

Marketing performance report

VirtueCore Travel Experiences — ad campaign performance analysis

Executive summary

Your campaigns generated **£839.37** in revenue from **£284.20** in ad spend — a **2.95x return on investment**. For every £1 invested in advertising, you made £2.95 back. Your "Experience Longing" persona with the adventure angle is your clear winner, generating 100% of revenue from just 34% of total spend. Your 3.03% CTR is well above the travel sector average of 1.5–2.5%, indicating strong creative relevance and audience fit.

Revenue generated

£839

Total from all campaigns

Return on ad spend

2.95x

Above travel benchmark

Total purchases

3

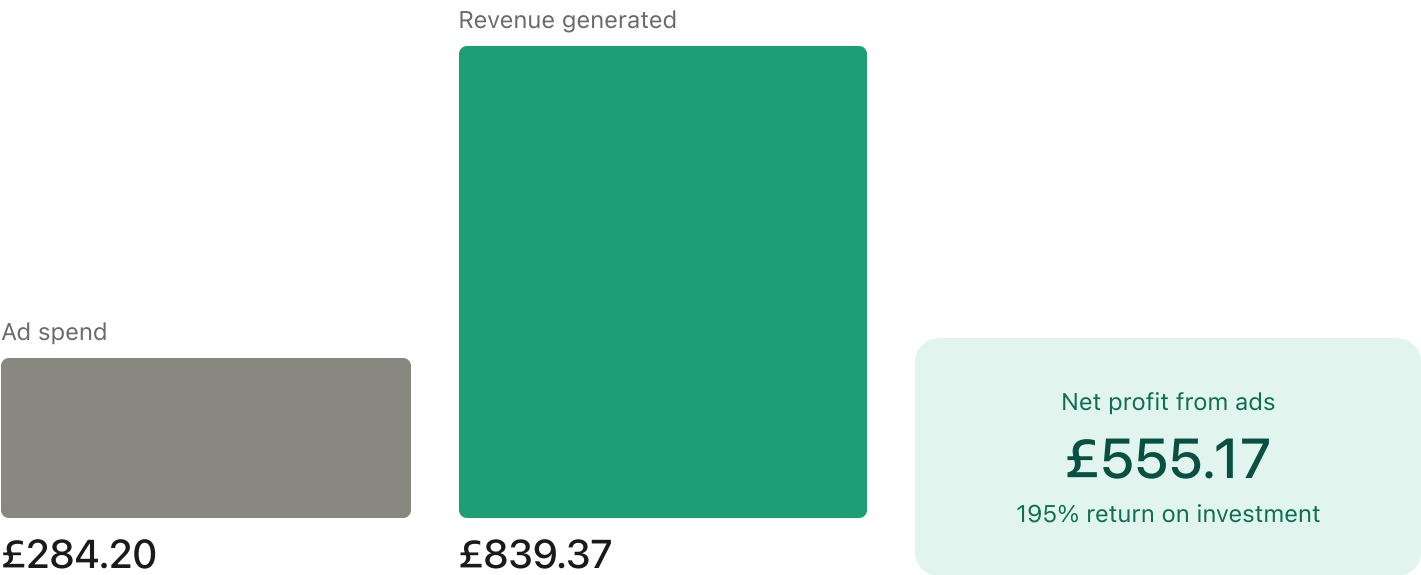
High-value customers

Avg order value

£280

Excellent for travel sector

INVESTMENT VS RETURN



AD PERFORMANCE BREAKDOWN

Adventure angle | Image ad

Experience longing persona — your star performer

Revenue: **£839.37** Spend: **£96.29 (34%)** Of total revenue: **100%**

8.72x ROAS

Community & experience | Content video

Experience & community lovers persona

Checkouts: **9 initiated** Spend: **£115.75 (41%)** Purchases: **0**

0.00x ROAS

Loneliness angle | Alex talking head

Solo traveller persona — highest CTR

CTR: **3.76% (highest)** Spend: **£61.48 (22%)** Checkouts: **7 initiated**

0.00x ROAS

CUSTOMER JOURNEY

Impressions		46,636
Clicks (3.03% CTR)		1,414
Checkouts initiated		34
Purchases (8.82%)		3

Checkout optimisation opportunity

31 potential customers dropped off at checkout — representing approximately £8,674 in potential revenue based on your £280 AOV. Addressable through checkout flow optimisation.

OPPORTUNITIES TO INCREASE REVENUE 150–200%

Scale the winning ad immediately

Reallocate budget from underperforming ads to your Adventure angle image ad and 3 direct variations. The unit economics are proven — £24 CPA against £280 AOV is exceptional.

Projected impact: 150–200% revenue increase in 2 weeks

Checkout flow optimisation

Add trust signals, disclose all pricing before checkout, implement Apple Pay / Google Pay for mobile users. Even recovering 10% of lost checkouts adds £867 in revenue from existing traffic.

Projected impact: £867–£2,600 additional revenue

Fix add-to-cart pixel tracking

Zero add-to-cart events are being recorded despite 34 checkout initiations. Fixing this gives Facebook's algorithm the data it needs to find more high-intent buyers — typically improving conversion rates 15–25%.

Projected impact: 15–25% conversion rate improvement