

Digital Marketing Ad Performance Report

Digital Marketing Performance Summary

Metric	Value
Total Ad Spend	2,100.00
Total Impressions	50,000
Total Clicks	2,300
Total Conversions / Sales	250
Total Conversion Value	5,000.00
Overall ROAS	2.38x
Click-Through Rate (CTR)	4.60%
Cost Per Click (CPC)	0.91
Cost Per Acquisition (CPA)	8.40

Per-Campaign Breakdown

Campaign	Spend	Clicks	Conversions	ROAS	CTR
Campaign A	500.00	500	50	2.00x	5.00%
Campaign B	300.00	300	30	2.00x	3.75%
Campaign C	400.00	600	70	3.50x	5.00%
Campaign D	700.00	700	80	2.29x	4.67%
Campaign E	200.00	200	20	2.00x	4.00%

Campaign ROAS Comparison



Top & Bottom 5 Campaigns by ROAS

Top 5 Campaign	Spend	Value	ROAS	Bottom 5 Campaign	Spend	Value	ROAS
Campaign C	400.00	1,400.00	3.50x	Campaign E	200.00	400.00	2.00x
Campaign D	700.00	1,600.00	2.29x	Campaign B	300.00	600.00	2.00x
Campaign A	500.00	1,000.00	2.00x	Campaign A	500.00	1,000.00	2.00x
Campaign B	300.00	600.00	2.00x	Campaign D	700.00	1,600.00	2.29x
Campaign E	200.00	400.00	2.00x	Campaign C	400.00	1,400.00	3.50x

Conversion Funnel Analysis

Funnel Stage	Volume	Conversion Rate	Stage Value
1. Impressions	50,000	100%	--
2. Clicks	2,300	CTR: 4.60%	--
3. Conversions	250	CVR: 10.87%	--
4. Conversion Value	--	--	5,000.00