

Programmatic Ads Report Checklist

Campaign Overview

- **Campaign Objectives:** Clearly state the goals.
- **Target Audience:** Define the demographic and psychographic characteristics.
- **Ad Formats Used:** List types of ads (display, video, native, etc.).
- **Ad Platforms:** Mention platforms used (Google Display Network, social media, etc.).

2. Performance Metrics

- **Impressions:** Total number of times ads were shown.
- **Clicks:** Number of clicks on the ads.
- **Click-Through Rate (CTR):** Clicks divided by impressions.
- **Conversions:** Number of desired actions (purchases, sign-ups).
- **Conversion Rate:** Conversions divided by clicks.
- **Cost Per Click (CPC):** Total cost divided by number of clicks.
- **Cost Per Acquisition (CPA):** Total cost divided by number of conversions.
- **Return on Ad Spend (ROAS):** Revenue generated divided by ad spend.

3. Audience Insights

- **Demographics:** Age, gender, location.
- **Behavioral Data:** Interests, online behavior.
- **Device Breakdown:** Performance by device type (mobile, desktop, tablet).

4. Creative Performance

- **Top Performing Creatives:** Best-performing ads by CTR, conversions.
- **Creative Variations:** Different versions tested and their performance.
- **Engagement Metrics:** Time spent on ads, interaction rates.

5. Budget Analysis

- **Total Spend:** Overall campaign budget.
- **Spend Breakdown:** Budget allocation across different platforms and ad types.
- **Cost Efficiency:** Evaluation of spending efficiency.

6. Optimization Strategies

- **Bid Adjustments:** Changes made to bids based on performance.
- **Audience Refinement:** Adjustments to targeting parameters.
- **Creative Adjustments:** Changes to ad creatives based on performance.
- **Frequency Cap:** Number of times the same user sees the ad.

7. Key Learnings & Insights

- **Successes:** What worked well and why.
- **Challenges:** Issues faced and their impact.
- **Recommendations:** Suggestions for future campaigns.

8. Future Strategies

- **Next Steps:** Planned actions based on current report findings.
- **Testing Plan:** Areas for A/B testing in future campaigns.
- **Long-term Goals:** Aligning campaign tactics with overarching business objectives.

9. Supporting Data & Visuals

- **Graphs and Charts:** Visual representation of key metrics.
- **Heatmaps:** User interaction data.
- **Tables:** Detailed numerical data for in-depth analysis.

10. Conclusion

- **Summary of Findings:** Recap main points from the report.
- **Action Items:** Specific actions to be taken based on report insights.