**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

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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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**Proposal for Android Focus & Planning App Development**

# 1□ Approach

- **Offline-first & privacy-focused:** All data (tasks, timers, rewards, settings) stored locally on device. No backend or login required.

- **Minimal AI usage:** On-demand button trigger only. Features:

1. Break large tasks into smaller steps
2. Estimate time per step
3. Generate daily schedule ("Plan My Day")

- **Hybrid logic system:**

  o Offline: tasks, timers, rewards, energy tags, reminders
  o AI: planning/breakdown features only

- **Cost-efficient:** AI results cached locally to reduce repeated API calls

- **Simple & accessible UI:** Black & white, large buttons & text, minimal clutter, calm & predictable layout, accessibility-first

- **BLoC state management:**

  o Predictable, maintainable state
  o Clear separation of UI & business logic
  o Easy offline + AI integration handling

# 2□ Technology Stack

| Layer | Technology / Tool |
|---|---|
| Frontend | Flutter (Android only) |
| State Management | BLoC (flutter_bloc) |
| Local Storage | Hive / Isar (tasks, timers, rewards, AI cache) |
| Settings / Preferences | SharedPreferences |
| AI Integration | OpenAI API (on-demand) |
| Monetization | Google Play Billing (£2/month unlock) |
| UI | Flutter widgets, black & white, large text/buttons, no animations |
| Version Control | Git / GitHub |
| Testing | Flutter unit & integration tests (offline + AI scenarios) |

# 3️⃣ Timeline & Milestones (3 Weeks)

| Week | Tasks / Milestone |
|------|-------------------|
| **Week 1** | - Wireframe review & app architecture setup- BLoC setup for tasks, timers, planner view- Offline DB & caching structure- Core offline features (tasks CRUD, timers, planner view, rewards, energy tags) |
| **Week 2** | - AI integration: OpenAI API, task breakdown, "Plan My Day"- Local caching for AI results- Rewards & energy tag logic implementation- Basic UI polish |
| **Week 3** | - Subscription & monetization (£2/month unlock)- UI final polish: black & white, large buttons/text, minimal clutter- Testing offline + AI, bug fixes, performance optimization |

**Deliverables after 3 weeks:**

- Fully functional offline-first Android app
- On-demand AI planning feature working
- Free + subscription logic implemented
- Clean, accessible, minimal UI

# 4️⃣ Cost

**Proposed Budget: $700 USD**

Includes:

- MVP with offline-first core features
- AI integration + caching
- Subscription logic
- UI polish & accessibility
- BLoC state management for predictable app flow
- Testing offline + AI

## 5 Summary

This plan provides an **efficient, privacy-focused, offline-first Android app** with **on-demand AI planning**, built using **BLoC for maintainable state**, delivered in **3 weeks** for **$700 USD**.