



Suhas Bhairav

Automated Marketing ROI Report Template

**Automated weekly ROI summaries for Facebook
and Google Ads.**

Turn ad spend into a clear, trusted weekly
performance narrative with automated data, ready for
leadership review.

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ROI Metrics & Data Sources

Define the weekly data you will pull from Facebook Ads and Google Ads. Establish repeatable calculations for ROAS, CPA, and total revenue.

Key move Confirm data access across ad accounts before enabling automation.

PRACTICAL CHECKLIST

- 01** Ingest spend, clicks, conversions, revenue, and attribution data from both platforms automatically.
- 02** Define key metrics: ROAS, cost per conversion, CPA, and incremental lift.
- 03** Set reporting window to a consistent week (Mon-Sun) and align with attribution model.
- 04** Map data fields to a unified schema to simplify templating.
- 05** Identify data gaps early and flag for human review.
- 06** Decide on automation vs. human verification for anomalies.
- 07** Document data sources, access controls, and refresh cadence.

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Template & Workflow Design

Create the weekly report template with sections for spend, performance by channel, and top campaigns. Establish a simple human review checkpoint.

Key move Action: verify data sources and access rights before enabling automation.

PRACTICAL CHECKLIST

- 01** Include sections for overall spend, ROAS, CPA, and revenue by channel.
- 02** Add per-campaign summaries with top performers and flag underperformers.
- 03** Embed a one-line narrative with 2–3 actionable recommendations.
- 04** Specify data refresh times and who owns each section.
- 05** Create a simple error-check path for missing data.
- 06** Provide a versioned PDF/Slides export for leadership sharing.
- 07** Set thresholds to auto-qualify anomalies and escalate.

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Adoption, Risks, and Ownership

Outline approvals, roles, and measurement. Provide guardrails to prevent misinterpretation.

Key move Ensure executive sign-off on key KPIs before publishing weekly.

PRACTICAL CHECKLIST

- 01** Assign a data product owner and weekly review cadence.
- 02** Document approvals for automated insights and publishing thresholds.
- 03** Implement data quality checks and a remediation path for outages.
- 04** Set risk flags for attribution differences across channels.
- 05** Track adoption metrics: reports produced, user feedback, time saved.
- 06** Define ownership: who updates the template and who signs off.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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