

■ Weekly Performance Report

Executive Summary

Okay, here's an executive summary, key insights, and recommended actions based on the provided data:

****Executive Summary:****

The recent advertising campaign, comprised of 9 ad variations, generated 16,800 impressions and 935 clicks, resulting in a click-through rate (CTR) of 5.57%. This CTR indicates a moderate level of engagement with the ads. Geographically, the majority of clicks originated from the top three cities: Delhi, Mumbai, and Bangalore, highlighting their significance as key markets for our campaign. Optimizing the creative messaging for specific cities may increase engagement.

****Key Insights:****

- * **Moderate CTR:** The 5.57% CTR suggests there's room for improvement in ad relevance or targeting. A deeper analysis may be required to determine areas of optimization.
- * **Delhi Dominance:** Delhi is the leading city for clicks, suggesting stronger resonance with the ads in that region compared to Mumbai and Bangalore, by at least 20%.
- * **Concentrated Engagement:** The concentration of clicks in the top three cities emphasizes the importance of a location-based targeting strategy.

****Recommended Actions:****

- * **A/B Test Ad Creatives:** Develop and implement A/B tests for ad creatives, particularly targeting Delhi, Mumbai, and Bangalore, to improve CTR. Consider tailoring messaging to resonate with each city's unique demographics and interests.
- * **Refine Targeting:** Analyze user demographics and behavior in the top three cities to refine targeting parameters and reach a more relevant audience. Explore targeting options such as interests, demographics, and online behavior within these specific locations.

Key Metrics

Metric	Value
total_rows	9
impressions	16800
clicks	935
ctr	0.0557
top_cities	{'Delhi': 580, 'Mumbai': 485, 'Bangalore': 455}

Generated Charts

