

# 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.

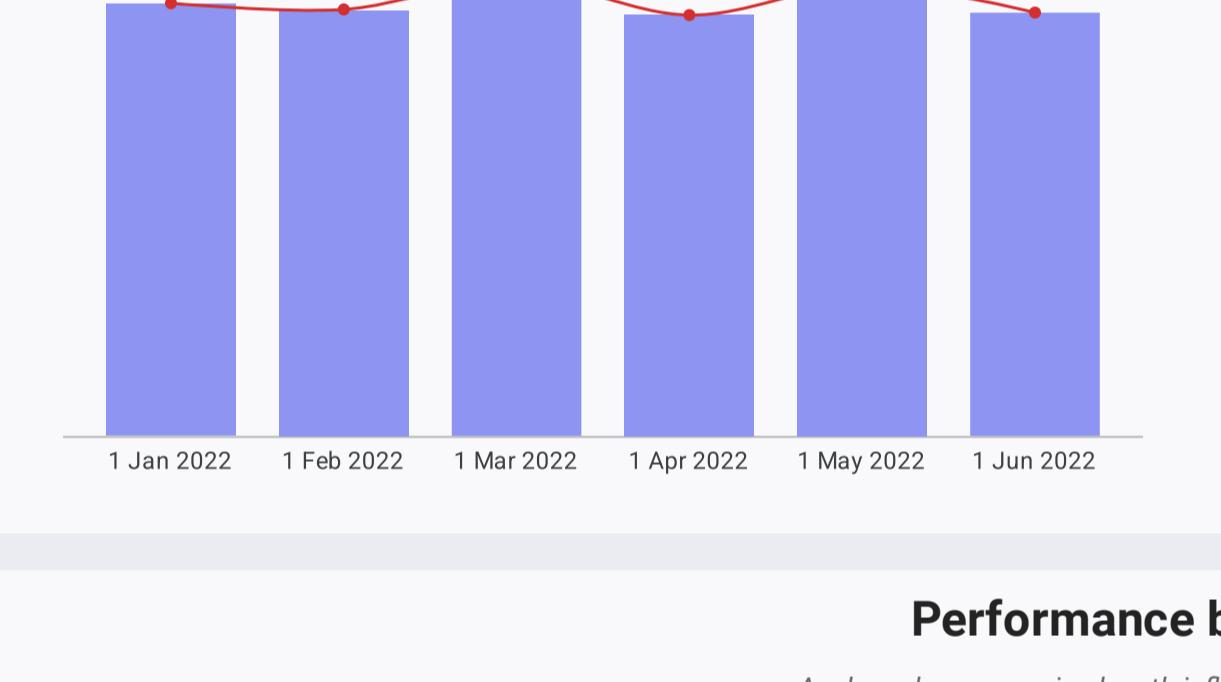
ROI   AVG	ROI   MED	Engagement Score   AVG	Engagement Score   MED
3.25 ↓ -3.3%	2.84 ↓ -5.0%	4.47 ↑ 2.5%	4 0.0%

## Performance Trend

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

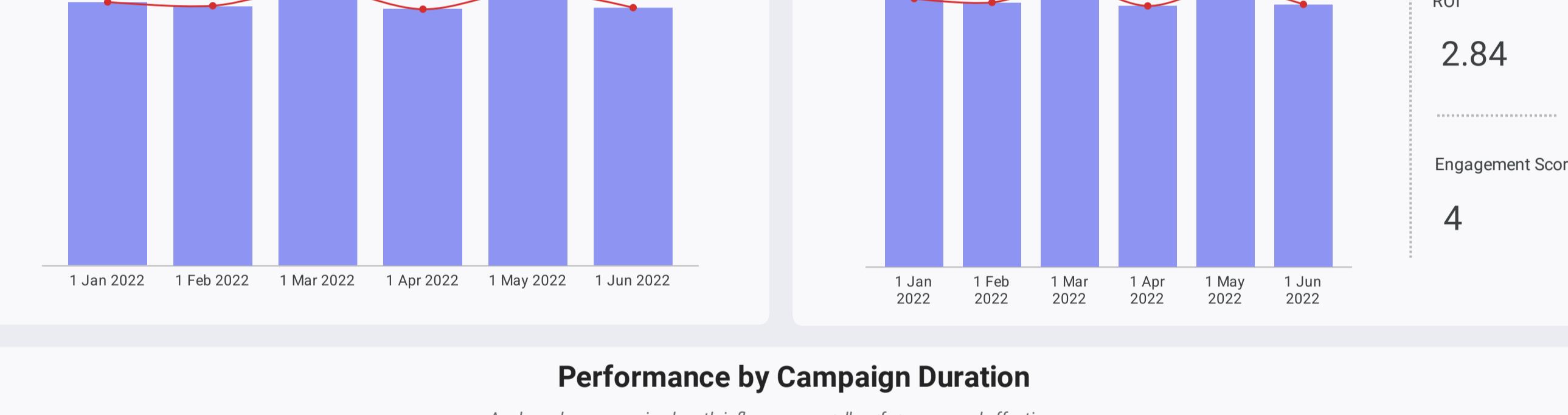
### Overall Performance Trend

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



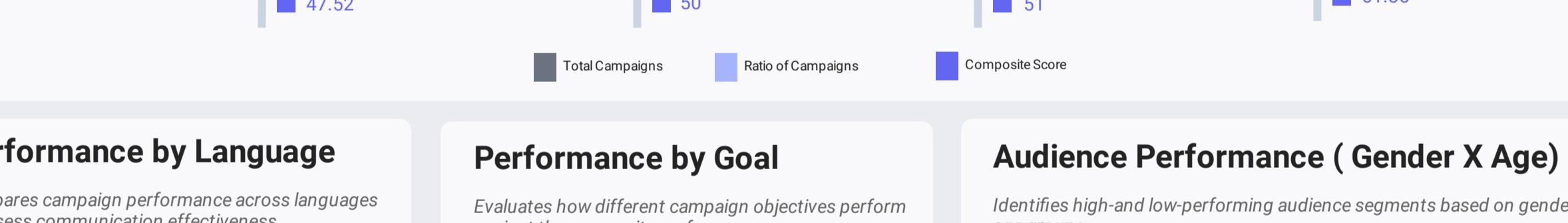
### Campaign Performance Trend

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