

Executive Summary | Paid Social Advertising

Business Monitoring

1 Jan 2022 - 30 Jun 2022

Trended Granularity: Year-Month

Performance Signals Overview

A high-level snapshot of campaign scale, efficiency, and overall health—designed to surface key performance signals at a glance.

Scale & Spend

Summarizes overall campaign reach, user interaction volume, and total media investment over the selected period.



At-a-Glance Performance Health

Index-based indicators benchmarked to baseline for quick health assessment.

CPC Index 93.71	● Healthy	Costs are materially below baseline.
CPM Index 97.98	■ Stable	Costs remain within expected range.
CTR Index 103.13	■ Stable	Engagement aligns with normal performance.
ROI Index 100	■ Stable	Return remains within expected range.

Efficiency & Quality

Assesses cost efficiency and performance quality to understand return relative to investment.



Efficiency Signal Deep-Dive

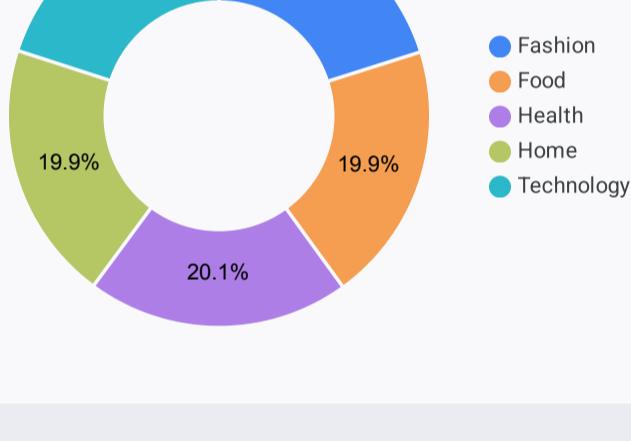
Breaks down how spend distribution compares to value contribution, helping identify efficiency imbalances across segments.

Efficiency Signal – Spend vs Value

Compares spend allocation against value contribution to surface efficiency gaps.

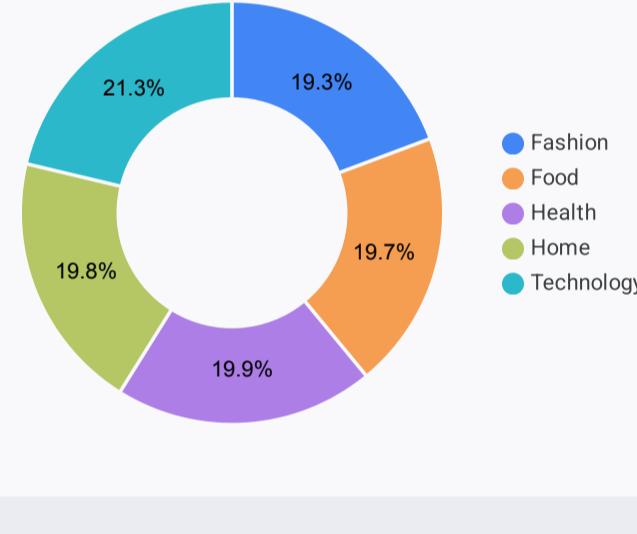
Share of Spend

Distribution of total media spend by segment.



Share of Value

Distribution of total media spend by segment.



Efficiency Signal by Dimension

Summarizes efficiency signals into clear, decision-ready actions by dimension.

Dimension Options: Language

Dimension	Action	Insight	Score
English	■ Maintain Investment	Delivers value in line with overall efficiency benchmark.	4.98
French	■ Maintain Investment	Delivers value in line with overall efficiency benchmark.	5.01
Spanish	■ Maintain Investment	Delivers value in line with overall efficiency benchmark.	5.02

> 1.10 High Efficiency · 0.95–1.10 Benchmark Aligned · < 0.95 Underperforming

- **High Efficiency** → Generates higher value per cost vs overall benchmark.
- **Benchmark Aligned** → Performance is in line with overall benchmark.
- **Underperforming** → Generates lower value per cost vs overall benchmark.

Performance Trends Overview

Tracks macro-scale volume alongside micro-level efficiency to reveal performance movement over time.

Macro Performance Trends

Visualizes changes in scale and volume metrics to understand overall campaign momentum.

Macro Metrics Bar: Impression

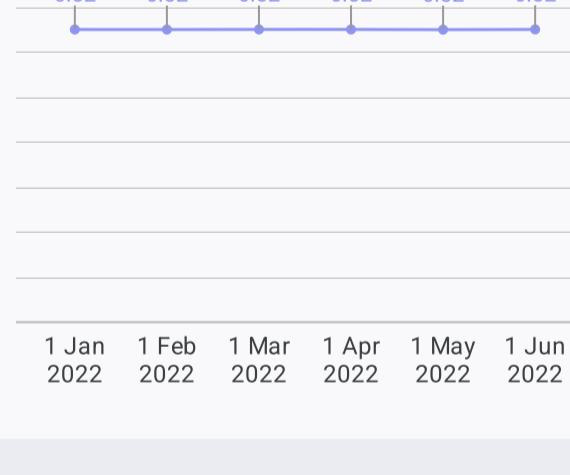
Macro Metrics Line: Click



Micro Efficiency Trends

Monitors efficiency and quality metrics to assess performance stability beneath overall scale.

Micro Metrics Line: CTR

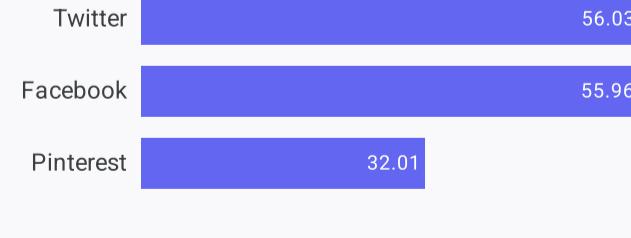


Breakdown Highlight

Surfaces top and bottom performance drivers across key dimensions to guide deeper analysis.

Top Performing Channels

Ranks channels by average performance score to identify leading contributors.



Audience Performance Snapshot

Compares performance distribution across age and gender segments.

Gender	Age_Group / Avg_Score			
	18-24	45-60	25-34	35-44
Women	50.07	49.98	49.93	49.99
Men	49.92	50.03	50.10	50.10
All	50.14			

Top Performing Campaigns

Lists campaigns with the highest performance scores, supported by efficiency and outcome metrics.

Company	Campaign_ID	CPC	CPM	CTR	ROI	Score
1. Innovate Infi...	538026	2.16	584.87	2.44	71.73	1.35
2. Heal Hub	597407	2.18	592.49	2.44	70.74	1.32
3. Dine Divine	643621	2.23	605.48	2.45	71.55	1.28
4. Feast Flavors	684774	2.21	600.47	2.44	68.22	1.28
5. Pulse Point	434713	2.44	668.52	2.47	71.64	1.28

Underperforming Campaigns

Identifies campaigns with consistently low performance scores for further review or optimization.

Company	Campaign_ID	CPC	CPM	CTR	ROI	Score
1. Homely Haven	320183	15.31	2,320.78	1.36	1.16	-4.36
2. Fiber Fashion	637528	15.25	2,314.81	1.37	2.88	-4.32
3. Space Spruce	727501	15.36	2,321.98	1.36	6.11	-4.3
4. Chic Couture	232773	15.1	2,301.79	1.37	2.19	-4.29
5. Palate Paradise	504887	15.1	2,305.33	1.37	3.06	-4.28

Brand Performance | Paid Social Advertising

Aura Align

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	Total Click	Total Campaign
168,165,464 ↑ 503.8%	54,546,975 ↑ 503.4%	2,995 ↑ 503.8%

Daily Performance

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

Daily Impression	Daily Click	Daily Acquisition Cost
929,091 ↑ 3.4%	301,365 ↑ 3.3%	127,585 ↑ 3.8%

Spending Metrics

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

Total Acquisition Cost	Acquisition Cost AVG	Acquisition Cost MED
\$23,092,851 ↑ 505.9%	\$7,698 ↑ 0.2%	\$7,662 ↑ 1.2%

Efficiency Metrics

Measures how efficiently media spend converts into user actions.

Total Acquisition Cost	Acquisition Cost AVG	Acquisition Cost MED
0.32 ↓ -0.1%	0.42 ↑ 0.4%	137.32 ↑ 0.4%

Quality Metrics

Evaluates campaign effectiveness and user engagement quality.

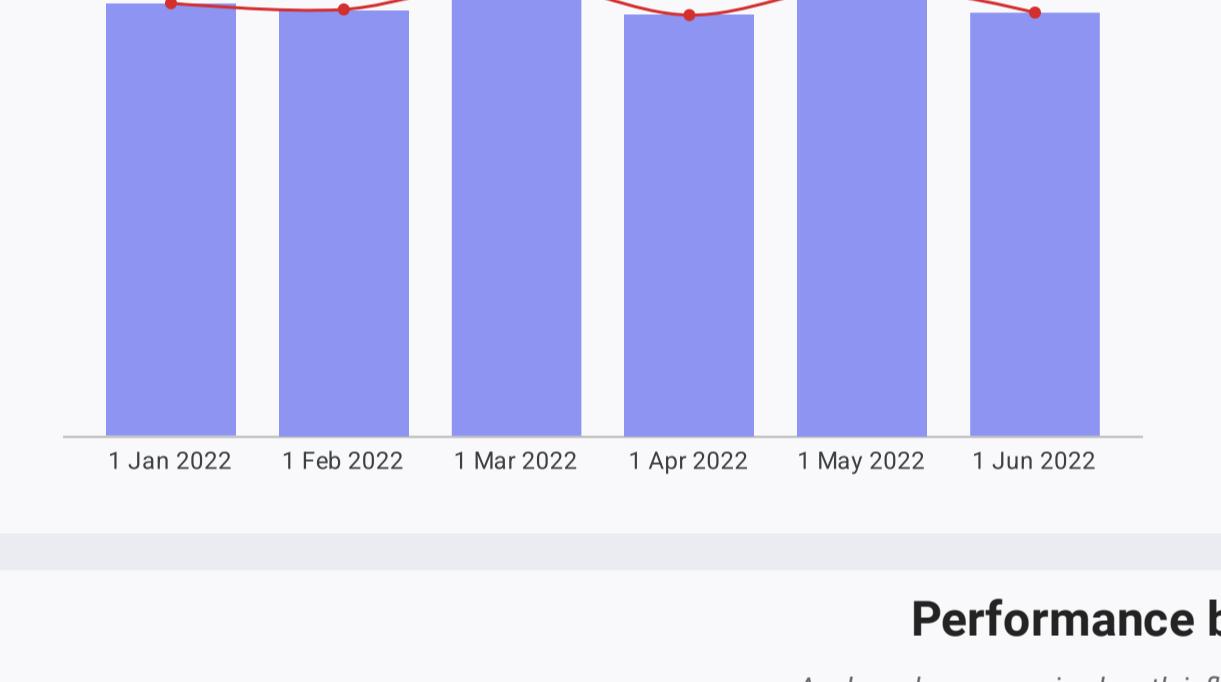
ROI AVG	ROI MED	Engagement Score AVG	Engagement Score MED
3.25 ↓ -3.3%	2.84 ↓ -5.0%	4.47 ↑ 2.5%	4 0.0%

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.



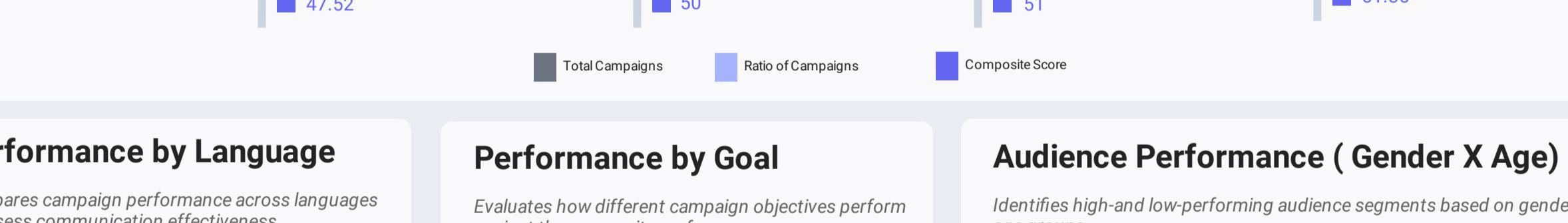
Campaign Performance Trend

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.

French	50.18
English	50.03
Spanish	49.76

Performance by Goal

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

Brand Awareness	50.27
Product Launch	50.07
Market Expansion	49.81
Increase Sales	49.81

Audience Performance (Gender X Age)

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

Gender	Age_Group / Avg_Score			
	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

Performance by Location

Highlights performance differences across key geographic markets.

Los Angeles	50.24
Las Vegas	50.14
Austin	49.99
Miami	49.79
New York	49.78

Performance by Channel

Compares the effectiveness of marketing channels in driving campaign performance.

Instagram	55.98
Facebook	55.82
Twitter	55.65
Pinterest	31.8

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