

# 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%

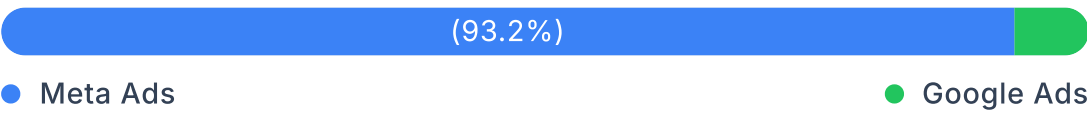
WON

**0**

# Platform Performance

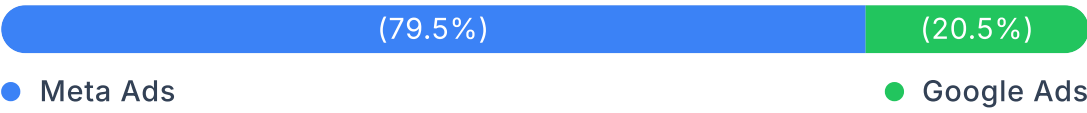
## Leads Distribution

73 total leads

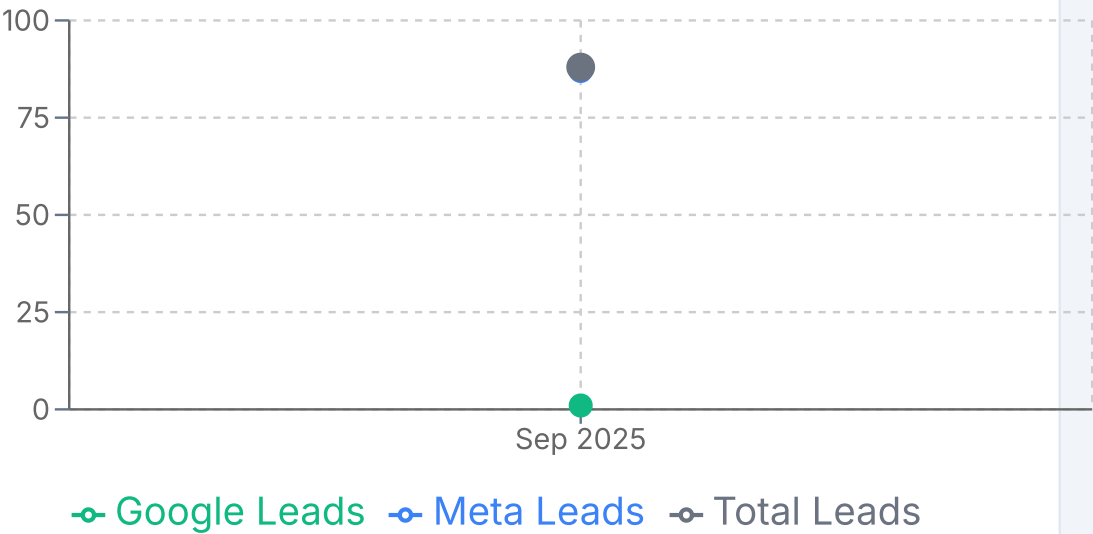


## Spend Distribution

\$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

