

## 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.

## Motivation Letter (Computer Science)

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Dear Sir/Madam,

I am Muhammad Anus Gul Jalal, and I am writing to express my strong interest in pursuing a Master's degree in Computer Science at the University of Padua for the upcoming winter semester. I completed my Bachelor's degree in Computer Science from the University of Lahore with a CGPA of 3.16. My academic background included major subjects such as Artificial Intelligence, Data Analytics, Advanced Database Systems, Digital Image Processing, and Neural Networks. During my degree program, I participated in multiple projects involving AI solutions, natural language processing, and computer vision, which have strengthened my foundation and passion for advanced computer science studies.

Currently, I am a Software Engineer with 2.5 years of experience specializing in Flutter for cross-platform mobile application development. I have also developed backend systems using NestJS and Python to create scalable REST APIs and server-side architectures. I am well-versed in the complete application lifecycle, from development to deployment, with practical experience in cloud and serverless platforms such as AWS (S3, Lambda), Firebase, Render, and Vercel. This professional experience has equipped me with strong problem-solving skills, adaptability, and the ability to work effectively in teams and independently.

I am highly motivated to study at the University of Padua due to its reputation for excellence in research, cutting-edge curriculum, and exposure to practical, technology-driven learning environments. I am eager to enhance my knowledge, refine my research skills, and gain international exposure while contributing positively to the academic community. My past involvement as a class representative and president of the technical society during my bachelor's studies has developed my leadership, organizational, and teamwork abilities, which I plan to bring to my studies in Padua.

Studying in Italy represents a significant opportunity for personal and professional growth. I am confident that my background, work experience, and dedication make me a suitable candidate for the Master's program in Computer Science. I am committed to contributing meaningfully to the University of Padua and making the most of the academic, cultural, and collaborative opportunities it offers.

I sincerely hope you will consider my application favorably. Thank you for your time and consideration.

Sincerely,  
Muhammad Anus Gul Jalal





**Board of Intermediate & Secondary  
Education, Bahawalpur**

Student's Copy



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Challan No: 180476915

1-Bill No. 110805180476915



**Details :**

MALIK AMEER HAMZA S/D/O LIQUAT ALI  
03095435417

**Fee Description : Candidates : 1**

1633-CORRECTION WRONG SPELLING NAME  
WITHIN 5 YEAR--HSSC Supply 2021 Roll No :  
704316

**Total Fee (in figure)** 5600

**Total Fee (in Words :**

Rupees Five Thousand Six Hundred Only

**Due Date : 11-Mar-2026**

چالان رسید ڈاؤن لوڈ نہ ہونے کی صورت میں ان  
نمبر پر رابطہ کریں  
**0629255095-03347820862**

**FOR UBL BRANCH USE ONLY**

A/C No. (FOR BANK USE ONLY) 235771153

May be deposited in any UBL branch within Pakistan

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**Board of Intermediate & Secondary  
Education, Bahawalpur**

Board's Copy



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