

Summary - Wormwood

LEADS

73

Meta: 68 • Google: 5

COST PER LEAD

\$23.20

Meta: \$19.80 • Google: \$69.47

AMOUNT SPENT

\$1,694

Meta: \$1,346 • Google: \$347

CONV %

0.4%

Google: 0.4% • Meta: 2.5%

WON

0

Platform Performance

Leads Distribution 73 total leads

(93.2%) (93.2%)

Meta Ads Google Ads

Spend Distribution \$1,694 total spend

(79.5%) (20.5%)

Meta Ads Google Ads

Leads by Month

Month	Google Leads	Meta Leads	Total Leads
Sep 2025	5	68	73

Key Insights

- Meta Ads: 68 leads at \$19.80 CPL
- Google Ads: 5 leads at \$69.47 CPL

Meta - Wormwood

