

# Agentic FB Performance Report

Run: run\_ab4cfd11 | Generated: 2025-11-29T05:58:40.304022

## Executive Summary

Preliminary performance issues observed based on dataset.

## Top Hypotheses

- H1 [0.20] - CTR decline may be causing ROAS drop
- H2 [0.60] - Audience fatigue due to repetitive creatives
- H3 [0.60] - Spend shifted into low-performing adsets

## Top Simulated Creatives

- Men\_ComfortMax\_Launch | CTR~0.015 | New idea inspired by: Cooling mesh panels for workouts — men athletic briefs you
- Men Comfortmax Launch | CTR~0.015 | New idea inspired by: Breathable microfiber that moves with you — limited offer
- Men ComfortMax Launch | CTR~0.014 | New idea inspired by: Seamless confidence for every day — new men athletic brief
- Men ComfortMax Launch | CTR~0.014 | New idea inspired by: Seamless confidence for every day — new men boxers.
- Men ComfortMax Lunch | CTR~0.014 | New idea inspired by: No ride■up guarantee — best■selling men athletic briefs ba
- Men\_ComfortMax\_Launch | CTR~0.014 | New idea inspired by: Hot & comfy: men inner vests now 20% off — feel the differ

## Recommended Actions

1. A/B Test top creatives
2. Shift budget to high CVR placements
3. Pause low CTR creatives