How it works

A skill for Claude (app or Claude Code) or Codex. You give your AI assistant the CSV or XLSX files you downloaded from your ad platforms. A script inside the skill computes every number and builds the report. The AI only links the file columns and writes the sentences, and the script checks those sentences (page 2).

01
Install the skill
Upload the zip in the Claude app (Customize › Skills), or put the folder in the skills folder of Claude Code or Codex.

02
Give it your exports
CSV or XLSX from Meta, Google, Naver or Kakao ads. Several files at once is fine.

03
Check the column links
The assistant links each column by looking at the file and shows you the links. It asks you about currency, rounding and anything it can't tell.

04
Get the report
A report page, a PDF and a PPTX with 10 cards. Pages 3 to 12 of this PDF are one, made from sample data.

Who does what

- **Your AI assistant** links the columns and writes a headline and up to two notes per card, from the values the script gives it.
- **The script** reads the files, computes every number, checks the sentences, rejects topics the data can't support, and builds the files.
- No API key. The script makes no network calls.

What it does not do

- No incrementality: it can't tell what would have sold without the ads.
- No lifetime value, no attribution, no benchmarks or industry averages.
- No forecasts.
- It never logs in to your ad accounts. You export the files yourself.

What you need

- The Claude app with code execution on, Claude Code, or Codex.
- Python 3.9 or later where the assistant runs the script (the Claude app has it).
- Your files go to the AI assistant you use, under your account's terms with that provider. Not to us.

AI can be wrong. The check catches numbers that aren't in your data and topics the data can't support. It does not catch every wrong claim (page 2 shows one it missed). Read the report before you send it.

The sentence check, real output

Before a sentence goes into the report, the script checks it against the card's computed values and a list of off-limits topics. To show what that looks like, we gave it a first draft with three mistakes on purpose. These are the check's replies as it printed them (sample data: Google Ads and Meta Ads, Nov 2 to 29).

Where	First draft (from the AI)	What the check said	Rewrite that passed
`titles.channels`	Google Ads returned 2.2x, well ahead of Meta Ads at 1.38x.	`number:2.2` 2.2 is not one of this card's computed values. Copy numbers exactly as written in values.	Google Ads had the highest ROAS at 2.17x, ahead of Meta Ads at 1.38x.
`notes.channels.0`	Moving budget from Meta Ads to Google Ads will lift revenue next month.	`forbidden:lift` 'lift' is a concept the data does not contain.	The ROAS gap may be worth a closer look before moving budget between channels.
`notes.trend.0`	Revenue rose for three weeks and dipped in Nov 23–29.	`hedge` Interpretations must be phrased as possibilities (may, might, could, likely).	Revenue dipped in Nov 23–29 after two weeks of growth, which could be a one-week change.

Round 2 came back `done`: the cover sentence, 7 card headlines and 3 notes went into the report. If a sentence still fails after the second round, the script puts a fixed template sentence in its place, so a failed sentence never reaches the report.

What the check missed. We also sent it this note on its own: "Meta Ads may convert clicks into purchases better than Google Ads." The check passed it (`done`). It is wrong: Meta Ads converted 4.2% of clicks and Google Ads 6.9% (page 9). The check compares numbers written in digits and a list of banned topics; it does not read what a sentence means. That part is on you.

Ad performance from Nov 2 to Nov 29.

Over four weeks, $76.2K in spend returned $142.6K in revenue across Google Ads and Meta Ads.

Spend of $76.2K returned $142.6K in revenue, a ROAS of 1.87x.

Spend	Revenue	ROAS
$76.2K	$142.6K	1.87x

Impressions	4,284,468	CTR	0.9%
Clicks	37,090	CVR	5.6%
Purchases	2,062	CPA	$36.98

Google Ads had the highest ROAS at 2.17x, ahead of Meta Ads at 1.38x.

Highest ROAS

Google Ads 2.17x

Channel	ROAS	Revenue
Google Ads	**2.17x**	**$102.6K**
Meta Ads	1.38x	$40.0K

The ROAS gap may be worth a closer look before moving budget between channels.

4,284,468 impressions led to 37,090 clicks and 2,062 purchases.

Impressions
4,284,468

Clicks
37,090
CTR 0.9%

Purchases
2,062
CVR 5.6%

Channel	Impressions	Clicks	Purchases
Google Ads	1,739,242	19,204	1,319
Meta Ads	2,545,226	17,886	743

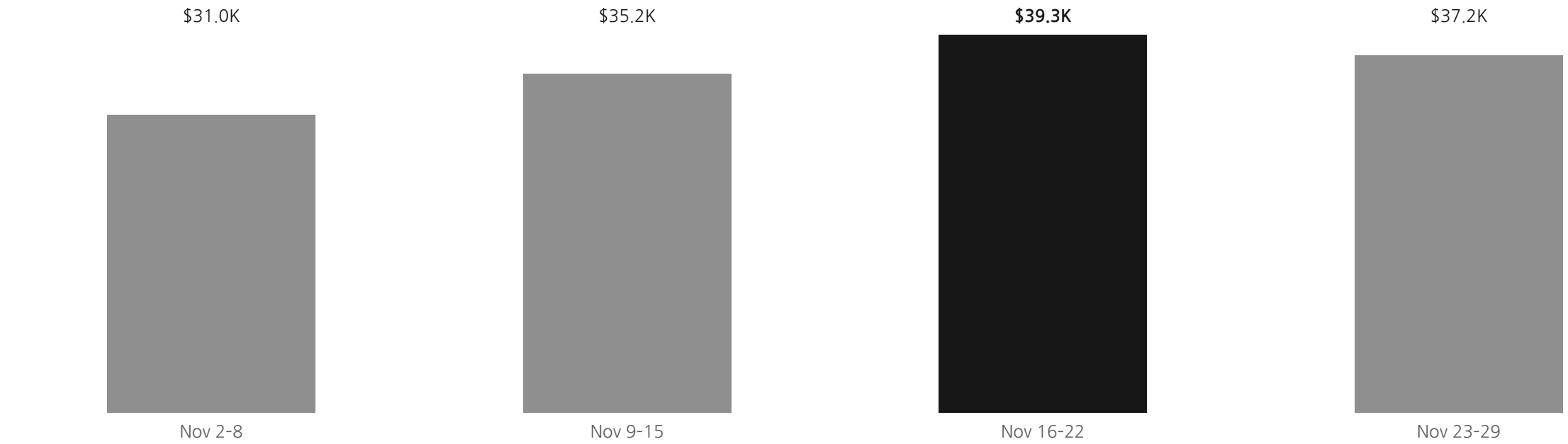
Revenue peaked in Nov 16-22 at $39.3K.

Total revenue

$142.6K

Top period

Nov 16-22



Revenue dipped in Nov 23-29 after two weeks of growth, which could be a one-week change.

Google Ads brought in the most revenue at $102.6K.

72.0% of revenue came from Google Ads.



Spend **Revenue**

Google Ads spent $47.3K and returned $102.6K in revenue.

Meta Ads spent $28.9K and returned $40.0K in revenue.

Google Ads had the highest purchase conversion rate at 6.9%.

Channel	CTR	CVR	CPA
Google Ads	**1.1%**	**6.9%**	**$35.87**
Meta Ads	0.7%	4.2%	$38.94
Total	0.9%	5.6%	$36.98

Google Ads' higher conversion rate may explain most of its ROAS lead.

Metrics are computed from three stages: impressions, clicks and purchases.

Impressions

Clicks

Purchases

CTR = clicks ÷ impressions

CVR = purchases ÷ clicks

CPA = spend ÷ purchases

ROAS = revenue ÷ spend

Rates are rounded to one decimal place and ROAS to two.

Blank cells are not counted as zero; they are shown as no data.

Google Ads took the largest share of spend at 62.1%.

Channel	Spend share	Revenue share	ROAS
Google Ads	62.1%	72.0%	2.17x
Meta Ads	37.9%	28.0%	1.38x

No adjustment rules were triggered.