**📊 KPIs & Metrics for Evaluating the Meta Ad Campaign (Facebook & Instagram) 📊**

**Primary Goal (Lead Generation)**

Focus on **Leads, CPL, Conversion Rate, CPA, ROAS, Landing Page Views.**

**Lead Generation & Conversions (Primary Goal: Leads)**

✅ **Leads:** The number of people who submitted their details via the ad.

✅ **Cost Per Lead (CPL):** The cost to acquire each lead.

✅ **Conversion Rate:** The percentage of users who completed a desired action (e.g., course registration).

✅ **Cost Per Acquisition (CPA):** The amount spent per new registration.

✅ **Return on Ad Spend (ROAS):** The revenue generated from the campaign divided by the ad spend.

✅ **Landing Page Views:** The number of users who clicked the ad and loaded the landing page. ✅ **Click-Through Rate (CTR):** The percentage of users who clicked on the ad compared to impressions.

✅ **Bounce Rate:** The percentage of users who left the landing page without engaging.