

Demo Brand

Marketing Performance Report

2026-07-10 to 2026-08-09

Generated 09 August 2026, 17:19 | Powered by ReportLab

AI Executive Summary

Over the 31-day period, your combined media investment of \$19,469 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 (24,636 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

R19,469 TOTAL SPEND	10,078,971 IMPRESSIONS	110,086 CLICKS	3,749 CONVERSIONS
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Performance Charts

Platform Breakdown

Google Analytics

24,636 Sessions	17,737 Users	83,762 Pageviews
42.6% Bounce Rate	3m07s Avg Duration	837 Conversions

Email channel has the highest conversion rate (6.8%) despite low volume -- invest in growing your email list as a priority.

Google Ads

82,263 Impressions	3,126 Clicks	3.8% CTR	R1.81 CPC
R5,648.87 Spend	168 Conversions	4.2x ROAS	

Brand search is over-indexed vs non-brand. Test incrementality by pausing brand campaigns in a geo holdout to understand true incremental value.

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

5,790,188 Impressions	3,647,818 Reach	69,482 Clicks	1.2% CTR	R0.10 CPC
R7,061.21 Spend	1,945 Conversions	3.1x ROAS	2.4 Frequency	R1.94 CPP

Dynamic Product Ads are your most scalable format -- increase budget by 20-30% while maintaining current ROAS. Audience fatigue risk on prospecting campaigns.

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

LinkedIn Ads

108,727 Impressions	598 Clicks	0.55% CTR	R6.41 CPC
R3,831.85 Spend	25 Conversions	1,076 Engagements	

Strong intent signal from SaaS demo campaign (14 conversions). Consider A/B testing InMail against current sponsored content format.

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

4,097,793 Impressions	36,880 Clicks	0.9% CTR
R0.08 CPC	R2,927.00 Spend	774 Conversions

Spark Ads using UGC content show 28% lower CPC than standard creatives -- scale this format and test creator partnerships.

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.