

# Weekly Performance Report

2025-11-01 to 2025-11-14

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## KEY METRICS

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

## EXECUTIVE SUMMARY (AI-Generated)

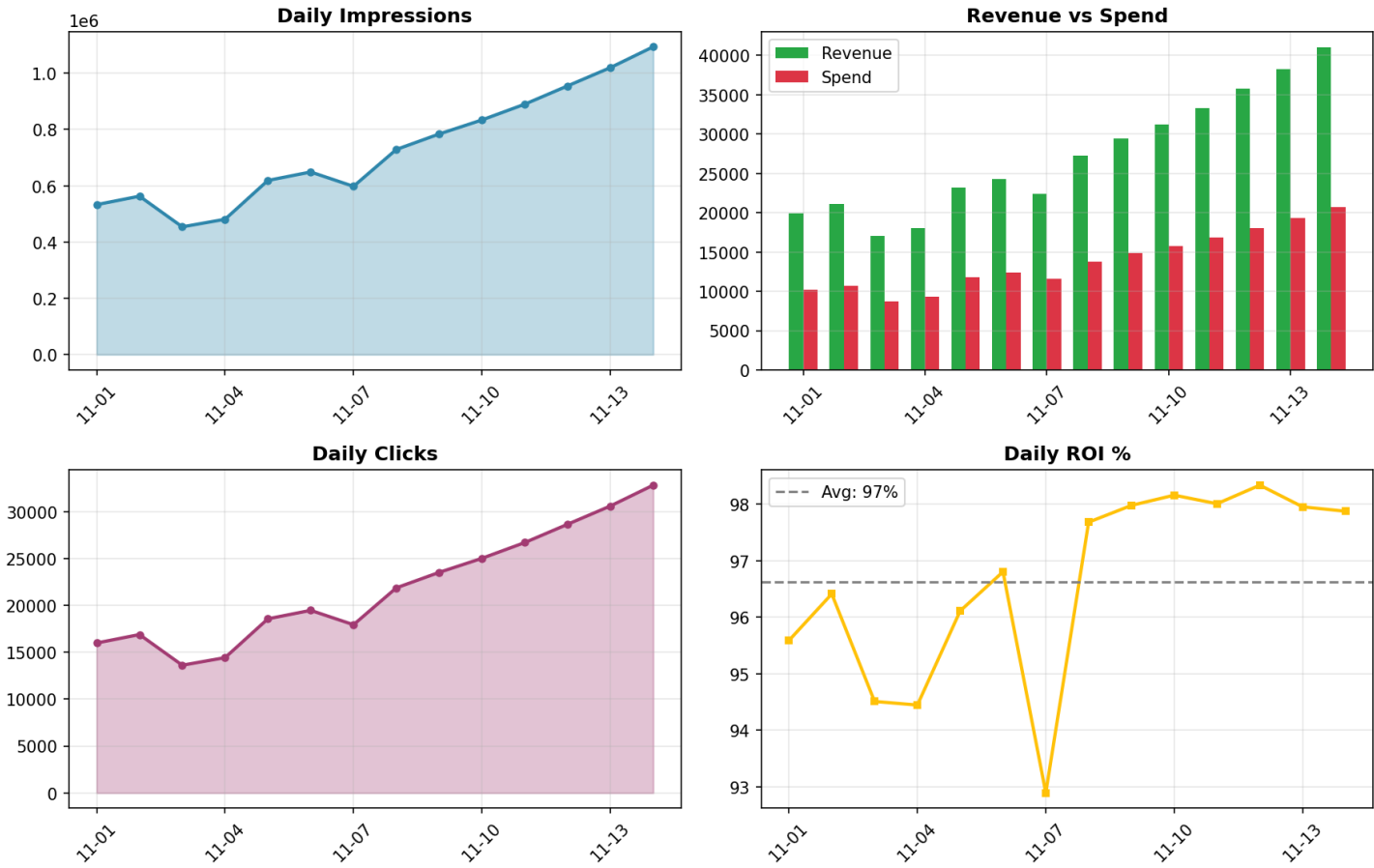
From November 1 to November 14, 2025, the AdTech campaigns achieved impressive performance metrics, generating over 10 million impressions and 306,090 clicks, resulting in 15,290 conversions and \$382,250 in revenue. The total ad spend was \$194,070, yielding a remarkable ROI of 97%. The most financially 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.

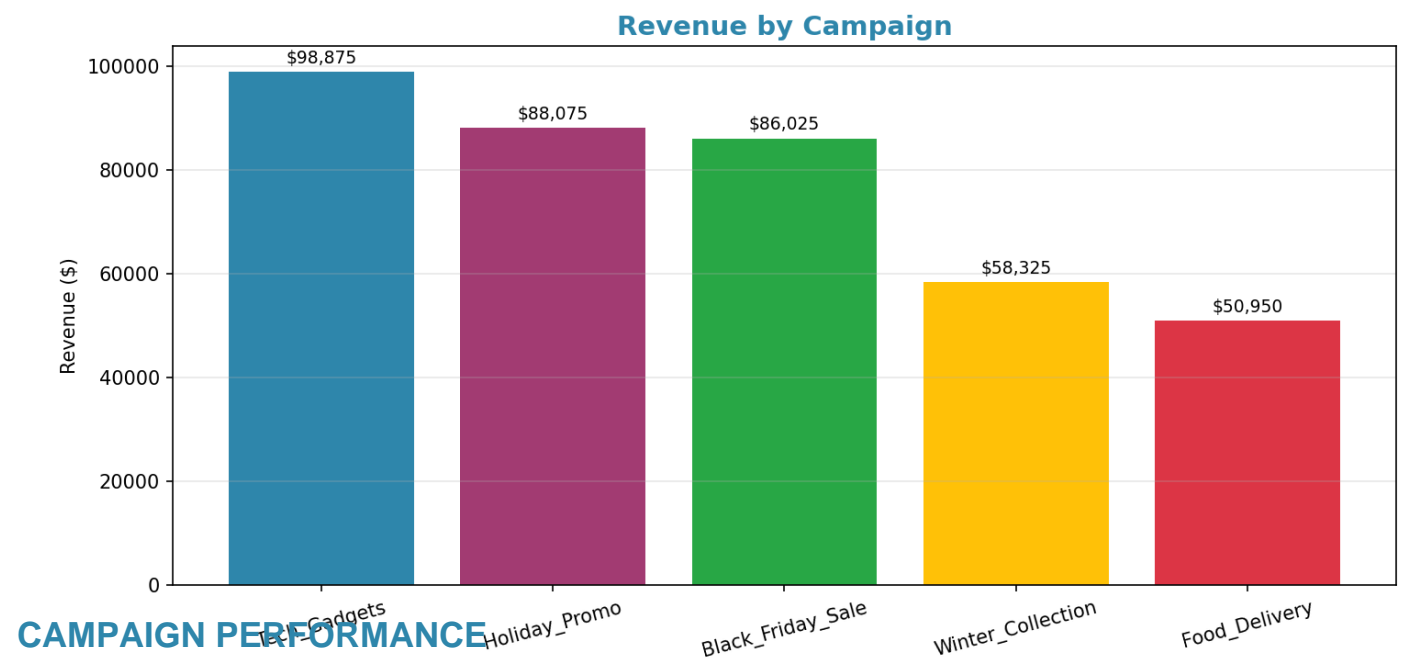
## ANOMALIES (7)

|   |
|---|
| 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





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

### AI RECOMMENDATIONS

- > Continue to leverage high-performing campaigns like Tech\_Gadgets and Holiday\_Promo, w
- > Investigate the 7 identified anomalies to ensure they are not affecting the overall p
- > Explore increasing budget allocations for campaigns with the highest returns, such as
- > Consider additional promotional initiatives for the Winter\_Collection and Food\_Delive