

# Creative profitability & statistical audit

Account health assessment — campaign period review

|                                                                |                                                      |                                                         |                                               |
|----------------------------------------------------------------|------------------------------------------------------|---------------------------------------------------------|-----------------------------------------------|
| Weighted avg ROAS<br><b>19.24x</b><br>Above industry benchmark | Average CPA<br><b>£40.69</b><br>Cost per acquisition | Average CTR<br><b>3.25%</b><br>vs 1.5–2.5% industry avg | Average CPC<br><b>£0.21</b><br>Cost per click |
|----------------------------------------------------------------|------------------------------------------------------|---------------------------------------------------------|-----------------------------------------------|

**Critical finding — budget misallocation identified**  
Top alpha asset generating 84.65 ROAS receiving only 4.1% of total budget (£11.79). Without this single creative, portfolio ROAS collapses to 16.41. Capital reallocation is the #1 priority.

## ROAS PERFORMANCE BY CREATIVE

|                                      |                        |               |         |
|--------------------------------------|------------------------|---------------|---------|
| Solo traveller   Alex (talking head) | <div><div></div></div> | <b>84.65x</b> | £11.79  |
| Experience longing   Image           | <div><div></div></div> | <b>26.31x</b> | £174.66 |
| Experience/community   Video         | <div><div></div></div> | <b>14.77x</b> | £67.62  |
| Experience longing   Image v2        | <div><div></div></div> | <b>0.00x</b>  | £26.74  |
| Experience longing   Louie           | <div><div></div></div> | <b>0.00x</b>  | £3.89   |

■ Elite performer ■ Marginal ■ Failed

## ALPHA ASSET BREAKDOWN

|                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>Top performer</div> <div>Solo traveller   Loneliness angle   Alex</div> <div><b>84.65x ROAS</b></div> <div>340% above account average. CPA of £11.79 — 71% below average. CTR of 5.14% — 58% above average. Operating at 4.4x the efficiency of the next-best creative.</div> | <div>Capital leak</div> <div>Experience longing   Adventure   Image v2</div> <div><b>0.00x ROAS</b></div> <div>112 clicks, zero checkouts initiated. Above-average CTR suggests strong hook but catastrophic messaging-offer mismatch on landing page. Pause immediately.</div> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## CONVERSION FUNNEL

|                     |                        |        |
|---------------------|------------------------|--------|
| Impressions         | <div><div></div></div> | 46,636 |
| Clicks (3.25% CTR)  | <div><div></div></div> | 1,414  |
| Checkouts initiated | <div><div></div></div> | 54     |

**Checkout conversion crisis**

54 checkouts → 6 purchases (11.1%). Industry standard is 35–50%. Indicates checkout friction or price shock at final stage.

**ACTION PLAN**

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- 1 Scale alpha asset (Solo traveller | Alex) — increase daily budget by 200% immediately. This creative is budget-constrained, not performance-constrained.
- 2 Kill zero-ROAS ads — pause Experience longing Image v2 (£26.74 wasted) and Louie variant (£3.89). Total £30.63 freed for reallocation.
- 3 Commission 3 new creative variants using loneliness-to-community transformation angle within 72 hours. This messaging is mathematically superior.
- 4 Audit checkout flow — test on 5 devices, check SSL, trust badges, mobile responsiveness. Implement abandoned checkout email recovery for 48 lost checkouts (est. £4,800+ recoverable revenue).