

Ad Opportunity & Fatigue Detection

Account: Luukilu AI Media Buying Agent

Total Active Ads: 63

Date: February 04, 2025

Total Daily Spend: ₹34,850

Overview

Status	Category	No. of Ads	Daily Spend	% of Daily Spend
⚠️	Not Delivering	0	₹0	0.0%
📉	Non-performer, Rising Fatigue	1	₹237	0.8%
🔴	Critical, Fatigue is Peaking	4	₹933	3.14%
⚡	Watchout, Fatigue is Peaking	5	₹1,789	6.01%
✅	Healthy	5	₹1,990	6.69%
📊	Good Performer, Rising Fatigue	11	₹11,019	37.03%
⚡	Good Performer, Fatigue is Peaking	2	₹325	1.09%
🚀	Scaling Opportunity	1	₹339	1.14%
★	Potential Winner	3	₹0	0.0%

Action Items

Next 24 Hours (Urgent)

Manual | Single Image | Luukilu Tracks Meta Ad Fatigue

Adv+ | Video | Ad Fatigue Killer for Meta Ads

Manual | Image | AI-Powered Ad Buying Starts Here

Adv+ | Video | Luukilu: AI Ad Fatigue Alerts

Next 48 Hours (Prepare)

Manual | Image | Boost ROI with AI Alerts

Adv+ | Video | Luukilu: AI Ad Fatigue Alerts

Manual | Image | Save 16+ Hours with Luukilu

Next 72 Hours (Plan)

Adv+ | Video | Slack Alerts, Smarter Ad Decisions

Adv+ | Video | 24-Hour Tasks from AI Agent

Manual | Image | AI-Powered Ad Buying Starts Here

Detailed Ad Breakdown

📉 Non-performer, Rising Fatigue

Last 24h Spend: ₹237 | Total Spend: ₹2,067

Adv+ | Video | Luukilu: AI Ad Fatigue Alerts

Ad ID: 225815708262868909 | Campaign:

Retargeting Campaign - HKK

Duration: 14 days

Objective: Conversions

Score Summary

😞 Fatigue Score 🚀 Performance Score

43/100

31/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CTR	0.23% (↓33.11%)	0.22% (↓36.5%)	0.29% (↓17.17%)	0.42% (↑21.48%)	0.35%
CPM	₹92.12 (↓41.56%)	₹114.75 (↓27.21%)	₹130.21 (↓17.4%)	₹144.45 (↓8.36%)	₹157.64

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	8.75 (↑108.89%)	0.00 (↓100%)	2.68 (↓35.91%)	3.57 (↓14.79%)	4.19
CPA	₹237.30 (↓52.35%)	₹0.00 (↓100%)	₹541.81 (↑8.8%)	₹266.34 (↓46.51%)	₹497.97

Key Takeaway

The ad's performance shows a significant improvement in ROAS today, increasing by 108.89% compared to the baseline, and a notable decrease in CPA by 52.35%. However, fatigue metrics indicate challenges, with CTR decreasing by 33.11% and CPM dropping by 41.56% today compared to the baseline. This suggests that while the ad is achieving better returns on ad spend, engagement levels and cost efficiency per impression are declining, indicating potential fatigue.

Recommended Actions

- Reallocate budget to high-performing placements with CTR > 0.35% and CPA < ₹300 as CTR has declined by 33.11% today compared to the baseline, while CPA has improved. Focusing on placements with better engagement will optimize performance.

- Cap frequency at 1.2 to mitigate fatigue as Frequency has decreased slightly, but maintaining a cap will prevent overexposure and further declines in CTR.

🔴 Critical, Fatigue is Peaking

Last 24h Spend: ₹196 | Total Spend: ₹5,181

Manual | Video | Meta Ads Fatigue? Luukilu

Fixes It

Ad ID: 161293808593517069 | Campaign:

Retargeting Campaign - CCL

Duration: 243 days

Objective: Conversions

Score Summary

😓 Fatigue Score 🚀 Performance Score

77/100

17/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
Frequency	1.09 (↑100%)	1.14 (↑100%)	1.14 (↑100%)	1.14 (↑100%)	0.00
CPC	₹9.33 (↑100%)	₹11.61 (↑100%)	₹11.30 (↑100%)	₹11.30 (↑100%)	₹0.00

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	16.55 (↑100%)	0.00 (↔0%)	2.28 (↑100%)	2.28 (↑100%)	0.00
Purchase	2.00 (↑100%)	0.00 (↔0%)	2.00 (↑100%)	2.00 (↑100%)	0.00

Key Takeaway

The ad's performance shows a positive trend with ROAS increasing significantly today compared to the baseline, indicating strong returns. However, fatigue metrics such as Frequency and CPC have also risen, suggesting potential audience saturation and cost inefficiencies. Monitoring these trends is crucial to sustain performance.

Recommended Actions

- Cap ad frequency to 1.2 impressions per user as Frequency has increased by 100% compared to the baseline, which may lead to audience fatigue.
- Optimize bidding strategy to lower CPC below ₹10 as CPC has risen by 100% compared to the baseline, impacting cost efficiency.

● Critical, Fatigue is Peaking

Last 24h Spend: ₹185 | Total Spend: ₹6,867

Manual | Video | Save 16+ Hours with Luukilu

Ad ID: 444379880037148993 | Campaign:

Optimization Campaign - GBY

Duration: 158 days

Objective: Conversions

Score Summary

 Fatigue Score  Performance Score

77/100

18/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
Frequency	1.09 (↑100%)	1.04 (↑100%)	1.06 (↑100%)	1.06 (↑100%)	0.00
CPC	₹18.52 (↑100%)	₹34.06 (↑100%)	₹27.80 (↑100%)	₹27.80 (↑100%)	₹0.00

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	7.28 (↑100%)	0.00 (↔0%)	0.00 (↔0%)	0.00 (↔0%)	0.00
CTR	2.03% (↑100%)	0.93% (↑100%)	1.37% (↑100%)	1.37% (↑100%)	0.00%

Key Takeaway

The ad has shown a significant increase in ROAS and CTR today compared to the baseline, indicating improved performance. However, fatigue metrics such as Frequency and CPC have also risen, suggesting potential audience saturation and increased costs. Monitoring these trends is crucial to maintaining efficiency.

Recommended Actions

- Reduce bid ceilings by 10% for placements where CPC > ₹30 as CPC has increased significantly, and controlling bids can help manage costs.
- Cap Frequency at 1.5 impressions per user as Frequency has increased, potentially leading to audience fatigue.

● Critical, Fatigue is Peaking

Last 24h Spend: ₹339 | Total Spend: ₹14,183

Adv+ | Carousel | Luukilu's Daily Slack

Alerts

Ad ID: 851532758789168103 | Campaign: Scaling

Campaign - HGY

Duration: 41 days

Objective: Conversions

Score Summary

Fatigue Score Performance Score

77/100

17/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
Frequency	1.06 (↑100%)	1.11 (↑100%)	1.07 (↑100%)	1.07 (↑100%)	0.00
CPC	₹28.24 (↑100%)	₹31.87 (↑100%)	₹20.93 (↑100%)	₹20.93 (↑100%)	₹0.00

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	1.66 (↑100%)	0.00 (↔0%)	1.60 (↑100%)	1.60 (↑100%)	0.00
CPA	₹338.84 (↑100%)	₹0.00 (↔0%)	₹795.41 (↑100%)	₹795.41 (↑100%)	₹0.00

Key Takeaway

The ad campaign has shown a significant increase in ROAS and CPA today compared to the baseline, indicating improved revenue generation but at a higher cost per acquisition. However, fatigue metrics such as Frequency and CPC have also increased, suggesting potential overexposure and rising costs. This highlights the need to balance performance gains with cost efficiency and audience engagement.

Recommended Actions

- Reallocate 20% of the budget to placements with CTR > 1.5% and CPA < ₹300 as CTR has shown variability, and focusing on high-performing placements can optimize budget utilization.
- Cap ad Frequency at 1.5 to reduce audience fatigue as Frequency has increased by 100% compared to the baseline, which may lead to ad fatigue and reduced engagement.

🔴 Critical, Fatigue is Peaking

Last 24h Spend: ₹213 | Total Spend: ₹673

Adv+ | Single Image | AI-Powered Media

Buying for \$19

Ad ID: 322434947893401283 | Campaign:

Optimization Campaign - MQO

Duration: 14 days

Objective: Conversions

Score Summary

😓 Fatigue Score

70/100

🚀 Performance Score

24/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
Frequency	1.33 (↑33.03%)	1.22 (↑22.46%)	1.19 (↑19.14%)	1.18 (↑17.88%)	1.00
CPC	₹10.15 (↑24.48%)	₹18.76 (↑130.1%)	₹21.44 (↑162.91%)	₹15.82 (↑94.05%)	₹8.15

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	8.25 (↑100%)	0.00 (↔0%)	0.00 (↔0%)	0.00 (↔0%)	0.00
CTR	1.80% (↑29.45%)	0.96% (↓31.1%)	0.90% (↓34.84%)	1.34% (↓3.54%)	1.39%

Key Takeaway

The ad has shown a significant improvement in ROAS today, achieving an 8.25 value compared to the baseline of 0.0, indicating a positive return on ad spend. However, fatigue metrics such as Frequency and CPC have increased over the baseline, with Frequency rising by 33.03% and CPC by 24.48%, suggesting potential ad fatigue. CTR has improved today by 29.45% compared to the baseline, showing better engagement, but the rising CPC might offset this gain. Monitoring these trends and optimizing the ad strategy is crucial to sustain performance.

Recommended Actions

- Reallocate budget to high-performing placements with CTR > 1.5% and CPA < ₹50 as CTR has improved by 29.45% today compared to the baseline, indicating that certain placements are performing well. Focusing on these can maximize returns.
- Cap Frequency at 1.2 to mitigate ad fatigue as Frequency has increased by 33.03% compared to the baseline, potentially leading to audience fatigue and diminishing returns.

- Lower bid ceilings by 10% for placements where CPC > ₹15 as CPC has increased by 24.48% compared to the baseline, which could impact cost efficiency. Adjusting bids can help control costs.

⚡ Watchout, Fatigue is Peaking

Last 24h Spend: ₹654 | Total Spend: ₹21,718

Manual | Carousel | Luukilu: Your Daily Ad Opportunity

Ad ID: 341072060492562474 | Campaign: Scaling

Campaign - TSE

Duration: 248 days

Objective: Conversions

Score Summary

😓 Fatigue Score

77/100

🚀 Performance Score

38/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
Frequency	1.23 (↑100%)	1.26 (↑100%)	1.22 (↑100%)	1.22 (↑100%)	0.00
CPC	₹17.69 (↑100%)	₹20.73 (↑100%)	₹24.64 (↑100%)	₹24.64 (↑100%)	₹0.00

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CTR	1.25% (↑100%)	1.39% (↑100%)	1.23% (↑100%)	1.23% (↑100%)	0.00%
ROAS	0.00 (↔0%)	0.00 (↔0%)	0.00 (↔0%)	0.00 (↔0%)	0.00

Key Takeaway

The ad's CTR has shown improvement over the baseline, indicating better engagement, but ROAS remains stagnant at 0.0, reflecting no return on ad spend. Fatigue metrics such as Frequency and CPC have increased, which could suggest audience saturation or inefficiencies in ad delivery. The ad has been running for 248 days, and these trends highlight the need for optimization to improve performance and reduce fatigue.

Recommended Actions

- Refresh the ad creative and messaging to re-engage the audience as The increase in Frequency and CPC indicates potential audience fatigue. Updating the creative can help capture attention and improve engagement.
- Optimize targeting to focus on high-performing audience segments as Despite an increase in CTR, ROAS remains at 0.0, suggesting that the current audience may not be converting. Refining targeting can help reach more relevant users.

⚡ Watchout, Fatigue is Peaking

Last 24h Spend: ₹423 | Total Spend: ₹81,537

Adv+ | Video | Ad Fatigue Killer for Meta

Ads

Ad ID: 580585801793122242 | Campaign:

Optimization Campaign - IXC

Duration: 202 days

Objective: Conversions

Score Summary

😞 Fatigue Score

77/100

🚀 Performance Score

37/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
Frequency	1.08 (↑100%)	1.13 (↑100%)	1.05 (↑100%)	1.05 (↑100%)	0.00
CPC	₹15.65 (↑100%)	₹20.92 (↑100%)	₹18.61 (↑100%)	₹18.61 (↑100%)	₹0.00

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.00 (↔0%)	1.55 (↑100%)	0.74 (↑100%)	0.74 (↑100%)	0.00
Purchase	0.00 (↔0%)	1.00 (↑100%)	2.00 (↑100%)	2.00 (↑100%)	0.00

Key Takeaway

The ad has shown an increase in ROAS and Purchase metrics compared to the baseline, indicating improved performance. However, fatigue metrics such as Frequency and CPC have also increased, which might indicate potential audience saturation or inefficiencies in cost management. Monitoring these trends is essential to sustain performance.

Recommended Actions

- Reallocate budget to placements with CTR > 1.5% and CPA < ₹500 as CTR has shown improvement, and focusing on high-performing placements can optimize returns.
- Cap Frequency at 1.2 to prevent audience fatigue as Frequency has increased significantly, which could lead to diminishing returns.

⚡ Watchout, Fatigue is Peaking

Last 24h Spend: ₹181 | Total Spend: ₹5,006

Manual | Image | Get 16+ Hours Back Weekly

Ad ID: 635102198620833024 | Campaign: High

ROAS Campaign - RMN

Duration: 200 days

Objective: Conversions

Score Summary

😓 Fatigue Score

75/100

🚀 Performance Score

52/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
Frequency	1.25 (↑15.69%)	1.21 (↑11.33%)	1.22 (↑12.3%)	1.18 (↑8.98%)	1.08
CPC	₹18.14 (↑50.45%)	₹9.45 (↓21.61%)	₹14.15 (↑17.37%)	₹14.78 (↑22.58%)	₹12.05

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.00 (↔0%)	16.57 (↑100%)	3.98 (↑100%)	1.42 (↑100%)	0.00
CTR	0.93% (↓16.8%)	1.50% (↑34.02%)	1.22% (↑8.41%)	1.17% (↑4.28%)	1.12%

Key Takeaway

The ad's performance has shown improvement in ROAS and CTR compared to the baseline, especially in the last day where ROAS reached 16.57 and CTR increased by 34.02%. However, fatigue metrics indicate potential concerns, with Frequency increasing by 15.69% and CPC rising by 50.45% compared to the baseline. These trends suggest that while the ad is performing better in terms of conversions, its cost efficiency and user engagement may be at risk of declining.

Recommended Actions

- Reallocate 20% of the budget to placements with CPC < ₹15 and CTR > 1.2% as CPC has increased by 50.45% and CTR has shown variability. Allocating budget to more cost-efficient placements can improve overall ROI.
- Cap Frequency at 1.2 impressions per user as Frequency has increased by 15.69%, potentially leading to ad fatigue. Limiting impressions can mitigate this.

⚡ Watchout, Fatigue is Peaking

Last 24h Spend: ₹271 | Total Spend: ₹4,179

Adv+ | Video | Luukilu: AI Slack Alerts for Ads

Ad ID: 700378655559898748 | Campaign: High

ROAS Campaign - UVU

Duration: 200 days

Objective: Conversions

Score Summary

😓 Fatigue Score

78/100

🚀 Performance Score

37/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CPC	₹27.05 (↑92.61%)	₹30.64 (↑118.12%)	₹25.82 (↑83.83%)	₹20.51 (↑45.99%)	₹14.05
CTR	0.55% (↓43.71%)	0.65% (↓34.17%)	0.80% (↓19.19%)	1.03% (↑4.92%)	0.99%

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	4.95 (↑100%)	1.67 (↑100%)	2.56 (↑100%)	4.52 (↑100%)	0.00
CPA	₹135.27 (↑100%)	₹337.01 (↑100%)	₹404.53 (↑100%)	₹256.31 (↑100%)	₹0.00

Key Takeaway

The ad's performance shows mixed results. While ROAS has significantly improved today compared to the baseline, indicating better revenue generation, the CTR has decreased significantly, suggesting reduced engagement. Additionally, CPC has increased, which could indicate higher costs for acquiring clicks. The fatigue metrics, particularly the increased CPC and decreased CTR, suggest potential ad fatigue or reduced audience interest. Addressing these challenges could help sustain the improved ROAS while optimizing costs.

Recommended Actions

- Reduce bid ceilings by 10% for placements where CPC > ₹25 as CPC has increased by 92.61% today compared to the baseline, which could be impacting cost efficiency.
- Test new creative variations to improve CTR as CTR has decreased by 43.71% today compared to the baseline, indicating reduced engagement.

- Cap frequency at 1.2 impressions per user as Frequency has increased slightly, and controlling it can help mitigate ad fatigue.

⚡ Watchout, Fatigue is Peaking

Last 24h Spend: ₹261 | Total Spend: ₹1,051

Manual | Video | \$19/Month AI Media Buying

Agent

Ad ID: 384259407372115955 | Campaign:

Retargeting Campaign - PBY

Duration: 48 days

Objective: Conversions

Score Summary

😓 Fatigue Score

69/100

🚀 Performance Score

61/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
Frequency	1.06 (↑6.12%)	1.11 (↑10.84%)	1.10 (↑9.51%)	1.09 (↑8.88%)	1.00
CPM	₹556.69 (↓42.6%)	₹394.55 (↓59.31%)	₹425.75 (↓56.1%)	₹437.99 (↓54.84%)	₹969.76

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CTR	1.50% (↓87.44%)	1.60% (↓86.59%)	1.45% (↓87.84%)	1.45% (↓87.8%)	11.90%
CPC	₹37.22 (↑356.89%)	₹24.71 (↑203.32%)	₹29.41 (↑261.07%)	₹30.15 (↑270.17%)	₹8.15

Key Takeaway

The ad's performance has shown significant challenges, with CTR decreasing by 87.44% today compared to the baseline, indicating a drop in engagement. CPC has increased by 356.89% today, reflecting higher costs per click. Fatigue metrics also suggest potential issues, with Frequency increasing by 6.12% today and CPM decreasing by 42.6%, possibly indicating reduced ad effectiveness. Immediate optimization is required to address these trends and improve the ad's efficiency.

Recommended Actions

- Reallocate budget to high-performing placements with CTR > 2% and CPC < ₹20 as CTR has declined by 87.44% today compared to the baseline, and CPC has increased by 356.89%. Redirecting budget to more effective placements can enhance engagement and cost-efficiency.
- Implement a frequency cap of 1.5 impressions per user as Frequency has increased by 6.12% today compared to the baseline, potentially leading to ad fatigue. Limiting impressions can help mitigate

this.

- Test new creatives and messaging to re-engage the audience as The significant drop in CTR and increase in CPC suggest that the current ad may no longer resonate with the audience. New creatives can help refresh interest.

Adv+ | Carousel | Say Goodbye to Manual

Ad Checks

Ad ID: 433037141528066048 | Campaign:

Retargeting Campaign - RGV

Duration: 307 days

Objective: Conversions

Score Summary

 Fatigue Score  Performance Score

52/100

79/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
Frequency	1.31 (↑9.66%)	1.30 (↑8.35%)	1.26 (↑5.68%)	1.23 (↑2.69%)	1.20
CPC	₹0.00 (↓100%)	₹11.92 (↓58.1%)	₹18.27 (↓35.8%)	₹28.81 (↑1.24%)	₹28.45

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.00 (↓100%)	0.00 (↓100%)	0.00 (↓100%)	8.41 (↑3.38%)	8.13
CTR	0.00% (↓100%)	1.30% (↑145.51%)	0.89% (↑69.35%)	0.52% (↓1.29%)	0.53%

Key Takeaway

The ad performance shows mixed trends. ROAS has increased by 3.38% in the last 7 days compared to the baseline, indicating improved revenue efficiency. However, CTR has slightly decreased by 1.29% in the same period, suggesting a potential decline in engagement. Fatigue metrics reveal an increase in Frequency by 9.66% today compared to the baseline, which could indicate ad fatigue. CPC has significantly dropped to 0.0 today, which might reflect a reporting anomaly or a drastic change in bidding strategy.

Recommended Actions

- Cap ad Frequency at 1.2 to mitigate potential fatigue as Frequency has increased by 9.66% today compared to the baseline, which could lead to audience saturation.
- Investigate the CPC drop to 0.0 and adjust bidding strategies accordingly as CPC has dropped by 100.0% today compared to the baseline, which is unusual and might affect ad delivery.

- Enhance creative elements to improve CTR as CTR has decreased by 1.29% in the last 7 days compared to the baseline, indicating a need for more engaging content.

Manual | Single Image | Luukilu Tracks

Meta Ad Fatigue

Ad ID: 034768797506514765 | Campaign:

Optimization Campaign - EYH

Duration: 166 days

Objective: Conversions

Score Summary

 Fatigue Score  Performance Score

37/100

73/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CPC	₹8.53 (↓31%)	₹10.49 (↓15.13%)	₹9.88 (↓20.07%)	₹11.21 (↓9.32%)	₹12.36
CPM	₹177.26 (↓35.69%)	₹218.62 (↓20.68%)	₹236.92 (↓14.04%)	₹252.21 (↓8.5%)	₹275.62

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.00 (↓100%)	3.50 (↓10.92%)	3.55 (↓9.61%)	1.76 (↓55.14%)	3.93
Purchase	0.00 (↓100%)	1.00 (↓83.33%)	4.00 (↓33.33%)	5.00 (↓16.67%)	6.00

Key Takeaway

The ad's performance metrics indicate a decline in ROAS by 55.14% and Purchase by 16.67% over the last 7 days compared to the baseline. Fatigue metrics show a significant reduction in CPC by 31.0% and CPM by 35.69% today compared to the baseline. This suggests that while costs have decreased, performance outcomes like ROAS and Purchase have also declined, indicating potential inefficiencies in the ad's current strategy.

Recommended Actions

- Reallocate budget to higher-performing campaigns with ROAS > 3.0 as ROAS has declined by 55.14% over the last 7 days compared to the baseline, indicating a need to focus on more efficient campaigns.
- Optimize ad creative to improve CTR and engagement as CTR has decreased by 6.8% today compared to the baseline, suggesting a need for more engaging content.

- Test new audience segments to improve Purchase rates as Purchase has declined by 16.67% over the last 7 days compared to the baseline, indicating potential audience fatigue.

Adv+ | Video | 24-Hour Tasks from AI Agent


Ad ID: 507012592781140968 | Campaign: High ROAS

Campaign - SWZ


Duration: 118 days

Objective: Conversions

Score Summary

 Fatigue Score

35/100

 Performance Score

76/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CPC	₹11.17 (↓52.45%)	₹12.62 (↓46.26%)	₹48.04 (↑104.5%)	₹33.78 (↑43.8%)	₹23.49
CPM	₹128.39 (↓61.06%)	₹260.31 (↓21.05%)	₹294.72 (↓10.61%)	₹239.33 (↓27.41%)	₹329.71

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.00 (↓100%)	0.00 (↓100%)	0.00 (↓100%)	0.00 (↓100%)	26.74
CTR	1.15% (↓18.1%)	2.06% (↑46.91%)	0.61% (↓56.29%)	0.71% (↓49.52%)	1.40%

Key Takeaway

The ad has shown a significant decline in performance metrics, with ROAS dropping by 100% and CTR decreasing by 49.52% over the last 7 days compared to the baseline. Fatigue metrics indicate an increase in CPC by 43.8% and a decrease in CPM by 27.41%, suggesting inefficiencies in cost and reach. Immediate actions are needed to address these declines and optimize the ad's performance.

Recommended Actions

- Reallocate budget to placements with CTR > 1.5% and CPA < ₹50 as CTR has declined by 49.52% over the last 7 days, and reallocating budget to high-performing placements can improve efficiency.
- Reduce bid ceilings by 10% for placements where CPC > ₹40 and CTR < 1.0% as CPC has increased by 43.8% over the last 7 days, and lowering bids will reduce costs without significantly impacting engagement.

Manual | Image | Boost ROI with AI Alerts

Ad ID: 141885488560489031 | Campaign:

Optimization Campaign - LSD

Duration: 24 days

Objective: Conversions

Score Summary

Fatigue Score Performance Score

34/100

77/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
Frequency	1.00 (↓11.83%)	1.00 (↓11.83%)	1.03 (↓9.2%)	1.02 (↓9.79%)	1.13
CPM	₹40.00 (↓89.25%)	₹1930.00 (↑418.86%)	₹218.70 (↓41.21%)	₹199.77 (↓46.29%)	₹371.97

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.00 (↓100%)	0.00 (↓100%)	6.54 (↑435.72%)	5.59 (↑357.88%)	1.22
CPA	₹0.00 (↓100%)	₹0.00 (↓100%)	₹120.72 (↓88.57%)	₹141.24 (↓86.63%)	₹1056.03

Key Takeaway

The ad's performance has shown significant improvement in ROAS, particularly in the last 3 days, with a 435.72% increase compared to the baseline. However, fatigue metrics such as Frequency and CPM indicate a decrease, suggesting potential audience saturation. The ad's CTR has also shown mixed trends, with a slight increase in the last 3 days but a decrease over the last 7 days. This suggests that while the ad is converting better, its engagement metrics need attention.

Recommended Actions

- Reallocate 20% of the budget to placements with CTR > 2.0% and CPA < ₹150 as CTR has shown a mixed trend, and CPA has decreased significantly. Allocating budget to high-performing placements will optimize returns.
- Cap Frequency at 1.5 impressions per user for the next 7 days as Frequency has decreased but remains close to the baseline, indicating potential fatigue. Capping impressions will help maintain engagement.

- Test new creative variations focusing on the Winter Menu theme as CPM has decreased significantly, suggesting room for creative refresh to attract more engagement.

Adv+ | Single Image | AI for Meta: Daily Performance Fixes

Ad ID: 405653490479684262 | Campaign: 🌟

Retargeting Campaign - TLP

Duration: 23 days

Objective: Conversions

Score Summary

😞 Fatigue Score 🚀 Performance Score

40/100

86/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CTR	2.74% (↓19.77%)	2.98% (↓12.72%)	2.94% (↓13.8%)	3.23% (↓5.32%)	3.41%
CPC	₹4.96 (↓27.52%)	₹4.82 (↓29.52%)	₹5.28 (↓22.85%)	₹5.50 (↓19.63%)	₹6.84

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	1.23 (↓50.73%)	1.10 (↓55.99%)	1.15 (↓53.91%)	2.96 (↑18.62%)	2.49
Purchase	1.00 (↓85.71%)	2.00 (↓71.43%)	4.00 (↓42.86%)	11.00 (↑57.14%)	7.00

Key Takeaway

The ad's performance has seen significant declines recently. ROAS has dropped by 50.73% today compared to the baseline, and Purchases have decreased by 85.71% in the same period. Fatigue indicators like CTR have also declined by 19.77% today compared to the baseline, while CPC has improved with a 27.52% decrease. This suggests that while costs per click are lower, engagement and conversions are suffering, indicating a need for strategic adjustments.

Recommended Actions

- Reallocate budget to campaigns with CTR > 3% and CPA < ₹500 as CTR has declined by 19.77% today compared to the baseline, and CPA has increased by 50.96% today. Allocating budget to better-performing campaigns can optimize spend.
- Cap ad frequency at 1.5 to reduce fatigue as Frequency has increased slightly, and CTR has dropped by 19.77% today compared to the baseline, indicating potential audience fatigue.

Manual | Carousel | Luukilu Saves You 16

Hours/Week

Ad ID: 833872919694218092 | Campaign:

Optimization Campaign - DVU

Duration: 23 days

Objective: Conversions

Score Summary

 Fatigue Score  Performance Score

42/100

73/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CPC	₹5.00 (↓21.73%)	₹4.25 (↓33.51%)	₹5.53 (↓13.56%)	₹5.30 (↓17.05%)	₹6.39
CTR	2.37% (↓14.98%)	2.66% (↓4.53%)	2.72% (↓2.18%)	2.78% (↓0.04%)	2.78%

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.00 (↓100%)	5.37 (↑76.4%)	2.31 (↓23.94%)	2.28 (↓25.22%)	3.04
CPA	₹0.00 (↓100%)	₹315.94 (↓24.16%)	₹547.02 (↑31.31%)	₹516.62 (↑24.02%)	₹416.58

Key Takeaway

The ad's performance shows mixed results. While ROAS has significantly increased by 76.4% today compared to the baseline, indicating improved revenue efficiency, CTR has decreased by 14.98% today, suggesting reduced engagement. Additionally, CPC has decreased by 33.51% today, reflecting cost efficiency, but CPA has increased by 24.16% over the last 1 day, which could impact profitability. These trends suggest opportunities to optimize engagement while maintaining cost efficiency.

Recommended Actions

- Reallocate budget to placements with CTR > 2.5% and CPA < ₹400 as CTR has decreased by 14.98% today, and CPA has increased by 24.16% over the last 1 day. Redirecting budget to better-performing placements can enhance efficiency.
- Cap ad frequency at 1.1 impressions per user as Frequency has increased slightly to 1.05 today, and CTR has decreased by 14.98%, indicating potential ad fatigue.

- Test new creatives emphasizing the refined sugar-free benefit as CTR has declined by 14.98% today, suggesting the current creative may not be resonating as effectively.

Adv+ | Video | Slack Alerts, Smarter Ad Decisions

Ad ID: 052394381369377641 | Campaign: 🧠

Optimization Campaign - XNI

Duration: 16 days

Objective: Conversions

Score Summary

😓 Fatigue Score 🚀 Performance Score

62/100

81/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CPC	₹22.34 (↑27.37%)	₹18.66 (↑6.36%)	₹15.21 (↓13.3%)	₹15.70 (↓10.52%)	₹17.54
CTR	0.83% (↓48.33%)	1.06% (↓34.05%)	1.52% (↓5.97%)	1.42% (↓11.79%)	1.61%

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.00 (↓100%)	3.81 (↓36.51%)	3.94 (↓34.36%)	3.01 (↓49.92%)	6.00
CTR	0.83% (↓48.33%)	1.06% (↓34.05%)	1.52% (↓5.97%)	1.42% (↓11.79%)	1.61%

Key Takeaway

The ad's performance has shown a decline in key metrics over the recent periods compared to the baseline. ROAS has decreased by 49.92% in the last 7 days compared to the baseline, indicating reduced efficiency in generating revenue. Additionally, CTR has dropped by 11.79% over the same period, suggesting reduced engagement. Fatigue metrics also show concerning trends, with CPC increasing by 27.37% today compared to the baseline, and CTR dropping by 48.33% today, signaling potential ad fatigue. These trends highlight the need for immediate optimization to address declining performance and engagement.

Recommended Actions

- Reallocate 30% of the budget to placements where CTR > 1.5% and CPA < ₹300 as CTR has declined by 11.79% over the last 7 days, and CPA has increased by 50.2%. Shifting budget to high-performing placements will improve efficiency.

- Reduce bid ceilings by 10% for placements where $CPC > ₹20$ and $CTR < 1.0\%$ as CPC has increased by 27.37% today, while CTR has declined by 48.33%. Lowering bids will reduce costs without significantly impacting engagement.

Manual | Image | AI-Powered Ad Buying Starts Here

Ad ID: 518454082155329497 | Campaign: Scaling

Campaign - OZF

Duration: 14 days

Objective: Conversions

Score Summary

 Fatigue Score  Performance Score
40/100 **75/100**

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CTR	1.06% (↓41.8%)	1.26% (↓30.7%)	1.39% (↓23.56%)	1.38% (↓24.26%)	1.82%
CPM	₹179.37 (↓62.64%)	₹207.45 (↓56.79%)	₹238.00 (↓50.43%)	₹262.69 (↓45.29%)	₹480.16

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.00 (↓100%)	0.00 (↓100%)	0.00 (↓100%)	1.90 (↑62.13%)	1.17
CPA	₹0.00 (↓100%)	₹0.00 (↓100%)	₹0.00 (↓100%)	₹551.26 (↓19.43%)	₹684.23

Key Takeaway

The ad's performance shows mixed results. Over the last 7 days, ROAS has improved by 62.13% compared to the baseline, indicating better revenue efficiency. However, CTR has declined significantly by 41.8% today compared to the baseline, suggesting reduced engagement. Fatigue metrics like CPM have also decreased by 62.64% today compared to the baseline, which might indicate reduced competition or lower ad quality. These trends suggest opportunities to optimize engagement while maintaining cost efficiency.

Recommended Actions

- Increase the budget allocation to campaigns with ROAS > 1.5 over the last 7 days as ROAS has shown a significant improvement of 62.13% over the last 7 days compared to the baseline, indicating higher efficiency in revenue generation.
- Revise ad creatives to address the declining CTR, focusing on improving engagement as CTR has dropped by 41.8% today compared to the baseline, indicating reduced user interaction with the ad.

- Test new audience segments to counteract potential ad fatigue as Fatigue metrics like CPM have decreased by 62.64% today compared to the baseline, which could be a sign of reduced ad quality or engagement.

Adv+ | Carousel | Luukilus \$19 AI Agent for Marketers

Ad ID: 532206810580485540 | Campaign:

Retargeting Campaign - SVG

Duration: 14 days

Objective: Conversions

Score Summary

 Fatigue Score  Performance Score

45/100

87/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
Frequency	1.08 (↓5.77%)	1.10 (↓3.81%)	1.09 (↓5.1%)	1.09 (↓4.65%)	1.15
CTR	1.92% (↓8.64%)	2.00% (↓4.86%)	1.92% (↓8.78%)	1.90% (↓9.71%)	2.11%

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	1.54 (↓62.3%)	3.93 (↓4.05%)	2.41 (↓40.96%)	2.81 (↓31.26%)	4.09
CPA	₹725.96 (↑61.7%)	₹455.98 (↑1.56%)	₹582.79 (↑29.81%)	₹531.50 (↑18.38%)	₹448.96

Key Takeaway

The ad's performance shows a decline in ROAS and an increase in CPA today compared to the baseline, indicating reduced cost efficiency. Additionally, fatigue metrics like Frequency and CTR have also decreased, suggesting reduced audience engagement. Immediate action is required to address these challenges and optimize the ad's performance.

Recommended Actions

- Reallocate 25% of the budget to high-performing placements with CTR > 2.0% and CPA < ₹500 as CTR has decreased by 8.64% today compared to the baseline, and CPA has increased by 61.7%. Shifting budget to better-performing placements can improve efficiency.
- Lower bid ceilings by 10% for placements where CPC > ₹15 and CTR < 1.5% as CPC has increased by 15.22% over the last 7 days, while CTR has declined by 9.71%. Lowering bids will reduce costs without significantly impacting engagement.

Manual | Video | Smarter Meta Ads in 1 Click

Ad ID: 597028712597362383 | Campaign:

Retargeting Campaign - QPN

Duration: 14 days

Objective: Conversions

Score Summary

Fatigue Score Performance Score

45/100

83/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
Frequency	1.06 (↓2.64%)	1.05 (↓3.55%)	1.06 (↓2.35%)	1.07 (↓1.4%)	1.09
CPC	₹9.80 (↓9.32%)	₹9.36 (↓13.43%)	₹10.00 (↓7.5%)	₹11.16 (↑3.26%)	₹10.81

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.79 (↓65.34%)	1.60 (↓30.03%)	3.45 (↑50.95%)	3.11 (↑35.85%)	2.29
Purchase	3.00 (↓82.35%)	7.00 (↓58.82%)	24.00 (↑41.18%)	45.00 (↑164.71%)	17.00

Key Takeaway

The ad's performance has seen a significant decline in key metrics such as ROAS and Purchases today compared to the baseline of the previous 7 days, indicating potential issues with audience engagement or conversion. However, fatigue metrics like Frequency and CPC have improved, suggesting reduced ad fatigue. This indicates a need to address the performance drop while maintaining the current improvements in fatigue metrics.

Recommended Actions

- Reallocate budget to audiences with higher ROAS over the past 7 days as ROAS has decreased by 65.34% today compared to the baseline, indicating a need to focus on more profitable audience segments.

- Test new creative variations to improve engagement and conversions as Purchases have decreased by 82.35% today compared to the baseline, suggesting the current creative may not be resonating with the audience.

Adv+ | Video | Luukilu's 1-Click Optimization

Ad ID: 170686081179092052 | Retargeting

Campaign - FZT

Duration: 14 days

Objective: Conversions

Score Summary

Fatigue Score Performance Score

34/100

74/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CPC	₹4.87 (↓33.92%)	₹5.23 (↓28.95%)	₹6.37 (↓13.52%)	₹3.81 (↓48.3%)	₹7.37
CTR	2.24% (↓5.84%)	2.33% (↓2.33%)	2.22% (↓6.81%)	2.99% (↑25.38%)	2.38%

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.00 (↓100%)	0.00 (↓100%)	0.00 (↓100%)	0.75 (↓77.89%)	3.38
CPA	₹0.00 (↓100%)	₹0.00 (↓100%)	₹0.00 (↓100%)	₹1395.92 (↑354.41%)	₹307.19

Key Takeaway

The ad performance has shown a significant decline in ROAS and an increase in CPA over the last 7 days compared to the baseline, indicating inefficiencies in driving conversions. Fatigue metrics like CPC have decreased, which is a positive sign, but CTR has also slightly decreased, suggesting potential issues with engagement. Immediate optimization is needed to address these challenges and improve the ad's effectiveness.

Recommended Actions

- Reallocate budget to placements with CTR > 2.5% and CPA < ₹1000 as CTR has decreased slightly while CPA has increased significantly, indicating the need to focus on more efficient placements.
- Test new creative variations to improve CTR and engagement as CTR has shown a slight decline, suggesting the current creative may not be resonating as effectively.

- Lower bid thresholds by 10% for placements with CPC > ₹5 and no conversions as CPC has decreased but remains high in some placements without yielding conversions, indicating inefficiencies.

⚡ Good Performer, Fatigue is Peaking

Last 24h Spend: ₹23 | Total Spend: ₹23,218

Manual | Carousel | Daily Ad Fatigue Solutions

Ad ID: 718586079462627539 | Campaign: ♦

Scaling Campaign - CPL

Duration: 143 days

Objective: Conversions

Score Summary

😞 Fatigue Score 🚀 Performance Score

67/100

77/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CPC	₹11.66 (↑47.99%)	₹8.10 (↑2.76%)	₹14.92 (↑89.38%)	₹8.95 (↑13.58%)	₹7.88
CTR	1.29% (↓32.59%)	1.61% (↓15.73%)	1.18% (↓38.17%)	1.94% (↑1.48%)	1.91%

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.00 (↓100%)	0.00 (↓100%)	0.00 (↓100%)	11.58 (↑30.13%)	8.90
CTR	1.29% (↓32.59%)	1.61% (↓15.73%)	1.18% (↓38.17%)	1.94% (↑1.48%)	1.91%

Key Takeaway

The ad's performance has shown a significant decline in key metrics over the recent periods compared to the baseline. ROAS has dropped to 0.0 today, representing a 100% decrease from the baseline of 8.9, indicating no return on ad spend. CTR has also decreased by 32.59% today compared to the baseline, suggesting reduced engagement. Additionally, CPC has increased by 47.99% today compared to the baseline, indicating higher costs per click. These trends suggest that the ad is experiencing performance challenges and potential fatigue, necessitating immediate optimization actions.

Recommended Actions

- Pause the current ad and analyze the creative and targeting as The ROAS has dropped to 0.0 today, and CTR has decreased by 32.59% compared to the baseline, indicating that the ad is not resonating with the audience.

- Lower bid thresholds by 10% for placements where $CPC > ₹10$ as CPC has increased by 47.99% today compared to the baseline, leading to higher costs without proportional returns.
- Test new ad creatives focusing on fresh storytelling and visuals as The ad may be experiencing fatigue as indicated by the declining CTR and increasing CPC.

⚡ Good Performer, Fatigue is Peaking

Last 24h Spend: ₹301 | Total Spend: ₹5,216

Adv+ | Single Image | Automate Meta Ad

Insights

Ad ID: 243600833850764892 | Campaign: 🍷

Optimization Campaign - PQQ

Duration: 24 days

Objective: Conversions

Score Summary

😓 Fatigue Score

70/100

🚀 Performance Score

78/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CPC	₹37.68 (↑79.42%)	₹21.81 (↑3.86%)	₹18.88 (↓10.1%)	₹22.24 (↑5.91%)	₹21.00
CTR	1.01% (↓43.99%)	1.51% (↓16.32%)	1.99% (↑10.79%)	1.68% (↓6.8%)	1.80%

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.00 (↓100%)	0.00 (↓100%)	1.78 (↓26.68%)	2.02 (↓16.55%)	2.43
CTR	1.01% (↓43.99%)	1.51% (↓16.32%)	1.99% (↑10.79%)	1.68% (↓6.8%)	1.80%

Key Takeaway

The ad campaign is showing signs of declining performance, with ROAS dropping by 100% today compared to the baseline, and CTR decreasing by 43.99% in the same period. Fatigue indicators such as CPC have increased by 79.42% today, suggesting inefficiencies in cost per click. Immediate optimization is required to address these challenges and improve the campaign's effectiveness.

Recommended Actions

- Reduce bid ceilings by 15% for placements where CPC > ₹30 as CPC has increased by 79.42% today compared to the baseline, indicating higher costs per click.
- Reallocate 20% of the budget to placements with CTR > 1.5% over the past 7 days as CTR has decreased by 43.99% today compared to the baseline, suggesting a need to focus on higher-performing placements.

Manual | Video | Optimize Ad Fatigue

Effortlessly

Ad ID: 233971359749825816 | Campaign: 🤖

Retargeting Campaign - TZZ

Duration: 14 days

Objective: Conversions

Score Summary

😄 Fatigue Score 🚀 Performance Score

30/100

38/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CPC	₹3.36 (↓44.87%)	₹3.00 (↓50.64%)	₹3.48 (↓42.81%)	₹2.58 (↓57.56%)	₹6.09
Frequency	1.11 (↑5.17%)	1.16 (↑9.58%)	1.10 (↑4.43%)	1.06 (↑0.36%)	1.05

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	3.83 (↑214.36%)	0.00 (↓100%)	0.54 (↓55.89%)	1.07 (↓11.87%)	1.22
CPA	₹338.94 (↓73.1%)	₹0.00 (↓100%)	₹734.51 (↓41.71%)	₹1211.72 (↓3.84%)	₹1260.08

Key Takeaway

The ad's performance metrics show a significant improvement in ROAS today, up by 214.36% compared to the baseline, indicating a higher return on ad spend. However, fatigue metrics such as frequency have slightly increased by 5.17%, which could lead to ad fatigue if not managed. CPC has decreased by 44.87%, suggesting improved cost efficiency. Overall, the ad is performing well today, but monitoring fatigue indicators is essential to sustain performance.

Recommended Actions

- Increase the budget allocation for this ad by 20% to capitalize on the improved ROAS as ROAS has significantly increased today by 214.36% compared to the baseline, indicating a high return on investment.
- Cap the frequency to 1.2 to manage potential ad fatigue as Frequency has increased by 5.17% compared to the baseline, which could lead to diminishing returns if left unchecked.

- Continue optimizing for lower CPC by focusing on high-performing placements as CPC has decreased by 44.87% compared to the baseline, showing cost efficiency improvements.

★ Potential Winner

Last 24h Spend: ₹0 | Total Spend: ₹2,253

Adv+ | Carousel | Instant Ad Fatigue Detection

Ad ID: 144268259284835576 | Campaign: Scaling

Campaign - LWL

Duration: 123 days

Objective: Conversions

Score Summary

😓 Fatigue Score

23/100

🚀 Performance Score

82/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
Frequency	0.00 (↓100%)	1.00 (↓7.63%)	1.02 (↓5.41%)	1.02 (↓5.41%)	1.08
CPM	₹0.00 (↓100%)	₹268.40 (↓61.28%)	₹261.80 (↓62.23%)	₹261.80 (↓62.23%)	₹693.19

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.00 (↓100%)	0.00 (↓100%)	0.00 (↓100%)	0.00 (↓100%)	1.01
Purchase	0.00 (↓100%)	0.00 (↓100%)	0.00 (↓100%)	0.00 (↓100%)	1.00

Key Takeaway

The ad performance has significantly declined over the last 7 days compared to the baseline, with ROAS and Purchases dropping to zero. Fatigue metrics like Frequency and CPM also show a decrease, indicating reduced engagement and cost efficiency. Immediate action is required to address these challenges and improve the ad's performance.

Recommended Actions

- Pause the current ad and reallocate the budget to a new creative with refreshed messaging as The current ad has shown a complete drop in ROAS and Purchases, indicating it is no longer effective.
- Lower the CPM bid to improve cost efficiency as CPM has decreased by 62.23% over the last 7 days, suggesting that a lower bid might still maintain reach while improving cost efficiency.

★ Potential Winner

Last 24h Spend: ₹0 | Total Spend: ₹16,520

Adv+ | Video | Save Time with Luukilu's AI Agent

Ad ID: 120217459516820672 | Campaign: ♦

Retargeting Campaign - LAZ

Duration: 23 days

Objective: Conversions

Score Summary

😓 Fatigue Score 🚀 Performance Score

25/100

81/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CTR	0.00% (↓100%)	0.00% (↓100%)	0.00% (↓100%)	2.68% (↓6.99%)	2.88%
CPM	₹0.00 (↓100%)	₹0.00 (↓100%)	₹0.00 (↓100%)	₹90.00 (↓6.09%)	₹95.84

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.00 (↓100%)	0.00 (↓100%)	0.00 (↓100%)	1.54 (↓42.93%)	2.69
Purchase	0.00 (↓100%)	0.00 (↓100%)	0.00 (↓100%)	4.00 (↓50%)	8.00

Key Takeaway

The ad's performance has declined over the last 7 days compared to the baseline. ROAS has decreased by 42.93%, and Purchases have halved, indicating reduced efficiency. CTR and CPM also show signs of fatigue, with CTR down by 6.99% and CPM by 6.09%. Immediate action is needed to address these trends and optimize performance.

Recommended Actions

- Reallocate 20% of the budget to ads with CTR > 3% and CPA < ₹400 as CTR has declined by 6.99% over the last 7 days, and CPA has improved by 48.15%. Redirecting budget to better-performing ads can maximize efficiency.
- Test reducing ad frequency to below 1.0 by capping impressions per user as Frequency has remained constant at 1.04, and CTR has declined by 6.99%. Lowering frequency may reduce ad fatigue and improve engagement.

★ Potential Winner

Last 24h Spend: ₹0 | Total Spend: ₹83,085

Adv+ | Video | Luukilu: Ad Performance Fix

Ad ID: 120217459567710872 | Campaign: 📈 Scaling

Campaign - YWR

Duration: 23 days

Objective: Conversions

Score Summary

😓 Fatigue Score

27/100

🚀 Performance Score

79/100

Fatigue Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
CPC	₹0.00 (↓100%)	₹0.00 (↓100%)	₹0.00 (↓100%)	₹8.23 (↑53.76%)	₹5.35
CTR	0.00% (↓100%)	0.00% (↓100%)	0.00% (↓100%)	2.49% (↓4.02%)	2.59%

Performance Metrics (vs previous 7 days)

Metric	Current Value	Last 1d Avg	Last 3d Avg	Last 7d Avg	Prev 7d Avg
ROAS	0.00 (↓100%)	0.00 (↓100%)	0.00 (↓100%)	3.01 (↑38.88%)	2.17
CPA	₹0.00 (↓100%)	₹0.00 (↓100%)	₹0.00 (↓100%)	₹447.94 (↓24.77%)	₹595.40

Key Takeaway

The ad has shown a significant improvement in ROAS over the last 7 days compared to the baseline, increasing by 38.88%. However, purchases have dropped significantly by 70.91% in the same period, indicating a challenge in maintaining conversion volume. Additionally, CPC has increased by 53.76%, and CTR has slightly decreased by 4.02%, suggesting potential ad fatigue or reduced engagement. Addressing these issues could help in optimizing the ad's performance further.

Recommended Actions

- Adjust the targeting to focus on high-performing audience segments as CTR has decreased by 4.02% and CPC has increased by 53.76% over the last 7 days, indicating a potential mismatch in audience targeting.
- Reallocate budget towards placements with a higher ROAS as ROAS has increased by 38.88% over the last 7 days, suggesting that some placements are performing better.

- Test new creatives to refresh the ad's appeal as CTR has decreased by 4.02% over the last 7 days, which could be a sign of creative fatigue.

