterior, indicating model convergence.

Sampling Trace - CVR Model (Ad B)



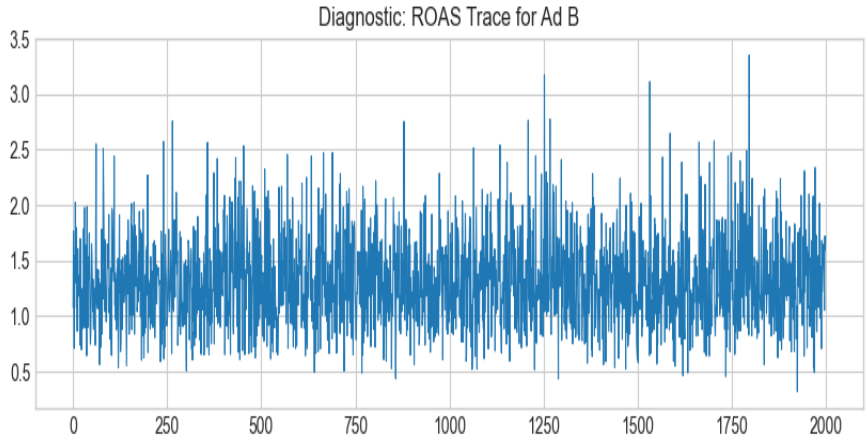
The trace plot for CVR appears stationary, suggesting the sampling process converged correctly.

Sampling Trace - CPA Model (Ad B)



The CPA model's trace plot (from an Inverse-Gamma) is stable, indicating reliable posterior samples.

Sampling Trace - ROAS Model (Ad B)



The ROAS model's trace plot (from a Gamma distribution) shows good convergence.