

# Weekly Performance Report

2025-11-01 to 2025-11-14

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## KEY METRICS

IMPRESSIONS <b>10,203,000</b>	CLICKS <b>306,090</b>	CONVERSIONS <b>15,290</b>
REVENUE <b>\$382,250</b>	SPEND <b>\$194,070</b>	ROI <b>97.0%</b>

## EXECUTIVE SUMMARY (AI-Generated)

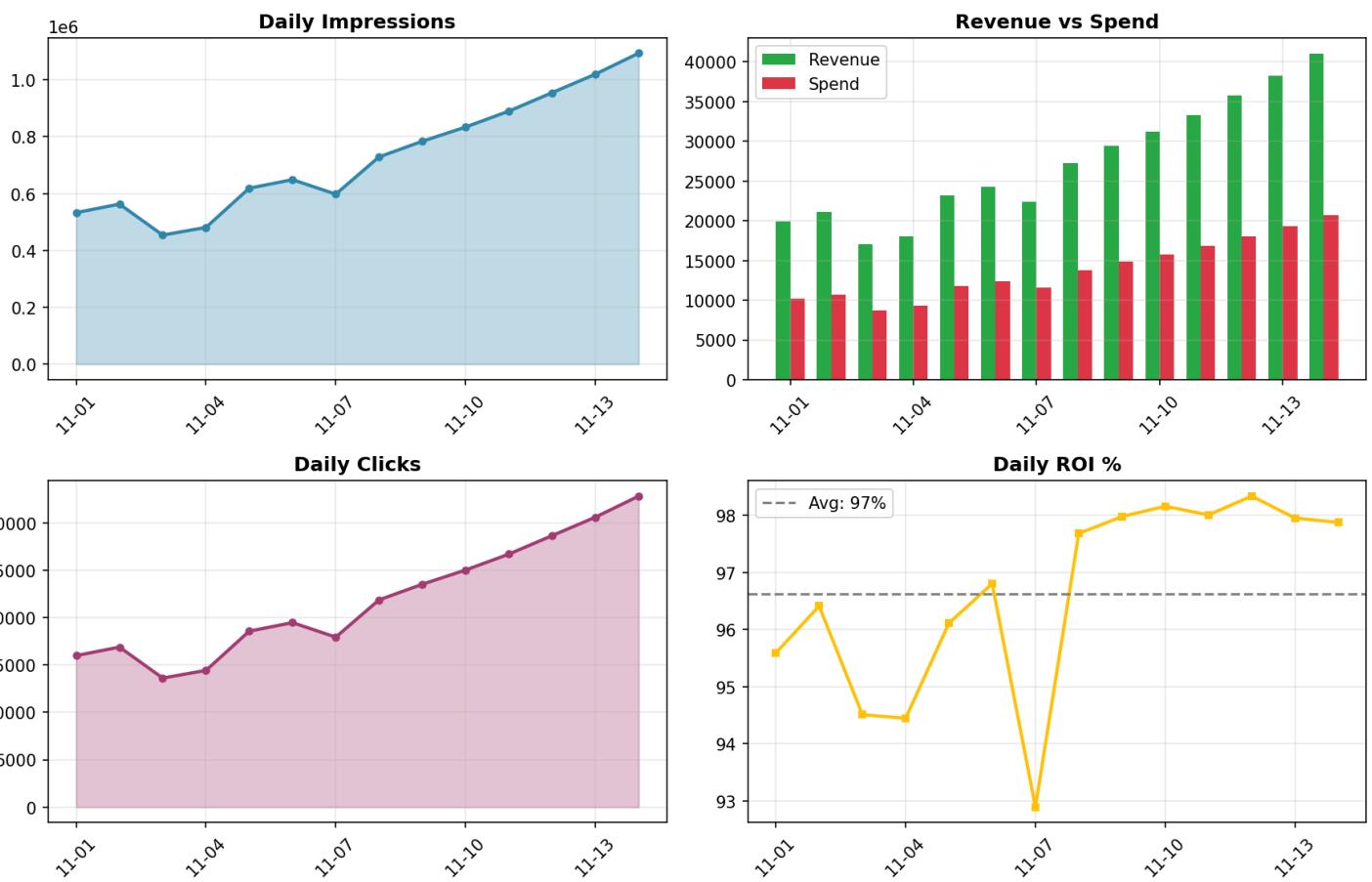
From November 1 to November 14, 2025, the AdTech campaigns achieved impressive performance metrics, generating over 10 million impressions and 306,090 clicks, resulting in 15,290 conversions and \$382,250 in revenue. The total ad spend was \$194,070, yielding a remarkable ROI of 97%. The most financially successful campaigns included Tech\_Gadgets (\$98,875), Holiday\_Promo (\$88,075), and Black\_Friday\_Sale (\$86,025). While the overall results are strong, 7 recorded anomalies warrant further investigation to ensure sustained performance and identify any underlying issues. Continuous monitoring and optimization will be crucial to capitalize on momentum and improve future advertising strategies.

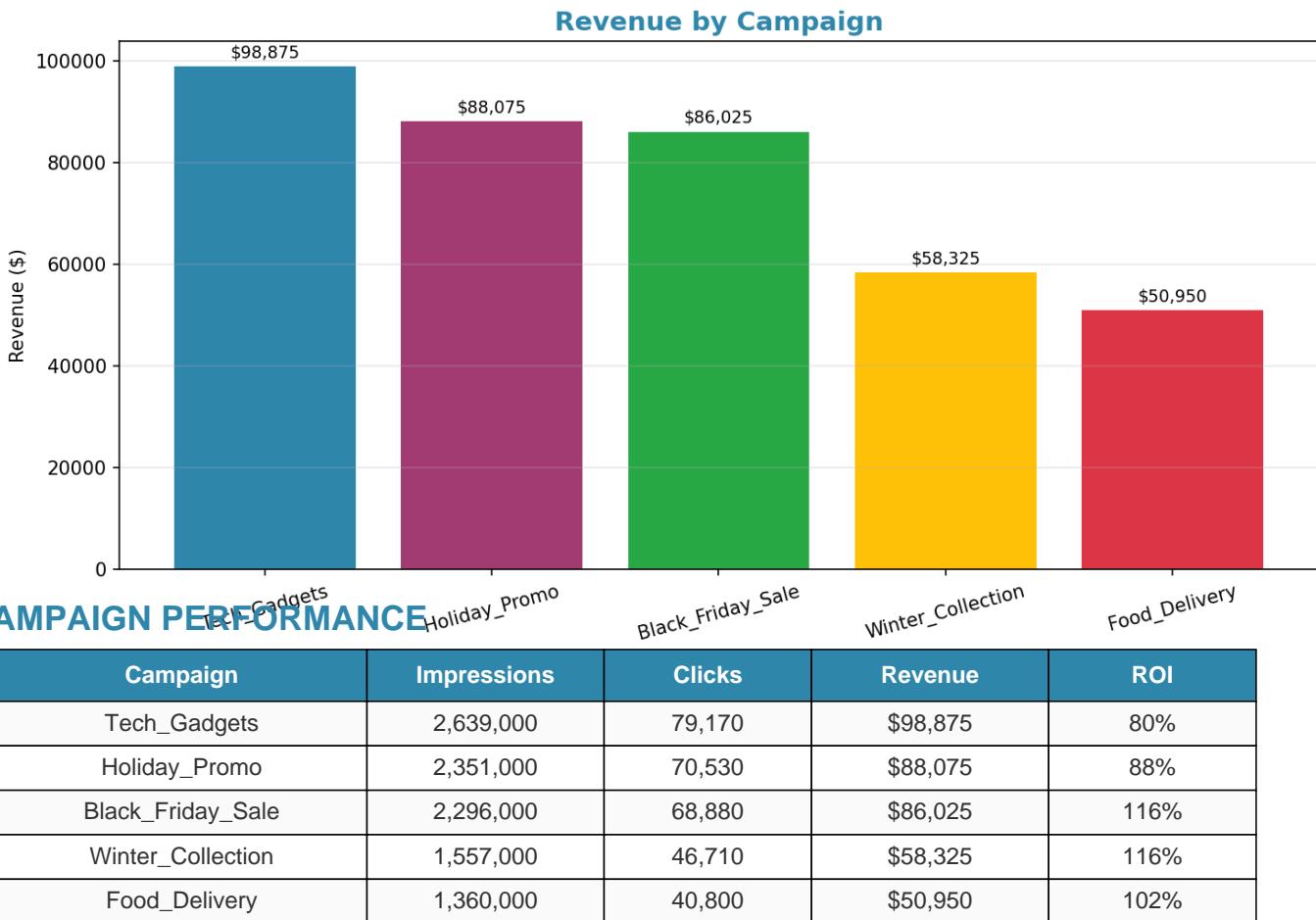
## ANOMALIES (7)

Tech_Gadgets - unusual metrics on 2025-11-03 (Miami)
Tech_Gadgets - unusual metrics on 2025-11-04 (Miami)
Winter_Collection - unusual metrics on 2025-11-07 (Chicago)
Tech_Gadgets - unusual metrics on 2025-11-12 (Miami)

## PERFORMANCE CHARTS

Performance Dashboard





## AI RECOMMENDATIONS

- > Continue to leverage high-performing campaigns like Tech\_Gadgets and Holiday\_Promo, while monitoring their performance over time.
- > Investigate the 7 identified anomalies to ensure they are not affecting the overall performance of the campaigns.
- > Explore increasing budget allocations for campaigns with the highest returns, such as Tech\_Gadgets and Holiday\_Promo.
- > Consider additional promotional initiatives for the Winter\_Collection and Food\_Delivery campaigns to drive more revenue.