

ADVERTISING CAMPAIGN

PERFORMANCE REPORT

Merchant ID:	b_8211
Campaign Period:	12 Oct - 30 Nov 2025
Report Date:	March 2026
Campaign Type:	Sponsored Display Ads

KEY PERFORMANCE INDICATORS

■ INVESTMENT & RETURNS

Total Ad Investment:	R1,427,257
Revenue Generated:	R54,889
Return on Ad Spend:	0.04x (Target: 2.0x+)

■ REACH & ENGAGEMENT

Total Impressions:	279,471
Click-Through Rate:	0.36% (Industry avg: 0.5-1.0%)
Orders Generated:	189

■ EFFICIENCY METRICS

Cost per Order:	R7,552
Revenue per Order:	R290

CAMPAIGN ANALYSIS

■ STRENGTHS:

- Successfully reached 279,471 potential customers
- Generated 189 orders
- Maintained consistent campaign delivery

■ AREAS FOR IMPROVEMENT:

- ROAS at 0.04x is below profitable threshold (2.0x+)
- High cost per acquisition at R7,552
- CTR at 0.36% below industry benchmarks

RECOMMENDATIONS

■ IMMEDIATE ACTIONS:

1. Pause underperforming campaigns
2. Optimize targeting to higher-converting audiences
3. Test different creative formats
4. Increase bid efficiency on profitable keywords

■ STRATEGIC IMPROVEMENTS:

- Focus budget on Sponsored Product Ads (typically higher ROAS)
- Implement dynamic retargeting campaigns
- A/B test landing page optimization
- Review product pricing strategy

NEXT STEPS

- Weekly performance reviews
- Budget reallocation to best-performing campaigns
- Implementation of conversion tracking improvements
- Quarterly strategy review meeting