

Media Buy Performance Evaluation

Date: [Insert Date]

To: [Recipient's Name]

[Recipient's Title]

[Company Name]

[Company Address]

Dear [Recipient's Name],

We appreciate the opportunity to collaborate on our recent media buy campaign. The purpose of this letter is to evaluate the performance and effectiveness of our media buys during the specified period.

Campaign Overview

Campaign Name: [Insert Campaign Name]

Campaign Duration: [Insert Duration]

Performance Metrics

- Impressions: [Insert Number]
- Clicks: [Insert Number]
- CTR (Click-Through Rate): [Insert Percentage]
- Conversion Rate: [Insert Percentage]
- Return on Ad Spend (ROAS): [Insert Number]

Analysis

[Insert brief analysis of the performance metrics]

Recommendations

[Insert recommendations for future campaigns]

Thank you for your attention to this evaluation. We value your partnership and look forward to discussing our findings further.

Best regards,
[Your Name]
[Your Title]
[Your Company]
[Your Contact Information]