

Date Range

1 Jan 2022 - 30 Jun 2022

Company Name

Company: Aura Align

(1)

Overall Performance

Provides a high-level snapshot of overall business performance across scale, cost, efficiency, and quality metrics.

Basic Metrics

Summarizes overall campaign scale and activity volume.

Total Impression

168,165,464

↑ 503.8%



Total Click

54,546,975

↑ 503.4%



Total Campaign

2,995

↑ 503.8%



Daily Performance

Tracks average daily performance to monitor short-term momentum and stability.

Daily Impression

929,091

↑ 3.4%



Daily Click

301,365

↑ 3.3%



Daily Acquisition Cost

127,585

↑ 3.8%



Spending Metrics

Highlights total and average acquisition costs to monitor spending levels and cost control.

Total Acquisition Cost

\$23,092,851

↑ 505.9%



Acquisition Cost | AVG

\$7,698

↑ 0.2%



Acquisition Cost | MED

\$7,662

↑ 1.2%



Efficiency Metrics

Measures how efficiently media spend converts into user actions.

Total Acquisition Cost

0.32

↓ -0.1%



Acquisition Cost | AVG

0.42

↑ 0.4%



Acquisition Cost | MED

137.32

↑ 0.4%



Quality Metrics

Evaluates campaign effectiveness and user engagement quality.

ROI | AVG

3.25

↓ -3.3%



ROI | MED

2.84

↓ -5.0%



Engagement Score | AVG

4.47

↑ 2.5%



Engagement Score | MED

4

0.0%

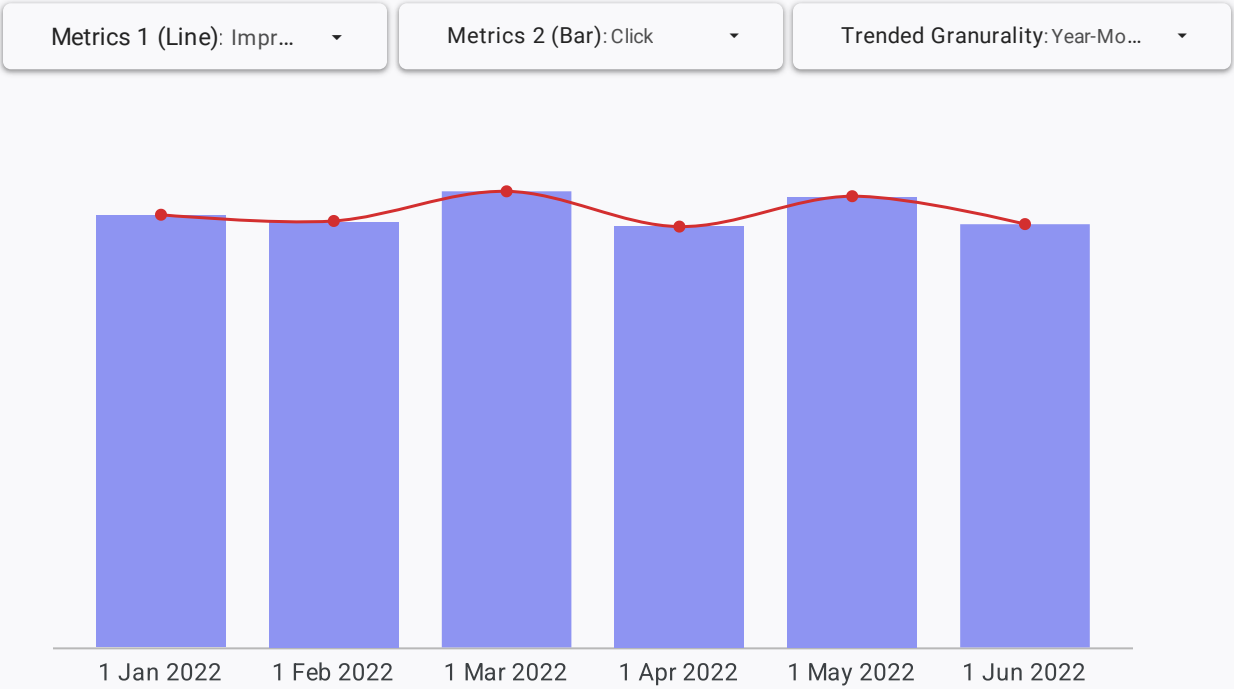


Performance Trend

This section tracks how overall and campaign-level performance evolves over time, helping identify growth pattern and emerging trends

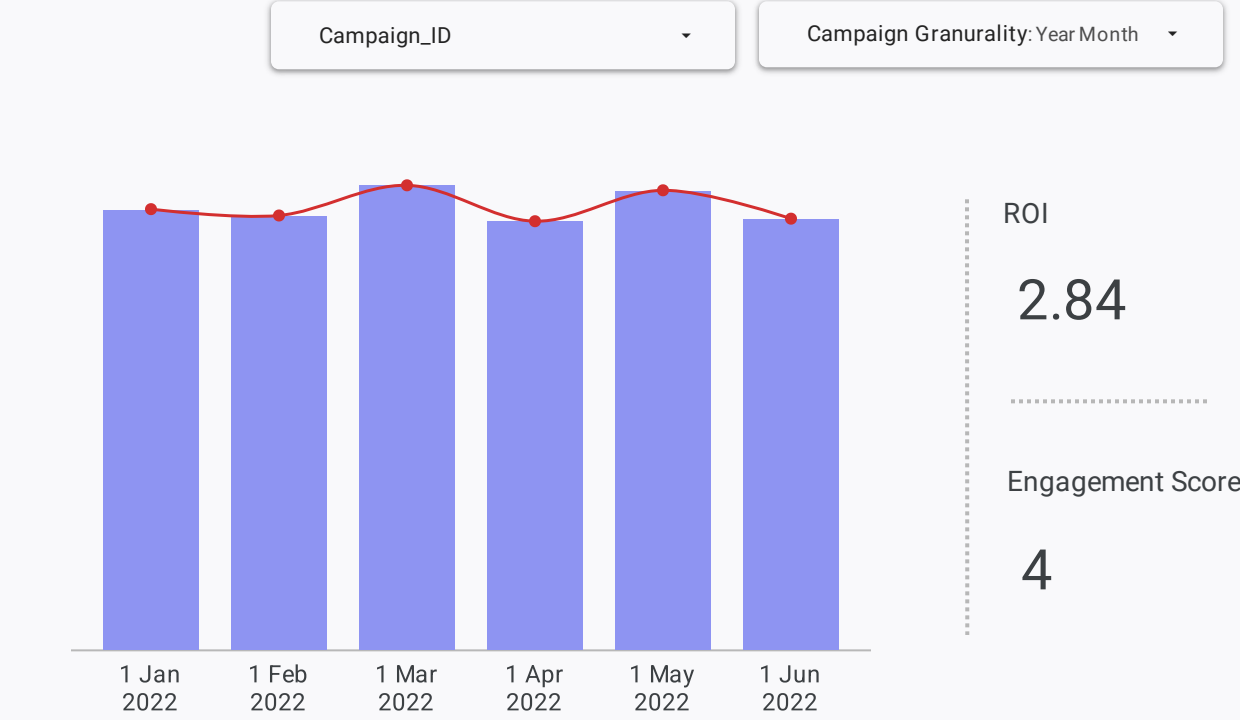
Overall Performance Trend

Shows high-level performance trends over time across key business metrics.



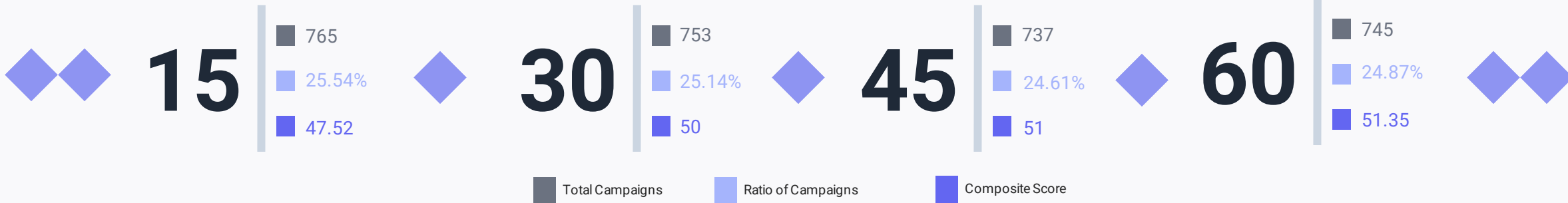
Campaign Performance Trend

Highlights how individual campaigns contribute to performance trends over time.



Performance by Campaign Duration

Analyzes how campaign length influences overall performance and effectiveness.



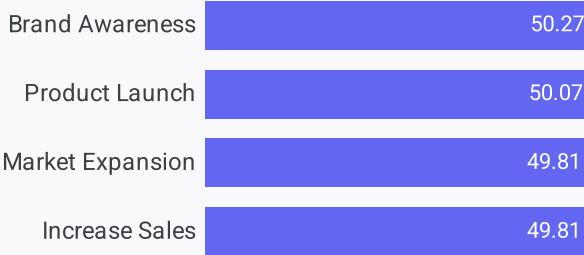
Performance by Language

Compares campaign performance across languages to assess communication effectiveness.



Performance by Goal

Evaluates how different campaign objectives perform against the composite performance score.



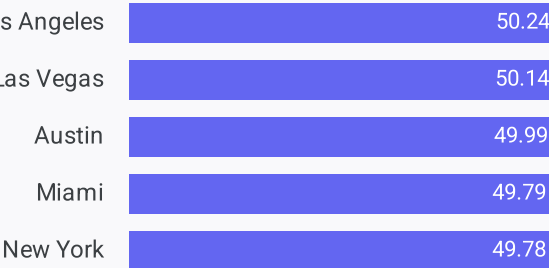
Audience Performance (Gender X Age)

Identifies high-and low-performing audience segments based on gender and age groups.

Age_Group / Avg_Score				
Gender	18-24	35-44	45-60	25-34
Men	49.09	50.04	50.17	50.52
Women	50.23	49.47	50.42	50.54
All	50.58			

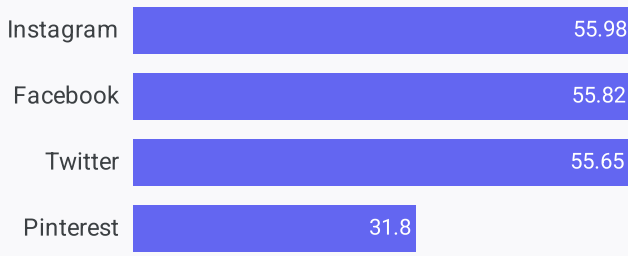
Performance by Location

Highlights performance differences across key geographic markets.



Performance by Channel

Compares the effectiveness of marketing channels in driving campaign performance.



Top & Underperforming Campaigns

This section highlights the highest and lowest performing campaigns based on a composite performance score.

Top Performing Campaign

Campaigns delivering the strongest overall performance

	Company	Campaign_ID	CPC	CPM	CTR	ROI	Score ▾
1.	Aura Align	141694	3.41	1,134.59	2.99	71.19	1.24
2.	Aura Align	157135	3.41	1,133.01	2.99	70.56	1.23
3.	Aura Align	510556	3.4	1,132	2.99	69.66	1.22
4.	Aura Align	125484	3.41	1,133.2	2.99	69.57	1.22
5.	Aura Align	610196	3.41	1,129.92	2.98	69.12	1.2

Underperforming Campaigns

Campaigns with consistently low performance scores

	Company	Campaign_ID	CPC	CPM	CTR	ROI	Score ▴
1.	Aura Align	537931	14.52	2,261.31	1.4	2.08	-4.14
2.	Aura Align	992604	13.2	2,150.02	1.47	2.09	-3.77
3.	Aura Align	138938	12.64	2,100.84	1.5	5.47	-3.56
4.	Aura Align	280685	12.47	2,085.26	1.51	3.44	-3.55
5.	Aura Align	105704	11.6	2,003.56	1.55	9.36	-3.2