

# DG-MAE Weekly Brief ? week of 2026-04-20

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## DG-MAE Weekly Brief ? 2026-04-20 ? 2026-04-26

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### Headline metrics

- ? Assets shipped: 3
- ? Total impressions: 4,941
- ? Total engagements: 265
- ? Total clicks: 141
- ? Signups attributed: 8
- ? GMV attributed: ?2,800
- ? CPA: ?0 (0% of ?1,200 target)
- ? Total spend: ?0

### Top 3 winners

#### 1. instagram youtube\_test\_vid

- ? Composite score: 5.88%
- ? Impressions 1,077, engagements 94, clicks 17, signups 1

#### 2. youtube youtube\_test\_vid

- ? Composite score: 5.16%
- ? Impressions 2,860, engagements 137, clicks 99, signups 6

#### 3. facebook facebook\_offline

- ? Composite score: 3.51%
- ? Impressions 1,004, engagements 34, clicks 25, signups 1

### Bottom 3

\_Not enough publications to call out underperformers.\_

### Attribution by campaign

| Campaign | Signups | Jobs completed | GMV |

|---|---|---|---|

| (not set) | 8 | 1 | ?2,800 |

### Recommendations

- ? Strategy Agent: continue the formats represented in the top-3 winners; reduce volume of
- ? format/persona combos in the bottom-3 by 20% next cycle pending re-test.