Unstructured Test

Performance Analytics Report

2024-01-01 to 2024-01-10

TOTAL REVENUE

$15,500

RETURN ON INVESTMENT

193.6%

ANOMALIES DETECTED

1

Key Performance Indicators

IMPRESSIONS

517,000

Total ad views

CLICKS

13,500

CTR: 2.61%

CONVERSIONS

530

Completed actions

REVENUE

$15,500

Total earnings

AD SPEND

$5,280

Investment

ROI

193.6%

Return on investment

KEY INSIGHT

Top performer: Spring Launch generated $4,700 revenue with 197% ROI

Executive Summary

In the period from January 1 to January 10, 2024, we observed robust campaign performance with 517,000 impressions and 13,500 clicks, translating into 530 conversions and generating revenue of $15,500. The total campaign spend was $5,280, leading to a remarkable ROI of 193.6%. Notably, the Spring Launch campaign was the highest spender at $4,700, contributing significantly to overall performance. The data also highlights an anomaly that warrants further investigation. Continuous monitoring and strategic adjustments, particularly for lower-performing campaigns like Flash Deals and VIP Members, could enhance future results and maximize profitability.
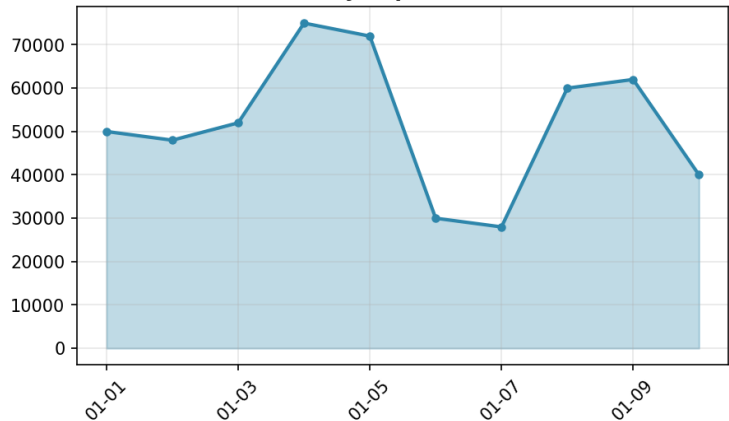
ANOMALIES DETECTED (1)
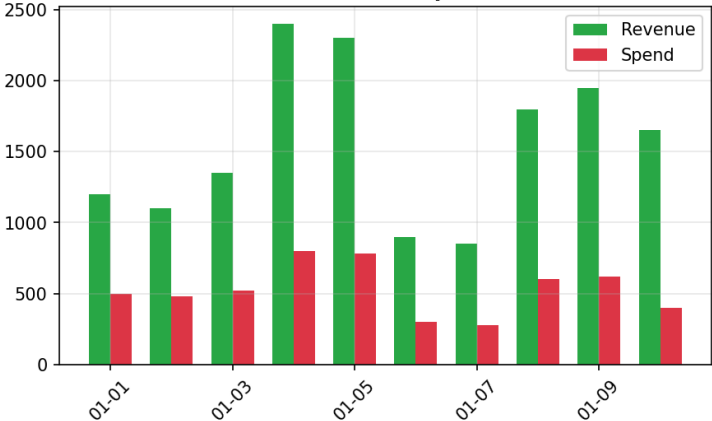
* Spring Launch - unusual metrics on 2024-01-04
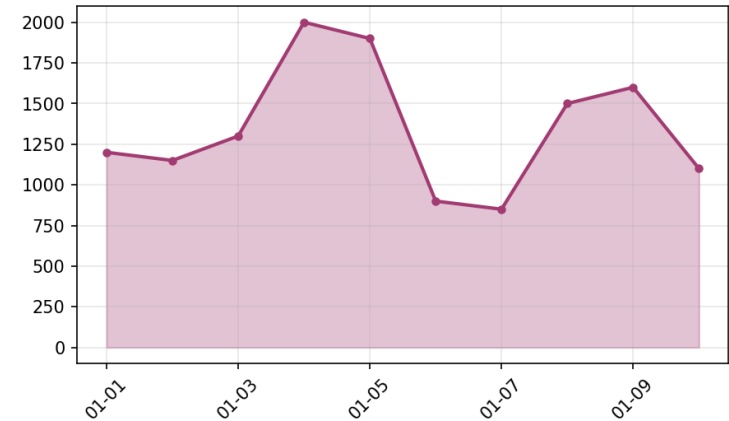
Performance Dashboard
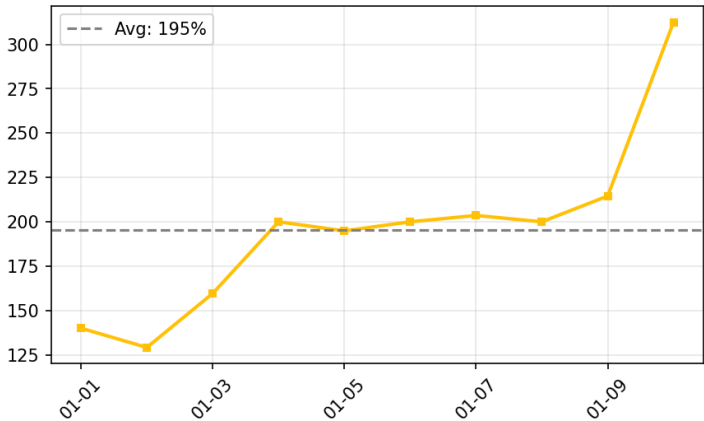
Campaign Performance

Revenue by Campaign
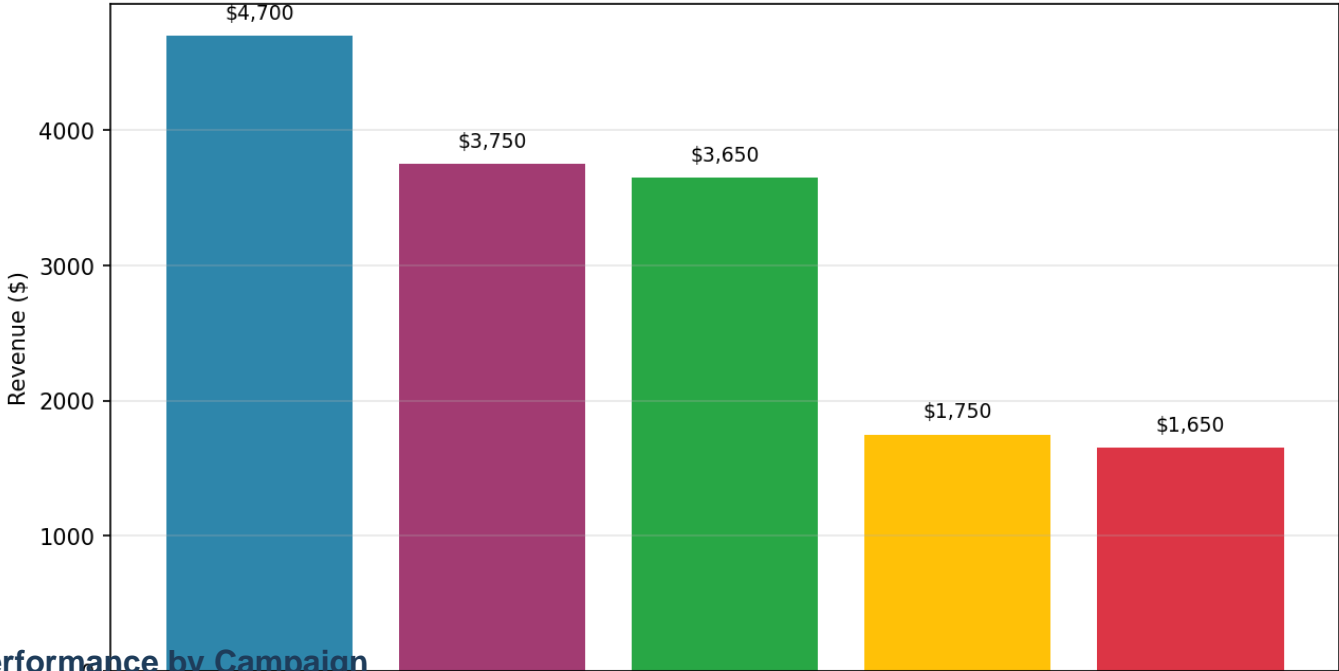
Performance by Campaign

Campaign	Impressions	Clicks	Revenue	Spend	ROI
Spring Launch	147,000	3,900	$4,700	$1,580	197%
Summer Preview	122,000	3,100	$3,750	$1,220	207%
Winter Sale	150,000	3,650	$3,650	$1,500	143%
Flash Deals	58,000	1,750	$1,750	$580	202%
VIP Members	40,000	1,100	$1,650	$400	312%

Strategic Recommendations

AI-powered insights to optimize your campaigns

| 1 | Optimize ad spend on top-performing campaigns for better ROI. |

| 2 | Identify and address the anomaly to avoid future disruptions. |

| 3 | Enhance targeting strategies to increase clicks and conversions. |

| 4 | Test new creatives to drive higher engagement and improve performance. |

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