

ADMINISTRATIVE DASHBOARD | WEEKLY PERFORMANCE

Generated by AdPulse AI Engine

1. HIGH-LEVEL METRICS

| | | |
|--------------|-------------|---------------|
| TOTAL SPEND | CONVERSIONS | AVG CPA |
| \$264,530.50 | 66,241 | \$3.99 |
| GLOBAL CTR | AVG CPC | BEST PLATFORM |
| 3.81% | \$0.36 | Email |

TOP CAMPAIGN (WINNER): Dance_Challenge_Trend

2. AI STRATEGIC NARRATIVE

****Executive Summary: Weekly Marketing Performance****

This week's marketing performance demonstrates strong efficiency and significant conversion volume. We achieved an impressive 66,241 total conversions on a total spend of \$264,530.50, resulting in a highly competitive Average CPA of \$3.99. Our Global CTR stood at 3.81%, supported by an efficient Average CPC of \$0.36, indicating effective audience engagement and cost management across our campaigns.

The "Dance_Challenge_Trend" campaign emerged as our top performer, likely driving substantial engagement and contributing significantly to the high conversion volume and efficient cost metrics. This success was further amplified by Email, which continued to be our highest performing platform, demonstrating its critical role in effectively reaching and converting our audience.

To further optimize our performance and lower the Average CPA next week, we recommend a deeper analysis into the specific strategies and audience segments that drove Email's exceptional success. By allocating additional resources or refining our approach based on these insights?such as expanding successful email flows or A/B testing high-performing elements?we can enhance conversion rates and reduce acquisition costs even further.