**사용 방법
1. "Campaign_Raw" 탭에 플랫폼에서 내려받은 데이터 복사 + 붙여넣기
2. '광고 데이터 추출' 란에서 수식 활용해 필요한 데이터 정리 (광고 추가할 경우 '광고명'만 추가한 후, 이외 셀은 수식 복사)
3. '프롬프트 작성' 탭에서 2,3,4,5 내용만 간략하게 수기 작성
ㄴ 1번은 데이터 추출한 표의 내용을 수식 활용하여 그대로 옮겨옴. 노란색 셀은 수정 x

1. 광고 데이터 추출

(광고명)	Targeting	Budget(EUR)	Impressions	Clicks	CTR	Spend(EUR)	CPC(EUR)	Orders	Sales(EUR)	ACOS	ROAS
Campaign 1	MANUAL	20	208	10	0.0481	10	0.5	1	10	8.6	20
Campaign 2	AUTOMATIC	50	1345	101	5.5	20	0.8	13	130	2.3	450
Campaign 3	AUTOMATIC	50	150	32	3.3	30	1.5	2	20	0.2	600
Campaign 4	AUTOMATIC	30	2465	123	4.2	10	1	2	20	1.2	15

사용한 수식 : =VLOOKUP($B11,Campaign_Raw!$B:$AF,4,0)

2. 프롬프트 작성

<주간 보고 발표 자료 제작>
아래 5개 문항을 각 5개의 슬라이드에 정리해서 넣어주고,
도표와 그래프를 활용해서 가시성 있게 제작해줘

1. 마케팅 데이터

사용한 수식 : =importrange("https://docs.google.com/spreadsheets/d/1UxMboV5R6HrTsq_kB2aCCNflqpdus3uJKeG4PQ7pSfQ/edit?gid=188334360#gid=188334360","주간보고 준비!$B$10:$M$14")

(위 표 불러오기) / 수정 X >>>>>>

(광고명)	Targeting	Budget(EUR)	Impressions	Clicks	CTR	Spend(EUR)	CPC(EUR)	Orders	Sales(EUR)	ACOS	ROAS
Campaign 1	MANUAL	20	208	10	0.0481	10	0.5	1	10	8.6	20
Campaign 2	AUTOMATIC	50	1345	101	5.5	20	0.8	13	130	2.3	450
Campaign 3	AUTOMATIC	50	150	32	3.3	30	1.5	2	20	0.2	600
Campaign 4	AUTOMATIC	30	2465	123	4.2	10	1	2	20	1.2	15

2. 글주 특이사항
메인 키워드 : A에서 B로 변경됨, 검색 정도는 비슷하므로 A B 모두 지속 타겟팅 필요
핫토픽 : 중국 저가 경쟁사에서 공격적인 할인율로 판매 대응 중

3. 제품 및 업계 이슈
B제품 L/D 길어짐, 여유있게 발주 필요
C제품 색상 이슈로 샘플 재확인 예정

4. 제품 입고 현황
A제품 차주 수요일부터 1.5K 순차 입고 예정
입고날부터 당일 출고 시작하여 11월 초까지 1K 해외창고 배송 예정

5. 차주 목표 및 승인 요청사항
- Campaign 1 예산 증액 희망 (daily 20 > 30)
- Campaign 2 진행 기한 2주 연장 희망
- Campaign 3 중지, 새로운 비디오 광고로 변경 희망
- Campaign 4 예산 증액 희망 (daily 30 > 50)

<디자인 요청>
깔끔하고 보기 좋게, 보고 자료 형식
광고 데이터는 표와 그래프 위주로 정리해줘
최대한 가시성 있게, 한눈에 들어오게

State	Campaigns	Status	Type	Targeting	Campaign biddin	Start date	End date	Portfolio	Budget(EUR)	Top-of-search IS	Cost type	Impressions	Clicks	CTR	Spend(EUR)	CPC(EUR)	Orders	Sales(EUR)	ACOS	ROAS	NTB orders	% of orders NTB	NTB sales(EUR)	% of sales NTB	Viewable impres	VCPM(EUR)	Video first quartil	Video midpoint	Video third quarti	Video complete	Video unmute
PAUSED	Campaign 1	CAMPAIGN_PAU	SP	MANUAL	Fixed bids	09/09/22		Lidia Kim	20		CPC	208	10	0.0481	10	0.5	1	10	8.6	20	0	0	0	0	0	0	0	0	0	0	0
PAUSED	Campaign 2	CAMPAIGN_PAU	SP	AUTOMATIC	Dynamic bids - d	27/06/17			50		CPC	1345	101	5.5	20	0.8	13	130	2.3	450	0	0	0	0	0	0	0	0	0	0	0
PAUSED	Campaign 3	CAMPAIGN_PAU	SP	AUTOMATIC	Dynamic bids - d	27/06/17			50		CPC	150	32	3.3	30	1.5	2	20	0.2	600	0	0	0	0	0	0	0	0	0	0	0
PAUSED	Campaign 4	CAMPAIGN_PAU	SP	AUTOMATIC	Dynamic bids - d	27/06/17			30		CPC	2465	123	4.2	10	1	2	20	1.2	15	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(AUTO)-GS8	CAMPAIGN_PAU	SP	AUTOMATIC	Dynamic bids - d	27/06/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(AUTO)-GS8P	CAMPAIGN_PAU	SP	AUTOMATIC	Dynamic bids - d	27/06/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(AUTO)-I6SL	CAMPAIGN_PAU	SP	AUTOMATIC	Dynamic bids - d	07/01/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(AUTO)-GPXL	CAMPAIGN_PAU	SP	AUTOMATIC	Dynamic bids - d	07/01/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(AUTO)-G7E	CAMPAIGN_PAU	SP	AUTOMATIC	Dynamic bids - d	07/01/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(AUTO)-GPX	CAMPAIGN_PAU	SP	AUTOMATIC	Dynamic bids - d	07/01/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(AUTO)-GS7	CAMPAIGN_PAU	SP	AUTOMATIC	Dynamic bids - d	07/01/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(AUTO)-LG6	CAMPAIGN_PAU	SP	AUTOMATIC	Dynamic bids - d	07/01/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(AUTO)-HP10	CAMPAIGN_PAU	SP	AUTOMATIC	Dynamic bids - d	07/10/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(AUTO)-GJ3	CAMPAIGN_PAU	SP	AUTOMATIC	Dynamic bids - d	10/07/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(AUTO)-OP3T	CAMPAIGN_PAU	SP	AUTOMATIC	Dynamic bids - d	07/10/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(AUTO)-I5SE	CAMPAIGN_PAU	SP	AUTOMATIC	Dynamic bids - d	08/04/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-GS7	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-GS8	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-GS8P	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-GPX	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-G6EP	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-GS5	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-G7E	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-G6E	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-I5SE	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-GS6	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-HP10	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-GPXL	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-I7L	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-I6L	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-IP6	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-V20	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-W238	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-OP3T	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-IP6S	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PAUSED	(Emily)-LG5	CAMPAIGN_PAU	SP	MANUAL	Dynamic bids - d	08/09/17			50		CPC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0