

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.



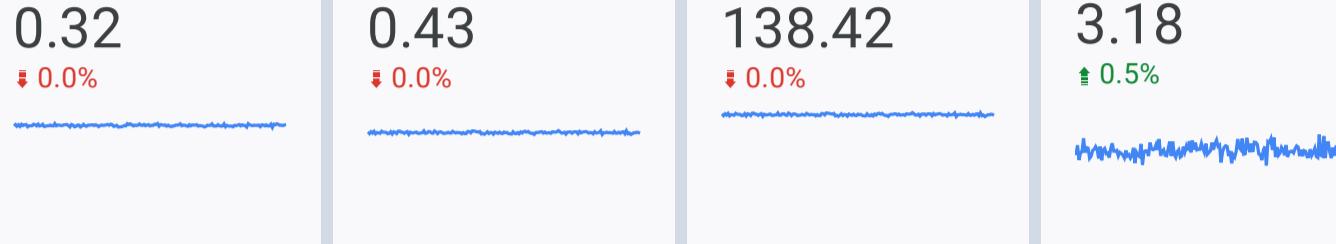
At-a-Glance Performance Health

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

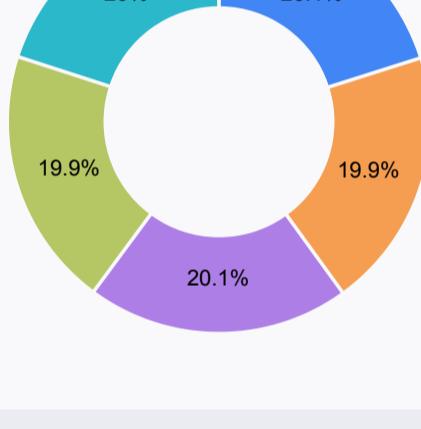
Breaks down how spend distribution compares to value contribution, helping identify efficiency imbalances across segments.

Efficiency Signal – Spend vs Value

Compares spend allocation against value contribution to surface efficiency gaps.

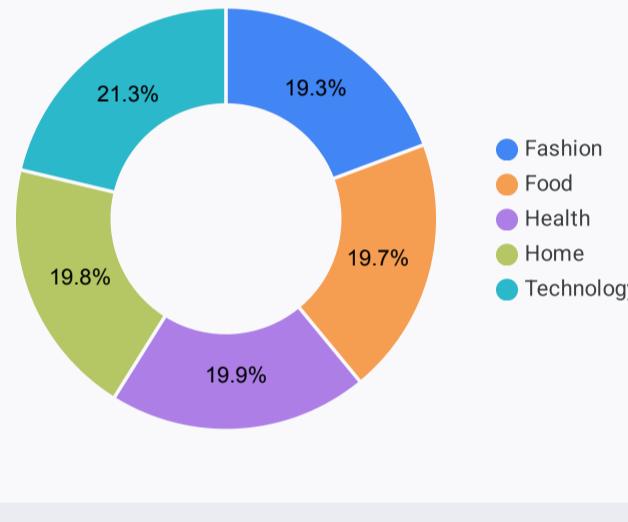
Share of Spend

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

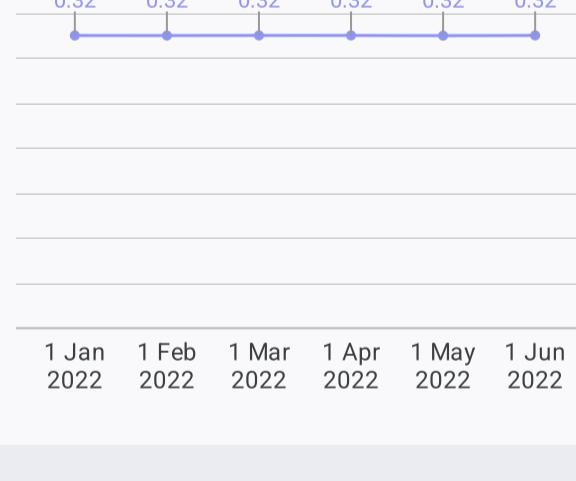
Macro Metrics Line: Click



Micro Efficiency Trends

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

Micro Metrics Line: CTR

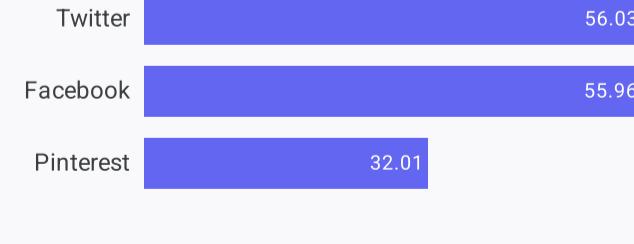


Breakdown Highlight

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