

Creative Report

Generated: 11.08.2026 11:33 · 29.07.2026 – 11.08.2026 (14 days) · Creative Funnel AI

Tracking

delivery mode —
conversions not requested

Fatigue

2 ads showing fatigue

Concentration

top 3 ads carry 66% of
budget

Pipeline

fresh candidates present

Budget focus

budget produces
measurable sample

SAMPLE REPORT — built from illustrative data so you can see exactly what you get. Analyzed 8 ads with 2.367,00 total spend; 1 below the 500-impression threshold were excluded from comparisons (sample too small to support a claim). Account averages: CTR 2,10%, CPC 0,40, CPM 6,00 — ads are compared within the account, not against external “norms”. For 1 ads CTR declines from the first to the second half of the period — an early fatigue signal, see “ugasiti”. For 1 ads CPM rose 40%+ across the period with no CTR gain — audience saturation or a pricier auction. For 1 ads the cost per click rose 40%+ from the first to the second half of the period. For 1 ads the average watch time is under half the account average (11,0s) with below-average CTR — the video doesn't hold even the start. Age group “45–54” has CTR 3,60% (1,8× overall) yet gets only 11% of budget — the strongest segment is underfunded. Mode: delivery metrics (CTR/CPC/CPM/hook) — accurate regardless of pixel setup. REALLOCATION: moving 1.110,00 from the “ugasiti” group to the winners yields, at realized rates, ~5.842 more clicks for the same money (an estimate, not a promise).

1. What to scale

UGC Testimonial — Maria v2

Channel: TikTok Ads · Proizvod: UNKNOWN · ROAS 0.0

CTR 4,80% vs the account average 2,10% on 90.000 impressions, with CPM 6,00 (average 6,00) — delivery alone sets it apart, no conversion data needed. By spend it ranks 1. of 7 ads with sample, carrying 27,0% of the account budget. Through the funnel: first-seconds hold is around the account average, click-through is above the account average, impression cost is around the account average. The video holds viewers to the very end (64% at the first quarter 51% at the end) — rare and valuable. Numbers: spend 640,00 · 90.000 impressions · CTR 4,80% (avg 2,10%) · CPC 0,40 · CPM 6,00 · frequency 1,8 · hook 25,00% · running 75 days. Running for 75 days — a proven evergreen.

Unboxing 15s — bright cut

Channel: TikTok Ads · Proizvod: UNKNOWN · ROAS 0.0

CTR 3,90% vs the account average 2,10% on 60.000 impressions, with CPM 6,00 (average 6,00) — delivery alone sets it apart, no conversion data needed. By spend it ranks 3. of 7 ads with sample, carrying 17,3% of the account budget. Through the funnel: first-seconds hold is around the account average, click-through is above the account average, impression cost is around the account average. The video keeps 61% of viewers at the first quarter and 40% to the end. It is climbing across the period (CTR 3,00% 4,80%), with spend 150,00 260,00 per half. Numbers: spend 410,00 · 60.000 impressions · CTR 3,90% (avg 2,10%) · CPC 0,40 · CPM 6,00 · frequency 1,8 · hook 25,00% · running 30 days.

2. What to kill

Studio product loop

Channel: TikTok Ads · Proizvod: UNKNOWN · ROAS 0.0

On 520,00 spend: the same audience has seen it 4,6 times and CTR is below the account average — the creative is worn out. By spend it ranks 2. of 7 ads with sample, carrying 22,0% of the account budget. Through the funnel: first-seconds hold is around the account average, click-through is below the account average, impression cost is around the account average. The video loses most viewers in the second quarter (58% 27%). It is declining across the period (CTR 1,82% 0,48%), with spend 200,00 320,00 per half. Numbers: spend 520,00 · 45.000 impressions · CTR 1,10% (avg 2,10%) · CPC 0,40 · CPM 6,00 · frequency 4,6 · hook 25,00% · running 30 days.

Discount banner static

Channel: TikTok Ads · Proizvod: UNKNOWN · ROAS 0.0

On 280,00 spend: people watch but don't click (CTR 0,70% vs the account average of 2,10%). By spend it ranks 5. of 7 ads with sample, carrying 11,8% of the account budget. Through the funnel: first-seconds hold is around the account average, click-through is below the account average, impression cost is around the account average. Numbers: spend 280,00 · 30.000 impressions · CTR 0,70% (avg 2,10%) · CPC 0,40 · CPM 6,00 · frequency 1,8 · hook 25,00% · running 30 days.

Founder story 30s

Channel: TikTok Ads · Proizvod: UNKNOWN · ROAS 0.0

The video holds to the end (66% at the first quarter 52% at the end) yet CTR is 1,30% vs the 2,10% average — don't touch the video, change the CTA/offer. By spend it ranks 4. of 7 ads with sample, carrying 13,1% of the account budget. Through the funnel: first-seconds hold is around the account average, click-through is below the account average, impression cost is around the account average. The video holds viewers to the very end (66% at the first quarter 52% at the end) — rare and valuable. Numbers: spend 310,00 · 38.000 impressions · CTR 1,30% (avg 2,10%) · CPC 0,40 · CPM 6,00 · frequency 1,8 · hook 25,00% · running 30 days.

3. Action plan - Next video brief

Concept

New variant modeled on "UGC Testimonial — Maria v2"

Inspired by winner

UGC Testimonial — Maria v2

Hook (first 3 seconds)

The account's best ad keeps 25,00% of viewers in the first 3 seconds — the new variant should open with the same kind of hook and vary the REST (offer, proof, CTA).

Script (scene by scene)

1) Opening (0-3 s): repeat the winning ad's hook — it holds 64% of viewers there. 2) Middle: one concrete product benefit, one common buyer doubt and its answer. 3) End: a clear CTA with a reason to click NOW — the winner brings 51% of viewers to the end, so an end CTA has an audience. Aim for a length around 12 s — that's how long winners actually get watched. Note: the outline is derived from the account's numbers; your team picks the footage (rules don't read images).

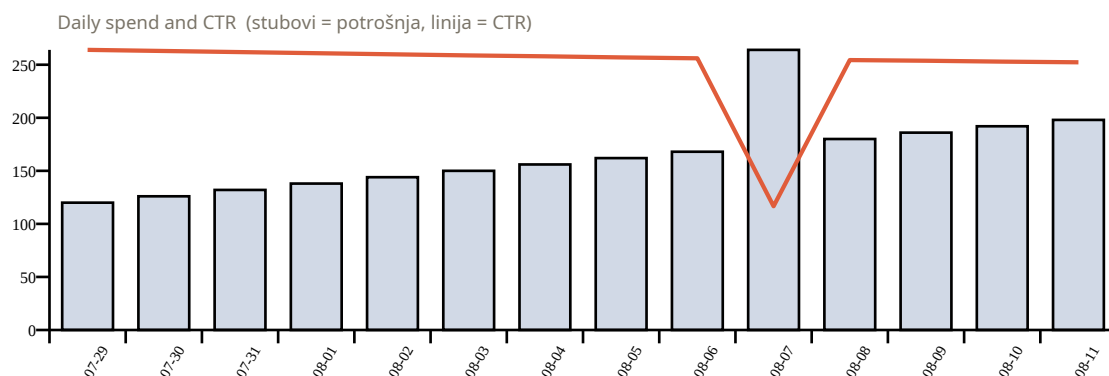
Visual guidelines

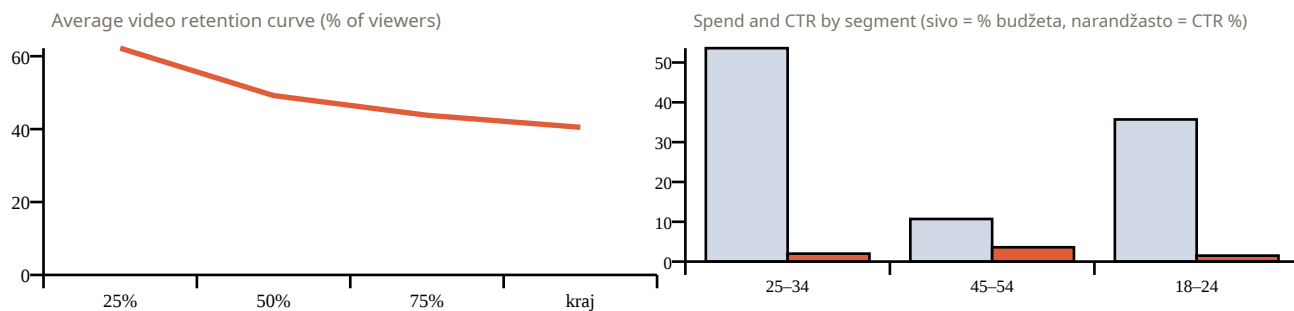
Watch fatigue: 1 ads are already past frequency 4.0 — rotating new variants matters more than polishing existing ones.

Additional creative angles

- A winner variant aimed at 45-54 (age group): its CTR is 1,8× overall yet it gets only 11% of budget.
- "New ending": take a video that holds to the end but doesn't get clicked (1 of those) and change ONLY the CTA/offer — no reshoot needed.

5. The Numbers at a Glance





Suggested budget reallocation

Take from (ugasiti)

Studio product loop (520.0)
Discount banner static (280.0)
Founder story 30s (310.0)

Boost

UGC Testimonial — Maria v2
Unboxing 15s — bright cut
segment 45-54