Demo Brand

Marketing Performance Report

2026-10-12 to 2026-11-11

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AI Executive Summary

Over the 31-day period, your combined media investment of $20,116 delivered strong results across all channels, with Google Ads leading on efficiency (ROAS 4.2x) and META driving the highest volume of conversions. LinkedIn performance remains premium-priced but shows the highest lead quality for B2B objectives.

+ Highlights

- Google Ads ROAS of 4.2x significantly exceeds the 2.0x break-even threshold, with brand search campaigns delivering the strongest return
- META retargeting campaigns are outperforming prospecting 2.1x on conversion rate -- an opportunity to shift budget allocation
- Organic search is your most cost-efficient acquisition channel (24,491 sessions at zero marginal cost)
- TikTok's CPM is the lowest across all paid channels, making it ideal for top-of-funnel reach at scale

! Areas of Concern

- LinkedIn CPC is 4.3x higher than Google Ads -- review targeting criteria to improve efficiency
- META ad frequency of 2.4 is approaching fatigue territory; consider refreshing creatives
- Website bounce rate of 42.6% on paid traffic warrants landing page optimisation

Cross-Platform Performance

R20,116	10,475,166	114,843	3,879
TOTAL SPEND	IMPRESSIONS	CLICKS	CONVERSIONS

Performance Charts

Platform Breakdown

Google Analytics

24,491	17,633	83,269
Sessions	Users	Pageviews
42.6%	**3m07s**	**832**
Bounce Rate	Avg Duration	Conversions

Organic search is your strongest acquisition channel -- and it's free.

KEY INSIGHTS

* Email converts at 6.8% -- the highest of any channel despite being the lowest volume
* Mobile accounts for 56% of sessions but has a 13.6pt higher bounce rate than desktop
* The Red Edition product page averages 3m 34s -- nearly double site average, signalling high intent
* 25-34 age group drives 33% of sessions and is your most valuable segment

RECOMMENDATIONS

* Add a lead magnet on the organic landing page to convert high-intent traffic into email subscribers
* Optimise mobile landing pages -- closing the desktop/mobile bounce gap by 5pts could add ~400 conversions/month
* Create dedicated blog content targeting 'marathon training' and 'best running shoes' -- already in your top search terms

Google Ads

83,894	3,188	3.8%	R1.81
Impressions	Clicks	CTR	CPC
R5,769.81	**172**	**4.2x**	
Spend	Conversions	ROAS	

Strong efficiency at 4.2x ROAS -- brand campaigns are carrying the account.

KEY INSIGHTS

* Brand Search delivers 187 conversions at a CPC 2.8x lower than non-brand campaigns
* Remarketing campaigns have the highest conversion rate (5.9%) despite modest budget
* YouTube drives 312K impressions but only 12 conversions -- awareness only, not performance
* Competitor Conquest CPC is high with low conversion rate -- lowest ROI campaign in the account

RECOMMENDATIONS

* Reallocate 20% of Competitor Conquest budget to Remarketing -- Cart Abandoners to lift conversions
* Improve Quality Scores on Non-Brand campaigns: align ad copy more closely to landing page content
* Add negative keywords to YouTube campaign to prevent wasted spend on irrelevant placements

Top Campaigns

Campaign	Impressions	Clicks	Spend	Conversions
Brand Search -- UK	42,000	3,100	R2,840.50	187
Non-Brand | Product A	198,000	4,200	R3,120.00	94
Competitor Conquest	67,000	890	R1,340.20	28
Remarketing -- Cart Abandoners	34,000	1,240	R680.75	73
YouTube -- Brand Awareness	312,000	1,890	R1,240.00	12

META Ads

6,173,386 Impressions	**3,889,233** Reach	**74,080** Clicks	**1.2%** CTR	**R0.10** CPC
R7,528.52 Spend	**2,074** Conversions	**3.1x** ROAS	**2.4** Frequency	**R1.94** CPP

Volume leader across channels but frequency is rising -- creative refresh needed soon.

KEY INSIGHTS

* Dynamic Product Ads deliver the best blended CPC and scale -- your most efficient Meta format
* Retargeting converts at 3.2% vs 1.7% for prospecting -- nearly 2x the efficiency
* Brand Awareness Video reaches 2.1M impressions at low cost but generates minimal direct conversions
* Frequency of 2.4 on prospecting campaigns is approaching the 2.5 fatigue threshold

RECOMMENDATIONS

* Shift 25% of prospecting budget to retargeting -- modelled to improve blended ROAS by 0.4x
* Refresh top 3 prospecting creatives before frequency exceeds 2.5 to prevent CPM inflation
* Test Advantage+ Shopping Campaigns as an alternative to manual Dynamic Product Ads

Top Campaigns

Campaign	Impressions	Clicks	Spend	Conversions
Prospecting -- Lookalike 1%	1,240,000	9,800	R2,980.00	214
Retargeting -- Website Visitors	380,000	6,200	R1,640.00	198
Dynamic Product Ads	560,000	7,400	R1,920.50	167
Brand Awareness Video	2,100,000	4,200	R980.00	18
Instagram Stories -- Summer	420,000	3,600	R840.00	54

Top Performing Creatives



Run Faster This Summer

R2,340 spend | 0 engagements

CTR 2.80% | Freq 1.90



Built for Race Day

R1,840 spend | 0 engagements

CTR 3.40% | Freq 2.10



New: Red Edition Now Available

R980 spend | 0 engagements

CTR 2.10% | Freq 3.20



Make Every Morning Count

R640 spend | 0 engagements

CTR 0.80% | Freq 4.10



See What Our Community Runs In

R420 spend | 0 engagements

CTR 1.60% | Freq 2.70



Still Thinking About These?

R340 spend | 0 engagements

CTR 4.20% | Freq 5.80

LinkedIn Ads

110,181	606	0.55%	R6.41
Impressions	Clicks	CTR	CPC

R3,884.04	25	1,090
Spend	Conversions	Engagements

Premium CPC justified by lead quality -- but targeting needs tightening.

KEY INSIGHTS

* Product Demo campaign drives the highest conversion rate (7.1%) -- your strongest LinkedIn format
* Thought Leadership content generates strong brand visibility at a lower CPC than lead gen
* B2B Lead Gen campaign reaches CMOs but CPA is 3.2x higher than Google Ads average
* Overall CTR of 0.55% is above the LinkedIn benchmark of 0.35-0.45% for sponsored content

RECOMMENDATIONS

* Scale Product Demo campaign budget by 30% -- highest intent signal and best conversion rate
* Test LinkedIn InMail for the CMO audience -- typically 3x higher open rate than sponsored content
* Add company size filter (200-1000 employees) to narrow B2B Lead Gen targeting and reduce CPA

Top Campaigns

Campaign	Impressions	Clicks	Spend	Conversions
B2B Lead Gen -- CMOs UK	84,000	420	R2,940.00	18
Thought Leadership Content	62,000	310	R1,680.00	9
Product Demo -- SaaS	38,000	198	R1,240.00	14

TikTok Ads

4,107,705	36,969	0.9%
Impressions	Clicks	CTR

R0.08	R2,934.08	776
CPC	Spend	Conversions

Lowest CPM across all channels -- ideal for reach. Spark Ads are your best performer.

KEY INSIGHTS

* TopView delivers 2.4M impressions and 124 conversions -- strong awareness-to-conversion pipeline
* Spark Ads (UGC) achieve 28% lower CPC than standard In-Feed placements
* 34.2% video completion rate exceeds the platform average of 25-28% for in-feed ads
* CPM is the lowest of all paid channels -- making TikTok the most cost-efficient reach vehicle

RECOMMENDATIONS

* Increase Spark Ads budget by 40% and identify 3-5 micro-influencers in the running/fitness niche
* Test a 7-second hook variant on In-Feed ads to push completion rate above 40%
* Build a TikTok-to-Meta retargeting audience using video viewers to nurture awareness into conversions

Top Campaigns

Campaign	Impressions	Clicks	Spend	Conversions
TopView -- Product Launch	2,400,000	14,400	R1,840.00	124
In-Feed -- Summer Collection	980,000	8,800	R980.50	67
Spark Ads -- UGC	640,000	5,200	R640.00	38

Recommendations

HIGH **Shift META budget from prospecting to retargeting**

Retargeting campaigns are converting at 2.1x the rate of prospecting. Reallocate 25% of prospecting budget to retargeting to improve blended ROAS by an estimated 0.4x.

HIGH **Optimise Google Ads non-brand Quality Scores**

Non-brand campaigns show a CPC 2.3x higher than brand. Audit landing page relevance and ad copy alignment for top spend keywords to reduce CPC by 15-20%.

MEDIUM **Scale TikTok Spark Ads with creator partnerships**

UGC-style Spark Ads deliver 28% lower CPCs. Identify 3-5 micro-influencers in your niche and test creator whitelisting to expand reach with authentic content.

MEDIUM **Refresh META ad creatives to address frequency fatigue**

Frequency of 2.4 across 30 days signals creative fatigue is approaching. Introduce 3 new creative concepts for Q3 and rotate on a 2-week cycle.

LOW **Implement LinkedIn InMail A/B test**

InMail typically delivers 3x higher open rates than sponsored content for B2B audiences. Test a 50/50 budget split over 4 weeks to validate for your audience.

LOW **Launch email acquisition campaign to capture organic traffic**

Email has a 6.8% conversion rate -- your highest. Add a lead magnet (guide/template) to capture organic visitors and build the email list by an estimated 800-1,200 subs/month.