

Skin Craft Melbourne – Facebook Ad Performance Report

Prepared for: Clinic Nurse **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

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.

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.

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.
