

## Skin Craft Melbourne – Meta Ad Performance Report

**Prepared for:** Skin Craft Melbourne Clinic Staff **Campaign Goal:** Get More Messages / Leads **Duration:** Jan 16, 2026 – Feb 15, 2026 (18 days analyzed) **Daily Budget:** A\$20 | **Amount Spent:** A\$395.76

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### 1 □ Campaign Highlights

- **Messaging Conversations Started:** 59
- **Total Views:** 34,259
- **Cost per Messaging Conversation:** A\$6.71
- **Total Viewers / Reach:** 12,741
- **Post Engagements:** 7,665
- **3-Second Video Plays:** 7,461
- **Link Clicks:** 139

Note: The ad is **performing very well**, attracting attention and generating leads for the clinic.

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### 2 □ Audience Insights

- **Gender:** 100% Female
- **Age Group:** 25–55 (perfect target for our aesthetic treatments)
- **Location:** Melbourne, +12 mi from 2 Willonga St
- **Interests & Industry:** Cosmetics, Beauty, Beauty salons, Spas, Facial, Anti-aging cream, Natural skin care, Luxury goods, Dermatology, Aesthetics, Healthcare
- **Advantage+ Detailed Targeting:** On

Note: The ad is reaching the **most relevant audience**, likely to book treatments.

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### 3 □ Engagement Summary

Metric	Count
Post Reactions	52
Shares	9
Comments	1
Post Saves	3
Link Clicks	139
Messaging Conversations Started	59

**Note:** People are actively engaging and messaging the clinic, showing **strong interest** in our services.

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## 4 Budget & Efficiency

- **Amount Spent:** A\$395.76
- **Estimated GST (10%):** A\$39.58
- **Total Amount:** A\$435.34
- **Cost per Message:** A\$6.71

**Note:** Very reasonable cost for generating leads in Melbourne, indicating a **high ROI potential**.

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## 5 Conclusion

- The ad is **highly effective**, creating awareness and bringing in potential clients.
- Audience response is excellent, and the campaign is **on track to increase bookings and clinic visibility**.

**Recommendation:** - Track inquiries from messages to ensure follow-up and appointments. - Continue this ad strategy for sustained results.