

Summary - Wormwood

LEADS

73

Meta: 68 • Google: 5

COST PER LEAD

\$23.20

Meta: \$19.80 • 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

(93.2%)

Meta Ads Google Ads

Spend Distribution \$1,693 total spend

(79.5%) (20.5%)

Meta Ads Google Ads

Leads by Month

100
75
50
25
0

Sep 2025

Google Leads Meta Leads Total Leads

Key Insights

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

Meta - Wormwood

Meta Leads

68 No comparison data

Cost Per Lead

\$19.80

Conversion Rate

2.5%

Spent

\$1,346 No comparison data

Impressions

84,258

Link Clicks

2,685

Cost Per Link Click

\$1.03

CTR

3.19%

Demographics

Age Groups



Gender



Platform Breakdown

Meta vs Instagram



Ad Placements



