

# 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

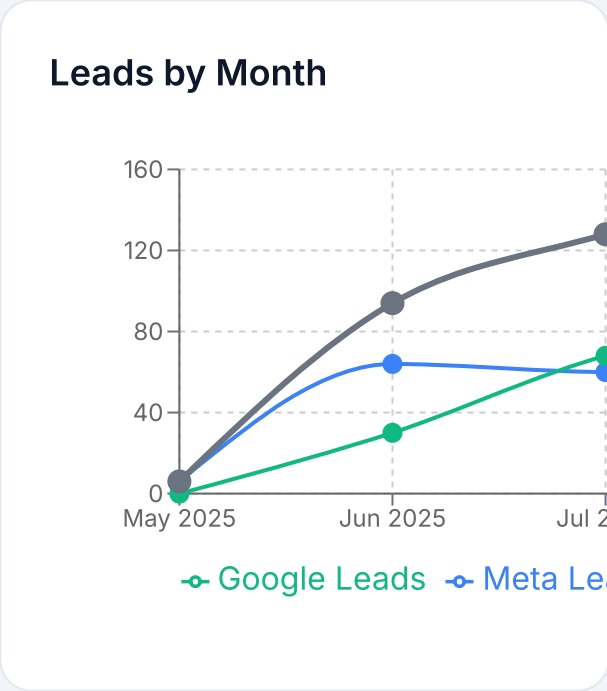
\$977 total spend

(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

# Meta - Test Client

Meta Leads

**54** No comparison data

Cost Per Lead

**\$5.55**

Conversion Rate

**5.3%**

Spent

**\$300** No comparison data

Impressions

**16,669**

Link Clicks

**1,015**

Cost Per Link Click

**\$0.83**

CTR

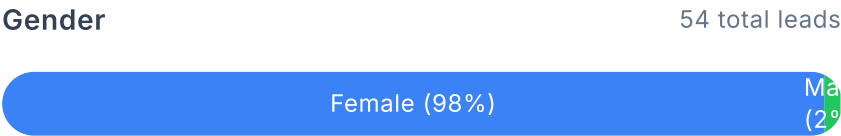
**6.09%**

## Demographics

### Age Groups

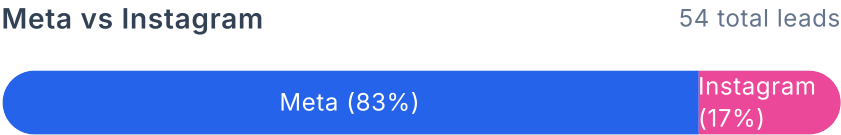


### Gender



## Platform Breakdown

### Meta vs Instagram



### Ad Placements

