

Summary - Test Client

LEADS

131

Meta: 54 • Google: 77

COST PER LEAD

\$7.46

Meta: \$5.55 • Google: \$8.80

AMOUNT SPENT

\$977

Meta: \$300 • Google: \$677

CONV %

14.4%

Google: 14.4% • Meta: 5.3%

WON

3

Platform Performance

Leads Distribution

131 total leads

(41.2%)

(58.8%)

● Meta Ads

● Google Ads

Spend Distribution

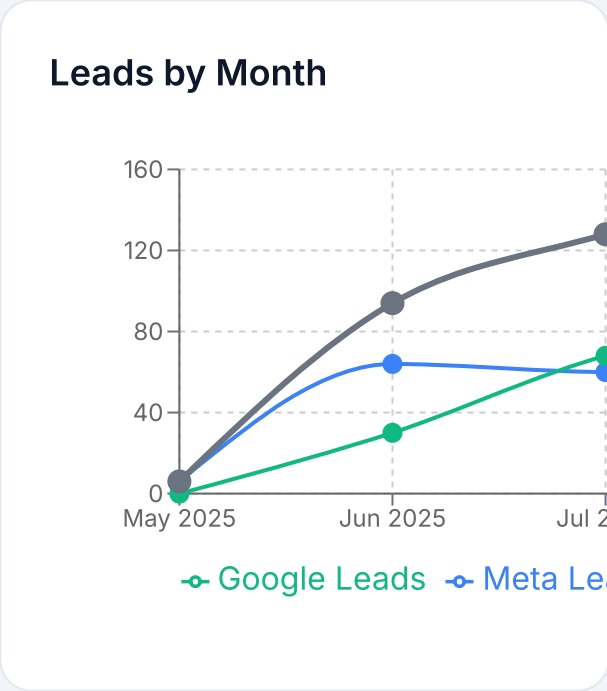
\$977 total spend

(30.7%)

(69.3%)

● Meta Ads

● Google Ads



Key Insights

- Meta Ads: 54 leads at \$5.55 CPL
- Google Ads: 77 leads at \$8.80 CPL