

Weekly Marketing Performance Briefing

Sample output · Auli AI Growth Intelligence Platform

Workspace: Vela Commerce · Friday, 08:00 local
Sources: Google Ads · Meta Ads · LinkedIn Ads · GA4 · Shopify

SPEND AND RETURN

Total media spend	\$186,400	(−4.1% WoW)
Attributed revenue	\$742,900	(+7.8% WoW)
Blended ROAS	3.98x	(+12.4% WoW)
New customer share	61%	(−3 pt WoW)

Platform-reported conversions exceed GA4-reported conversions by 18%. The gap is concentrated in Meta view-through and is stable week over week; the reconciled figure used above is 4,412.

WHAT ACTUALLY CHANGED

- Google Ads: CPA −14% at flat volume. Two branded campaigns carry the gain.
- Meta Ads: CPM +31%, CTR flat, frequency 3.4 (up from 2.6). Creative fatigue on the three oldest prospecting assets.
- LinkedIn: engagement +22%, but zero qualified pipeline attributed so far. Treat as brand spend until the first cohort matures.
- Shopify: repeat purchase rate +2.1 pt — retention, not acquisition, drove the revenue increase.

THREE ACTIONS, RANKED BY EXPECTED IMPACT

1. Refresh the three fatigued Meta prospecting creatives.	(+\$21K est.)
2. Raise branded search budget cap by 15%.	(+\$18K est.)
3. Pause the two lowest-ROAS LinkedIn audiences.	(+\$6K est.)

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