

Ad Performance

Performance Analytics Report

2025-11-01 to 2025-11-14

TOTAL REVENUE

\$382,250

RETURN ON INVESTMENT

97.0%

ANOMALIES DETECTED

7

Generated: December 03, 2025 at 13:07

Powered by TrendSpotter AI Analytics

Key Performance Indicators

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

KEY INSIGHT

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

Executive Summary

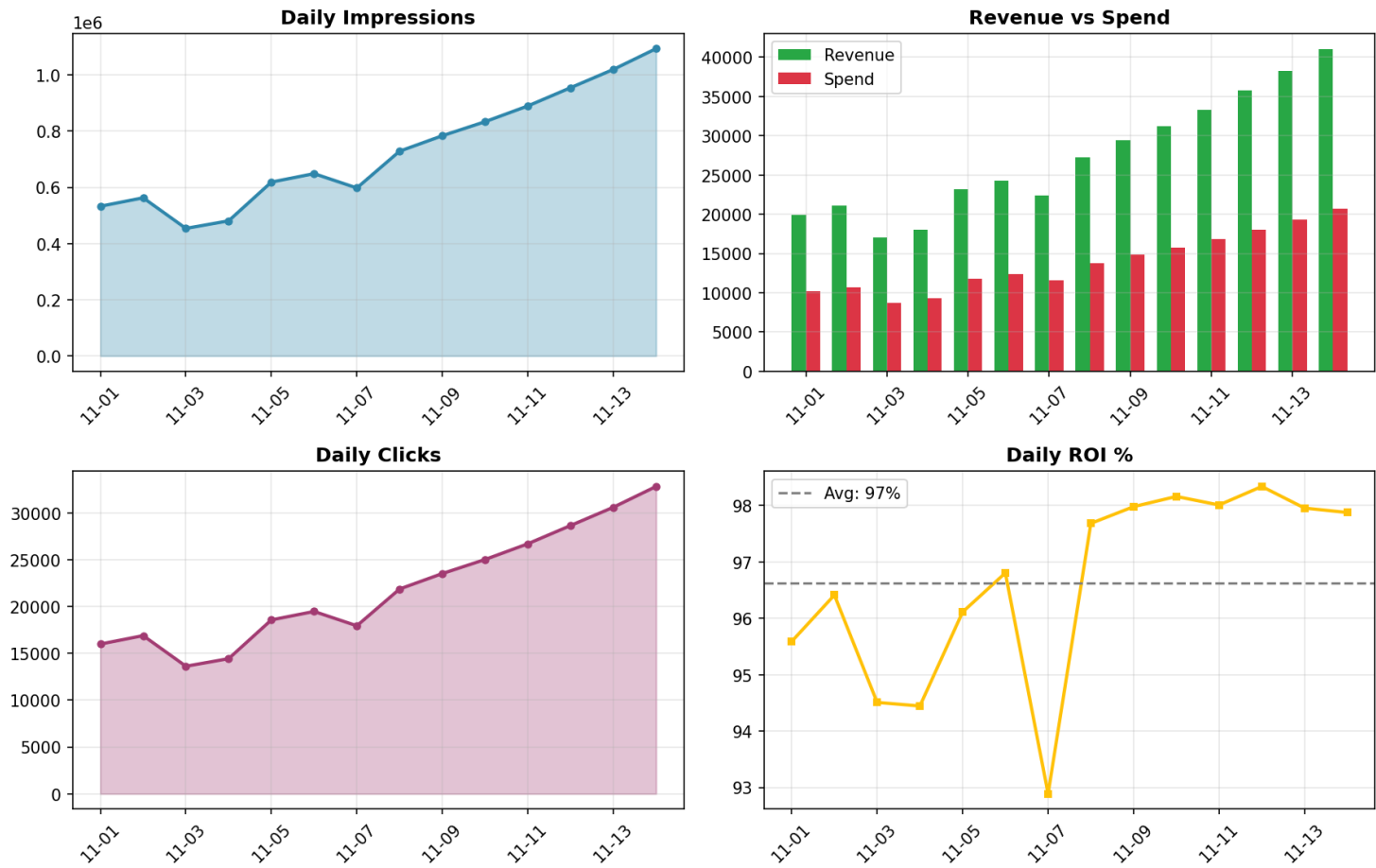
During the analysis period from November 1 to November 14, 2025, the campaign generated impressive performance metrics, with a total of 10,203,000 impressions leading to 306,090 clicks and 15,290 conversions. Total revenue reached \$382,250 against a spend of \$194,070, yielding a robust ROI of 97.0%. 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

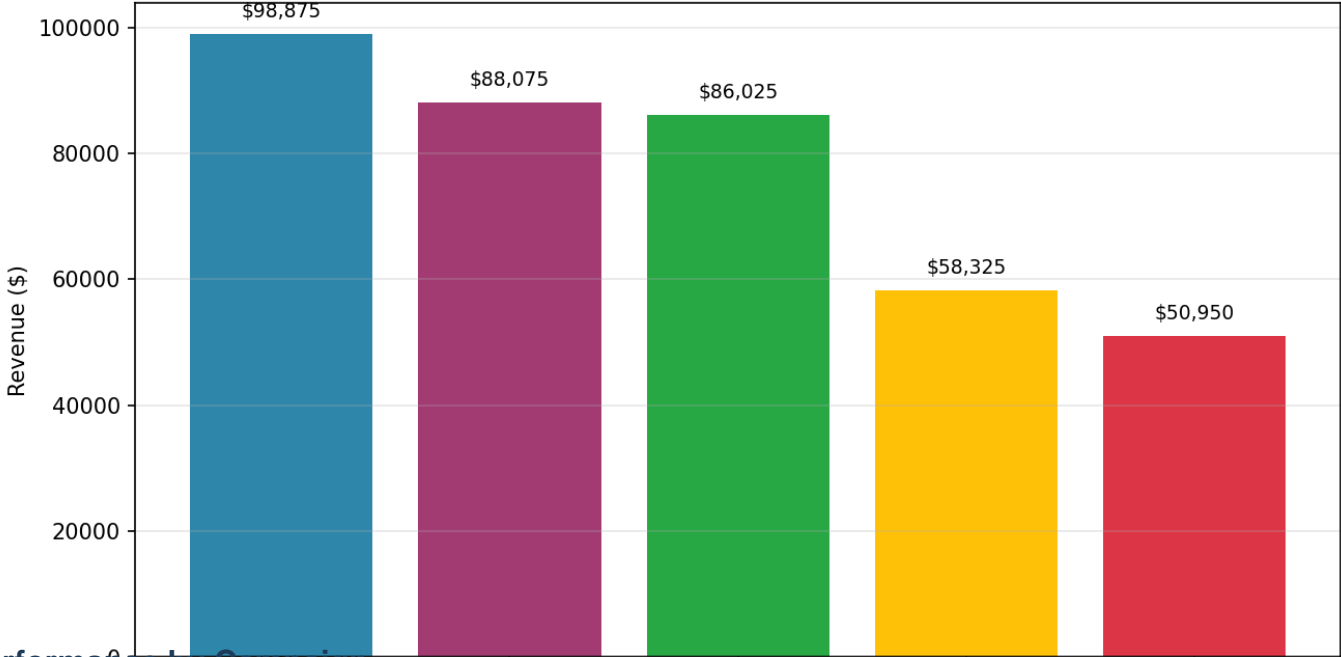
Performance Dashboard

Performance Dashboard



Campaign Performance

Revenue by Campaign



Performance by Campaign

Campaign	Impressions	Clicks	Revenue	Spend	ROI
Tech_Gadgets	2,639,000	79,170	\$98,875	\$55,050	80%
Holiday_Promo	2,351,000	70,530	\$88,075	\$46,950	88%
Black_Friday_Sale	2,296,000	68,880	\$86,025	\$39,820	116%
Winter_Collection	1,557,000	46,710	\$58,325	\$27,010	116%
Food_Delivery	1,360,000	40,800	\$50,950	\$25,240	102%

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.