

# AdClarity — Weekly Account Activity Summary

Client: Example Ad Account

Period: 01 Oct 2025 – 16 Oct 2025 (Australia/Sydney)

Generated automatically by AdClarity

## Weekly Overview

Metric	This Week	WoW Change
Campaigns Created	0	-0
Ads Launched (Video / Image / Carousel)	24 (0 / 24 / 0)	+8
Budgets Adjusted (count)	3	+1
Campaigns Paused / Reactivated	1	-1
Total Human Actions	30	+2

## Highlights Summary

- 8 unique ad creatives were launched across multiple ad sets, driven by John Deo.
- 24 ad placements were created in total, including all deduplicated launches.
- 3 campaign budget adjustments made for 'SMD | highest volume | Glass restoration', including both increases and decreases.
- Mr. Clean (cleaning), Mop (cleaning), Washing (cleaning), ADV+, and Kitchen utensil (kitchen & dining) ad sets launched or updated targeting/optimization settings.
- All duplicated launches and targeting/bid updates condensed to clear one-line records per creative/ad set.

## Key Actions (Filtered & De-duplicated)

Date	User	Action	Campaign / Ad Set	Description
14 Oct 2025	John Deo	Ad Set Created	Mr. Clean (cleaning)	Ad set "Mr. Clean (cleaning)" created.
14 Oct 2025	John Deo	Targeting Updated	Mr. Clean (cleaning)	Targeting updated: Location: Canada; Age: 30-50; Language: English (UK/US); Placements: Facebook & Instagram feeds, Marketplace, Threads, etc.; Interests: Mr. Clean.
14 Oct 2025	John Deo	Ad Set Created	Mop (cleaning)	Ad set "Mop (cleaning)" created.
14 Oct 2025	John Deo	Ad Set Created	Washing (cleaning)	Ad set "Washing (cleaning)" created.
14 Oct 2025	John Deo	Ad Set Created	ADV+	Ad set "ADV+" created.
14 Oct 2025	John Deo	Targeting Updated	ADV+	Targeting updated: Location: Canada; Age: 18-65+; Advantage+ Audience: On.
14 Oct 2025	John Deo	Ad Set Created	Kitchen utensil (kitchen & dining)	Ad set "Kitchen utensil (kitchen & dining)" created.
14 Oct 2025	John Deo	Targeting Updated	Kitchen utensil (kitchen & dining)	Targeting updated: Location: Canada; Age: 30-50; Gender: Female; Placements: Facebook, Instagram, Messenger, Audience Network; Interests: Kitchen utensil/Kitchenware.

Date	User	Action	Campaign / Ad Set	Description
14 Oct 2025	John Deo	Paused	Kitchen utensil (kitchen & dining)	Ad set "Kitchen utensil (kitchen & dining)" paused.
14 Oct 2025	John Deo	Paused	ADV+	Ad set "ADV+" paused.
14 Oct 2025	John Deo	Ad Launched	Mr. Clean (cleaning)	Creative 1260786232733234 launched. <span>Duplicated into 3 placements</span>
14 Oct 2025	John Deo	Ad Launched	Mr. Clean (cleaning)	Creative 1501584817833270 launched. <span>Duplicated into 3 placements</span>
14 Oct 2025	John Deo	Ad Launched	Mr. Clean (cleaning)	Creative 1352570266200294 launched. <span>Duplicated into 3 placements</span>
14 Oct 2025	John Deo	Ad Launched	Mr. Clean (cleaning)	Creative 1466665367936539 launched. <span>Duplicated into 3 placements</span>
14 Oct 2025	John Deo	Ad Launched	Mr. Clean (cleaning)	Creative 1172800477996829 launched. <span>Duplicated into 3 placements</span>
14 Oct 2025	John Deo	Ad Launched	Mr. Clean (cleaning)	Creative 2876477579407859 launched. <span>Duplicated into 3 placements</span>
14 Oct 2025	John Deo	Ad Launched	Mr. Clean (cleaning)	Creative 3065733013734435 launched. <span>Duplicated into 3 placements</span>
14 Oct 2025	John Deo	Ad Launched	Mr. Clean (cleaning)	Creative 1154744569861265 launched. <span>Duplicated into 3 placements</span>
09 Oct 2025	John Deo	Budget Changed	SMD   highest volume   Glass restoration	Budget: \$250.00 → \$150.00
09 Oct 2025	John Deo	Budget Changed	SMD   highest volume   Glass restoration	Budget: \$150.00 → \$100.00
01 Oct 2025	John Deo	Budget Changed	SMD   highest volume   Glass restoration	Budget: \$200.00 → \$250.00

## □ New Ads (Unique Creatives)

Ad Name	Format	Created By	Date	Preview
Creative 1260786232733234	Image	John Deo	14 Oct 2025	N/A Duplicated into 3 placements
Creative 1501584817833270	Image	John Deo	14 Oct 2025	N/A Duplicated into 3 placements
Creative 1352570266200294	Image	John Deo	14 Oct 2025	N/A Duplicated into 3 placements
Creative 1466665367936539	Image	John Deo	14 Oct 2025	N/A Duplicated into 3 placements
Creative 1172800477996829	Image	John Deo	14 Oct 2025	N/A Duplicated into 3 placements
Creative 2876477579407859	Image	John Deo	14 Oct 2025	N/A Duplicated into 3 placements

Ad Name	Format	Created By	Date	Preview
Creative 3065733013734435	Image	John Deo	14 Oct 2025	N/A Duplicated into 3 placements
Creative 1154744569861265	Image	John Deo	14 Oct 2025	N/A Duplicated into 3 placements

## □ Notes

- Automated Meta/system events removed (review/approved/learning/archived/status-changed/etc.).
- Duplicate ad launches merged by creative; counts shown as “Duplicated into N placements”.
- All dates displayed in Australia/Sydney.