

EXECUTIVE PERFORMANCE SUMMARY

Reporting Date: 2025-12-01

Total Spend: \$72.12

Total Sales: \$1,355.60

ROAS: 18.80x

ACOS: 5.32%

Operational Risk:

- 0 search terms wasting spend
- 0 terms inefficient
- 5 scalable winners

Strategic Actions:

1. Cut waste immediately (NEGATE list)
2. Reduce bids on inefficiencies
3. Increase exposure on winners
4. Promote profitable queries into exact match