



Pause Ad Profits

Client Performance Report Template

A clear, client-friendly summary of PAP activity and next actions

PAP CLIENT PROFIT KIT

Reporting principle

Report what happened without promising what will happen next. Use the statistics available in PAP and explain external factors that PAP cannot measure, such as sales completed after a click, unless the client supplies verified data.

Report Details

Client	Campaign	Reporting Period	Prepared By
[CLIENT]	[CAMPAIGN]	[START DATE - END DATE]	[YOUR NAME]

Executive Summary

[Write three to five sentences summarizing campaign activity, the strongest ad, any technical issues, and the most important next action.]

Key Metrics

Metric	Current Period	Previous Period	Change
Overlay displays	[]	[]	[]
Clicks	[]	[]	[]
CTR	[]%	[]%	[]
Active ads	[]	[]	[]
Videos/campaigns reviewed	[]	[]	[]

Ad-Level Results

Ad	Message/CTA	Displays	Clicks	CTR	Status
[AD 1]	[]	[]	[]	[]%	[Active / Paused]
[AD 2]	[]	[]	[]	[]%	[]
[AD 3]	[]	[]	[]	[]%	[]

What Worked

- [Example: The benefit-focused ad generated the highest click count.]
- [Example: The shorter CTA was easier to read on a phone.]
- [Add verified observation.]

What Needs Attention

- [Example: One destination URL changed and should be updated.]
- [Example: The lowest-performing ad may need a different message.]
- [Add verified observation.]

Recommended Next Actions

Priority	Action	Owner	Target Date
High	☐	[Client / Provider]	☐
Medium	☐	☐	☐
Low	☐	☐	☐

Technical Status

- ☐ Live page tested
- ☐ Video playback tested
- ☐ Pause overlay tested
- ☐ CTA links tested
- ☐ Resume control tested
- ☐ Phone/fullscreen tested
- ☐ Approved domains reviewed

Notes and Limitations

PAP reports video loads, pause events, overlay displays, clicks, and related CTR statistics. A click does not necessarily equal a lead or sale. Downstream conversions should be verified through the client's checkout, form, analytics, or CRM systems when available.

Client Questions or Approval

[Record client feedback, approvals, requested changes, or decisions for the next period.]