

Summary - Wormwood

LEADS

73

Meta: 68 • Google: 5

COST PER LEAD

\$23.20

Meta: \$19.79 • Google: \$69.47

AMOUNT SPENT

\$1,693

Meta: \$1,346 • Google: \$347

CONV %

0.4%

Google: 0.4% • Meta: 2.5%

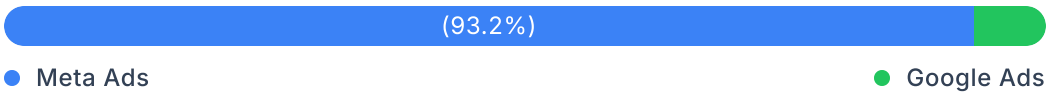
WON

0

Platform Performance

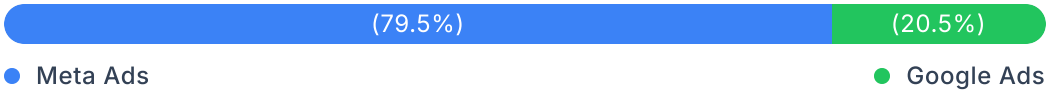
Leads Distribution

73 total leads

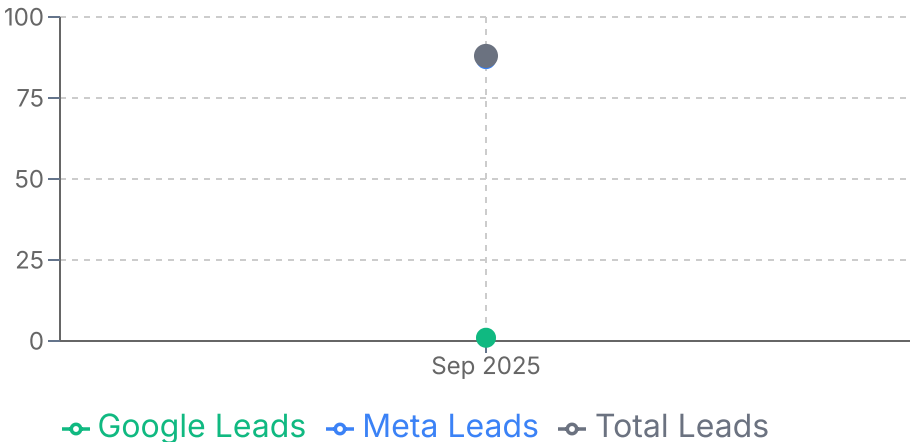


Spend Distribution

\$1,693 total spend



Leads by Month



Key Insights

- Meta Ads: 68 leads at \$19.79 CPL
- Google Ads: 5 leads at \$69.47 CPL

Meta - Wormwood

Meta Leads
68 No comparison data

Cost Per Lead
\$19.79

Conversion Rate
2.5%

Spent
\$1,346 No comparison data

Impressions
84,243

Link Clicks
2,684

Cost Per Link Click
\$1.03

CTR
3.19%

Demographics

Age Groups



Gender



Platform Breakdown

Meta vs Instagram



Ad Placements



