SAMPLE DATA: FICTIONAL AGENCY AND CLIENT, GENERATED FOR DEMONSTRATION

Harbor & Pine
DIGITAL

WEEKLY PERFORMANCE REPORT

Kindred Roast Co.

2-8 Nov 2026

Platform revenue fell $1,668 to $32,779 and ROAS to 2.60x: Google was softer on all three campaigns and a TikTok tracking gap hid about $834, while Shopify net sales slipped only 1.5%.

SPEND	REVENUE	ROAS	CPA
$12,606	$32,779	2.60x	$27.89
vs last week +5.7%	vs last week -4.8%	vs last week -10.0%	vs last week +11.8%
vs 4-wk avg +7.6%	vs 4-wk avg -9.2%	vs 4-wk avg -15.7%	vs 4-wk avg +18.7%
Target $11,500 watch	Target $36,000 off track	Target 3.00x off track	Target $28.00 on track

CONVERSIONS	CTR	CPM	MER (BLENDED)
452	1.22%	$12.86	3.46x
vs last week -5.4%	vs last week -0.9%	vs last week +0.5%	vs last week -6.8%
vs 4-wk avg -9.3%	vs 4-wk avg -1.8%	vs 4-wk avg +0.6%	vs 4-wk avg -15.4%
No target set	Target 1.20% on track	Target $13.50 on track	Target 3.50x watch

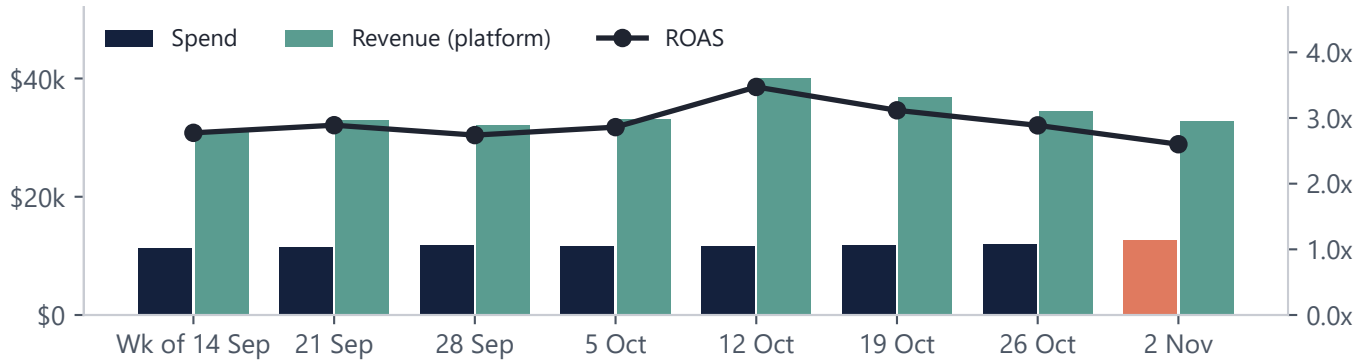
The 4-week average (5 Oct - 1 Nov 2026) includes Fall Roast launch (15-20 Oct 2026), so it is higher than a normal week.

Summary

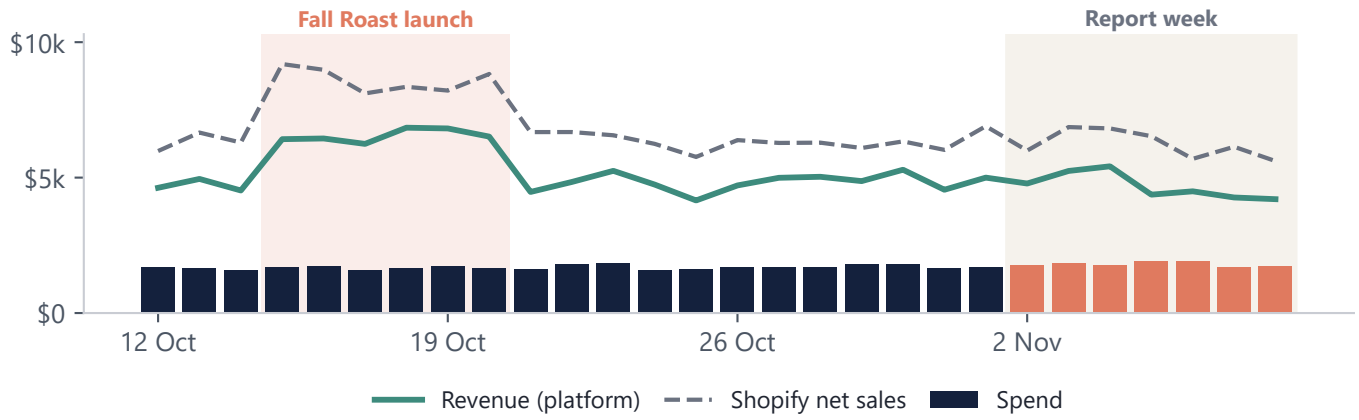
- **Revenue $32,779**, down 4.8% on last week and below the $36,000 target. **ROAS 2.60x** (target 3.00x) is the lowest of the last 8 weeks and has fallen for 3 weeks in a row since the launch week.
- **Spend rose 5.7% to $12,606**, 109.6% of the $11,500 weekly budget. Most of the increase was Meta prospecting (+$567).
- **Blended MER 3.46x** (target 3.50x): Shopify net sales were $43,649 from 658 orders, down only 1.5%, so sales held up better than platform revenue (down 4.8%).
- **TikTok reported no purchases on Thu 5 Nov and Fri 6 Nov** despite $658 of spend. At its usual CPA that is about 13 purchases, or $834 of revenue, missing from the report.

Trends

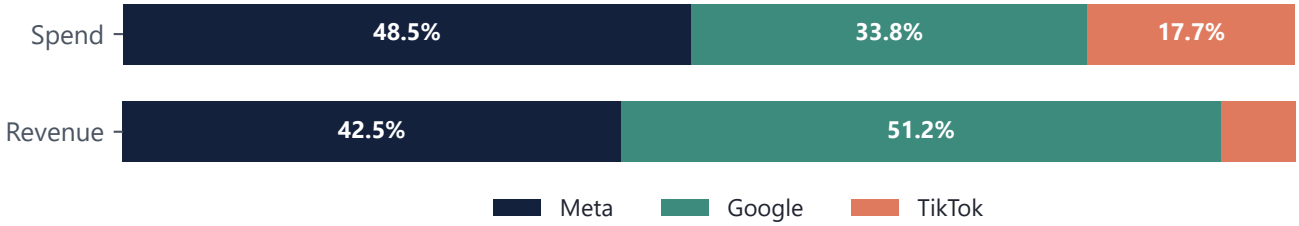
weekly, last 8 weeks (report week in the accent colour)



Daily spend and revenue last 28 days



Channels 2-8 Nov 2026 vs 26 Oct - 1 Nov 2026



Channel	Spend	Share	Revenue	ROAS	ROAS vs last wk	CPA	Conv.	CTR	CPM
Meta	$6,114	48.5%	$13,926	**2.28x**	-5.3%	$32.87	186	1.19%	$15.33
Google	$4,256	33.8%	$16,777	**3.94x**	-11.1%	$18.27	233	1.70%	$15.70
TikTok	$2,236	17.7%	$2,076	**0.93x***	-21.7%	$67.75	33	0.84%	$7.20
Total	**$12,606**		**$32,779**	**2.60x**	**-10.0%**	**$27.89**	**452**	**1.22%**	**$12.86**

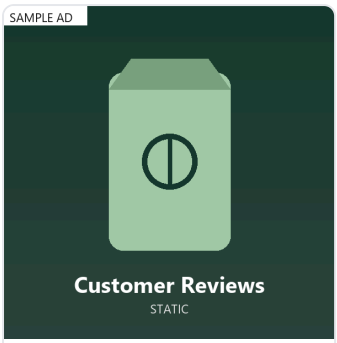
* TikTok ROAS as reported: about 13 purchases ($834) were not tracked on Thu 5 Nov and Fri 6 Nov, see Anomalies.

Campaigns sorted by spend

Campaign	Spend	Revenue	ROAS	ROAS vs last wk	CPA	Conv.	CTR
Meta Prospecting | Broad | Advantage+	$3,674	$6,043	**1.64x**	-1.5%	$43.74	84	1.04%
Google PMax | Shopping Feed	$1,968	$5,232	**2.66x**	-11.6%	$24.60	80	0.97%
Google Search | Non-brand | Coffee Subscription	$1,601	$3,594	**2.24x**	-10.5%	$33.35	48	3.97%
TikTok Spark Ads | Creator Mix	$1,425	$1,539	**1.08x**	-19.0%	$59.38	24	0.92%
Meta Subscription | Lookalike Purchasers	$1,378	$3,658	**2.65x**	-7.8%	$31.32	44	1.27%
Meta Retargeting | Site Visitors	$1,062	$4,226	**3.98x**	-1.4%	$18.32	58	1.89%
TikTok Prospecting | Interest Stack	$811	$537	**0.66x**	-29.6%	$90.08	9	0.71%
Google Search | Brand	$687	$7,952	**11.58x**	-11.1%	$6.54	105	9.11%

Creative leaderboard

best ads by ROAS, plus ads that need attention (at least $150 spend)



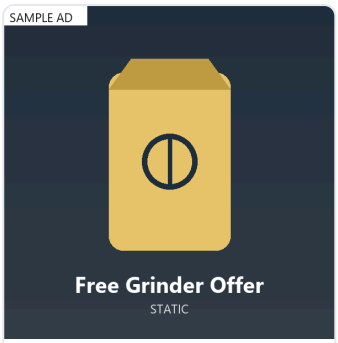
Static - Customer Reviews
Meta · Retargeting | Site Visitors

ROAS	Spend
4.11x	**$478**
CTR	CPA
1.96%	**$17.71**



Carousel - Single-Origin Lineup
Meta · Retargeting | Site Visitors

ROAS	Spend
3.87x	**$584**
CTR	CPA
1.84%	**$18.85**



NEW

Static - Free Grinder Offer
Meta · Prospecting | Broad | Advantage+

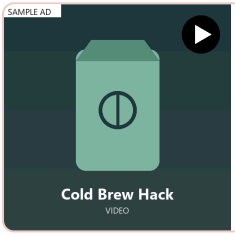
ROAS	Spend
2.90x	**$588**
CTR	CPA
1.49%	**$25.56**



Static - Subscribe and Save
Meta · Subscription | Lookalike Purchasers

ROAS	Spend
2.71x	**$689**
CTR	CPA
1.25%	**$31.32**

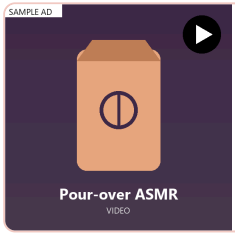
NEEDS ATTENTION



FATIGUE

UGC - Cold Brew Hack
Meta · Prospecting | Broad | Advantage+

ROAS	Spend	CTR	CPA
1.03x	**$1,102**	**0.67%**	**$68.88**



Trend - Pour-over ASMR
TikTok · Prospecting | Interest Stack

ROAS	Spend	CTR	CPA
0.66x	**$811**	**0.71%**	**$90.08**

What we noticed

- **Google accounts for the largest fall.** Google revenue fell $1,852 on flat spend: Search Brand -$847, PMax -$705, Non-brand -$300. Lower Brand revenue often means fewer people searching for the brand, which we will check.
- **Extra Meta spend has not paid back yet.** Meta revenue rose $801 on $659 more spend: the extra spend returned 1.22x, below the 1.60x break-even ROAS. Prospecting, where most of it went, is the lowest Meta campaign at 1.64x.
- **The new "Static - Free Grinder Offer" is our best prospecting ad.** In its first week it returned 2.90x ROAS at 1.49% CTR on $588, ahead of "UGC - Morning Ritual" at 1.71x.
- **"UGC - Cold Brew Hack" is fatiguing.** Its CTR fell to 0.67% from 0.92% over the two weeks before, and it returned 1.03x ROAS on $1,102, the weakest Meta ad this week.
- **Retargeting and reviews creative stay the most efficient Meta spend:** Retargeting ROAS 3.98x, and "Static - Customer Reviews" leads the leaderboard at 4.11x.

Anomalies automatic checks on daily data

Meta: spend rose

Thu 5 Nov · $949 vs usual $778 (+22.0%)

Meta spend ran above its usual level all week because prospecting spend rose 18.2%; Thu 5 Nov was the peak day at $949 vs a usual $778. We will confirm in Ads Manager that the higher budget was intended.

TikTok: no tracked purchases

Thu 5 Nov and Fri 6 Nov · 0 tracked purchases on $658 spend, usual CPA $49.07

TikTok reported 0 purchases on Thu 5 Nov and Fri 6 Nov while spend continued ($658). Shopify orders on those days were normal, so this looks like a purchase-tracking gap (pixel or Events API) rather than a sales drop.

UGC - Cold Brew Hack: CTR fell (creative fatigue)

2-8 Nov 2026 · 0.67% vs usual 0.92% (-27.0%)

"UGC - Cold Brew Hack" CTR was 0.67% this week vs 0.92% across the previous two weeks, down 27.0%: a typical sign of creative fatigue.

Next actions

1. **Fix TikTok purchase tracking first:** check the purchase event in TikTok Events Manager for Thu 5 Nov and Fri 6 Nov and ask the client whether anything changed on checkout. Hold TikTok budgets flat until purchases report again.
2. **Pause "UGC - Cold Brew Hack"** and move its budget to "Static - Free Grinder Offer" (2.90x ROAS). Brief two new UGC hooks to replace it.
3. **Shift budget inside Meta prospecting rather than adding more.** Spend is at 109.6% of the weekly budget: ask the client to approve the higher level, or bring spend back to $11,500.
4. **Check Google before changing bids:** Brand search impression share and search volume (Brand revenue fell $847), then search terms for Non-brand and the PMax feed.
5. **Cut TikTok "Prospecting | Interest Stack" if it stays below break-even.** It returned 0.66x on $811, under the 1.60x break-even ROAS; judge it again one week after tracking is fixed.

About this data

- Report week 2-8 Nov 2026 (Monday to Sunday), compared with 26 Oct - 1 Nov 2026 and the average week of 5 Oct - 1 Nov 2026.
- Sources: Meta Ads, Google Ads, TikTok Ads, GA4, Shopify orders. Data covers 31 Aug - 8 Nov 2026.
- Revenue, ROAS, CPA and conversions are as reported by each ad platform (each platform's own attribution, so channels can overlap). MER = Shopify net sales (paid and partially refunded orders, subtotal) / total ad spend, the de-duplicated view.
- CTR = link clicks / impressions. CPM = cost per thousand impressions. Anomalies compare each day with the median of the previous 28 days.