

Ad Performance

Performance Analytics Report

2025-11-01 to 2025-11-14

TOTAL REVENUE

\$382,250

RETURN ON INVESTMENT

97.0%

ANOMALIES DETECTED

7

Key Performance Indicators

IMPRESSIONS 10,203,000 Total ad views	CLICKS 306,090 CTR: 3.00%	CONVERSIONS 15,290 Completed actions
REVENUE \$382,250 Total earnings	AD SPEND \$194,070 Investment	ROI 97.0% Return on investment

KEY INSIGHT

Top performer: Tech_Gadgets generated \$98,875 revenue with 80% ROI

Executive Summary

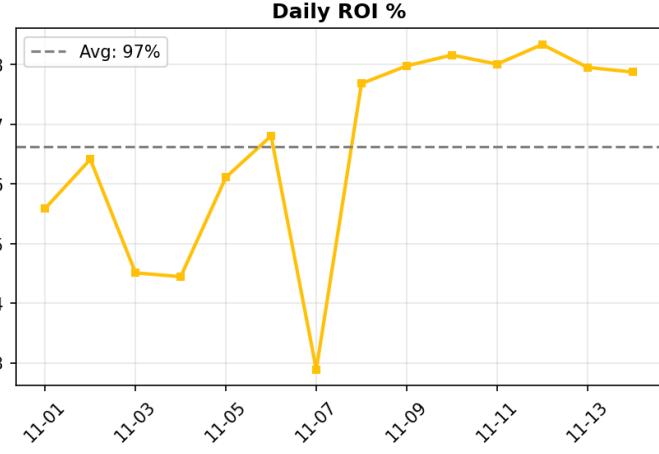
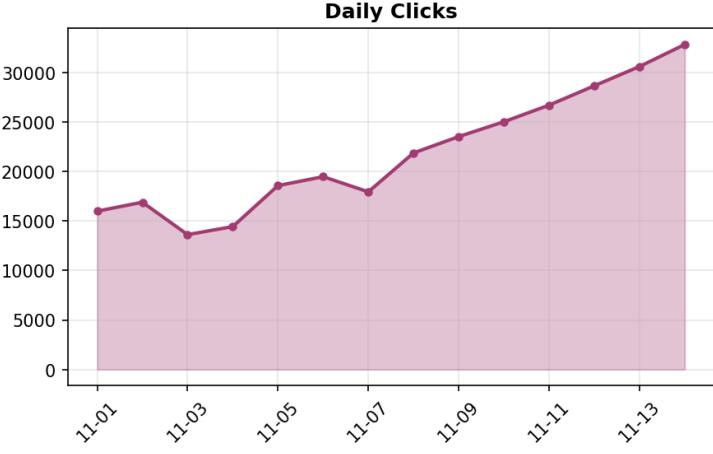
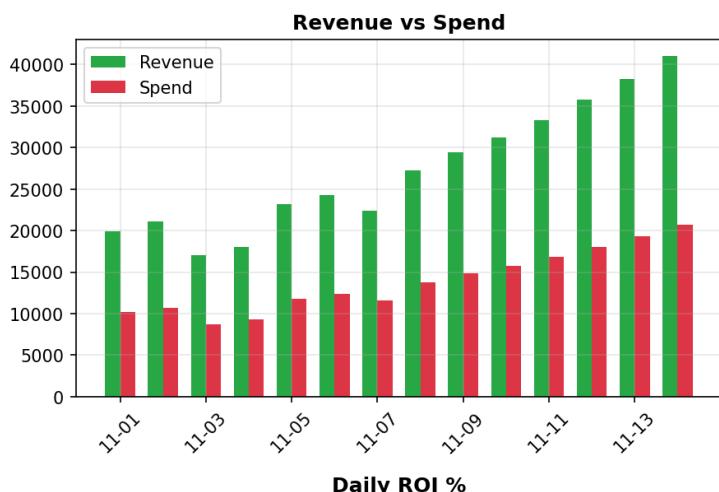
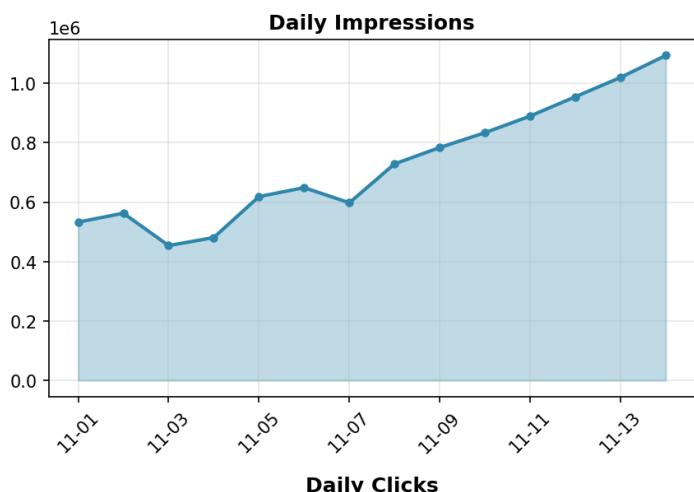
During the analysis period from November 1 to November 14, 2025, the campaign generated impressive performance metrics, with a total of 10,203,000 impressions leading to 306,090 clicks and 15,290 conversions. Total revenue reached \$382,250 against a spend of \$194,070, yielding a robust ROI of 97.0%. The key campaigns contributing to this success included Tech_Gadgets (\$98,875), Holiday_Promo (\$88,075), and Black_Friday_Sale (\$86,025). Additionally, we identified seven anomalies that may require further investigation to optimize future campaign performance. These insights suggest effective targeting and execution strategies, emphasizing the importance of continued investment in top-performing segments.

ANOMALIES DETECTED (7)

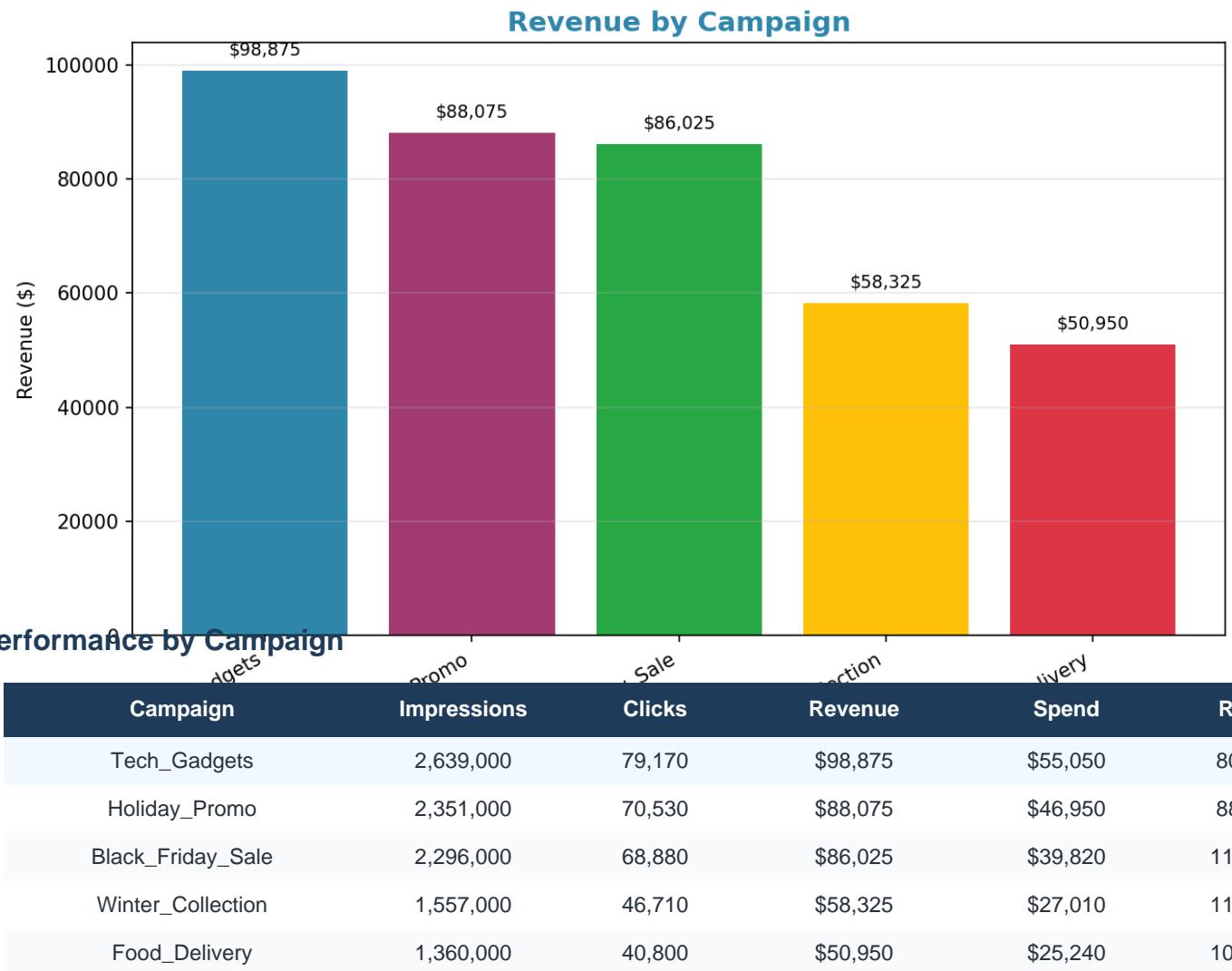
- * Tech_Gadgets - unusual metrics on 2025-11-03
- * Tech_Gadgets - unusual metrics on 2025-11-04
- * Winter_Collection - unusual metrics on 2025-11-07
- * Tech_Gadgets - unusual metrics on 2025-11-12

Performance Dashboard

Performance Dashboard



Campaign Performance



Strategic Recommendations

AI-powered insights to optimize your campaigns

1

Increase budget allocation for Tech_Gadgets to maximize ROI.

2

Analyze anomalies to identify and mitigate potential issues.

3

Focus on optimizing the Holiday_Promo for higher conversion rates.

4

Evaluate channels for better audience targeting and engagement.

These recommendations are generated by AI based on your data patterns. Review and adapt them to your specific business context.