UAD Consulting

Paid Media Performance Analytics - E-commerce Portfolio Sample

SAMPLE FASHION E-COMMERCE BRAND | Sample Reporting Period

1. EXECUTIVE SUMMARY

This synthetic portfolio example demonstrates an executive reporting framework for paid social performance. Across the sample period, campaigns generated **264 purchases** and **€67,280 in tracked revenue** on **€16,240 media spend**, equivalent to a blended **4.14x ROAS**. Activity reached 118,400 shoppers and served 361,120 impressions across Instagram and Facebook. The report combines campaign, audience, device, placement, creative, and conversion-funnel views to support optimization decisions.

- **264 purchases** | €67,280 tracked revenue | 4.14x ROAS
- AOV €255 | Cost per Purchase €62
- 118,400 shoppers reached | 361,120 impressions | frequency 3.05
- 8,840 link clicks | CTR 2.45% | CPC €1.84
- Funnel: 8,840 clicks -> 1,980 Add-to-Carts -> 548 Initiate Checkouts -> 264 Purchases

2. KEY METRICS

Metric	Value	Metric	Value
Total Spend	€16,240	CPC (Link)	€1.84
Total Reach	118,400	Add-to-Cart	1,980
Total Impressions	361,120	Initiate Checkout	548
Average Frequency	3.05	Total Purchases	264
CPM	€44.97	Average Order Value	€255
Link Clicks	8,840	Cost per Purchase	€61.52
CTR (Link)	2.45%	Blended ROAS	4.14x

Data note: All brand names, campaign names, values, and outcomes in this report are synthetic/anonymized and are shown only to demonstrate reporting methodology and analytical communication.

2A. AUDIENCE BREAKDOWN

Audience	Reach	Impr.	Freq.	Spend	Purch.	CPP	Revenue	ROAS
Women	80,500	246,100	3.06	€11,120	184	€60.43	€47,520	4.27x
Men	35,400	107,900	3.05	€4,660	74	€62.97	€18,720	4.02x
Unspecified	2,500	7,120	2.85	€460	6	€76.67	€1,040	2.26x

The audience view is designed to compare scale and efficiency without treating demographic segments as causal drivers. It supports questions such as where purchase volume is concentrated and where cost efficiency differs.

2B. AGE GROUP BREAKDOWN

Age	Reach	Impr.	Freq.	Spend	Purch.	CPP	Revenue	ROAS
18-24	12,400	30,200	2.44	€1,380	21	€65.71	€5,208	3.77x
25-34	40,200	128,500	3.20	€5,520	94	€58.72	€24,722	4.48x
35-44	34,100	103,800	3.04	€4,740	82	€57.80	€21,320	4.50x
45-54	20,500	61,700	3.01	€2,920	46	€63.48	€11,270	3.86x
55-64	11,200	36,920	3.30	€1,680	21	€80.00	€4,760	2.83x

2C. FUNNEL VIEW

Link Clicks	8,840	100%
Add-to-Cart	1,980	22.4% of clicks
Initiate Checkout	548	27.7% of ATC
Purchases	264	48.2% of IC

2D. PLACEMENT PERFORMANCE

Placement	Reach	Impr.	Spend	Purch.	CPP	Revenue	ROAS
Instagram Feed	31,800	64,100	€3,820	72	€53.06	€18,360	4.81x
Instagram Stories	34,200	78,300	€3,440	66	€52.12	€17,160	4.99x
Instagram Reels	54,800	111,700	€4,560	73	€62.47	€17,600	3.86x
Facebook Feed	20,100	81,200	€2,380	34	€70.00	€8,200	3.45x
Facebook Stories	5,100	13,820	€960	13	€73.85	€3,120	3.25x
Other	1,400	2,000	€1,080	6	€180.00	€2,840	2.63x

Placement reporting compares scale, cost per purchase, and return across delivery surfaces. The purpose is to identify where budget concentration may warrant further testing, not to infer that placement alone caused the observed outcome.

3. CAMPAIGN / CREATIVE PERFORMANCE

Campaign	Reach	Impr.	CTR	Spend	Purch.	CPP	Revenue	ROAS
Catalog Prospecting - A	43,800	101,200	3.10%	€4,320	82	€52.68	€22,796	5.28x
Broad Prospecting - B	38,900	92,700	2.52%	€3,980	68	€58.53	€17,136	4.31x
Seasonal Collection - C	25,100	68,100	3.68%	€2,940	61	€48.20	€19,398	6.60x
Retargeting - D	15,200	42,100	2.90%	€2,020	35	€57.71	€9,170	4.54x
Creative Test - E	9,100	27,120	1.95%	€1,560	18	€86.67	€-1,220	-0.78x

Illustrative readout: Seasonal Collection - C shows the strongest synthetic ROAS in this sample. A real optimization decision would also consider incrementality, learning stability, audience overlap, attribution limitations, and available scale.

4. EXECUTIVE TAKEAWAYS

Blended ROAS **4.14x** on €16,240 spend	**Tracked Revenue** **€67,280** from 264 purchases
Average Order Value **€255** CPP €61.52	**Funnel Depth** **8,840 clicks** 1,980 ATC | 548 IC | 264 purchases

5. ANALYTICAL FRAMEWORK

Measurement: summarize spend, reach, impressions, traffic, conversion activity, revenue, ROAS, AOV, and cost per purchase.
Segmentation: compare performance by audience, age band, device, placement, campaign, and creative.
Diagnosis: identify high-volume and high-efficiency areas while flagging weak or unstable segments for further investigation.
Action: use the report as a decision-support layer for testing, budget reallocation, creative iteration, and measurement planning.

6. PORTFOLIO DISCLOSURE

This document is a redesigned portfolio sample created to demonstrate paid-media analytics and executive reporting. It does not represent a live client engagement. Brand identity, campaign names, dates, financial values, and performance outcomes are synthetic/anonymized. Platform names are used only to illustrate a realistic reporting structure.

PAID MEDIA ANALYTICS | META ADS | E-COMMERCE | EXECUTIVE REPORTING