SPACE AUTO GROUP

Campaign Performance Report

Reporting Period: February 1 - 7, 2026 (7 Days)

With 30-Day Trend Comparison (Jan 8 - Feb 6)

Prepared by: RedLine Gen

Date: February 7, 2026

Classification: Confidential

EXECUTIVE SUMMARY

This report analyzes Space Auto Group's Meta advertising campaigns for the 7-day period of February 1-7, 2026, with trend comparisons against the prior 30-day window.

7-Day Performance Snapshot

Metric	7-Day	30-Day	Trend
Total Spend	$281.45	$1,685.50	-
Total Leads	27	153	-
Avg CPL	$10.42	$11.02	Improved
Reach	6,341	24,745	-
Frequency	1.47	2.21	Improved
CPM	$30.18	$30.83	Stable
CPC	$1.02	$1.29	Improved
CTR (link)	2.97%	2.40%	Improved

Key takeaway: CPL improved from $11.02 to $10.42. Frequency dropped from 2.21 to 1.47 (less fatigue). CTR improved from 2.40% to 2.97%. The reduced budget is producing more efficient results.

AD PERFORMANCE RANKING (7 DAYS)

All Active Ads - Ranked by Cost Per Lead

Ad	Leads	CPL	Reach	CPM	CTR	Spend
Testimonial S5	10	$9.27	2,295	$32.89	2.27%	$92.66
Luxury Carousel	6	$9.31	2,685	$15.16	2.66%	$55.84
Fake Prices	9	$10.06	1,630	$42.72	4.01%	$90.52
Dont Buy New	1	$6.44	133	$42.65	2.65%	$6.44
Fast Actions	1	$35.46	393	$68.19	4.62%	$35.46
Subprime Carousel	0	-	32	$15.76	6.06%	$0.52
Why Us	0	-	2	$5.00	-	$0.01

Quality Scores (Meta)

Ad	Engagement	Conversion	Signal
Testimonial S5	Above Avg	Above Avg	STRONG
Fake Prices	Above Avg	Above Avg	STRONG
Fast Actions	Above Avg	Average	MIXED
Luxury Carousel	Above Avg	Average	GOOD
Dont Buy New	-	-	WEAK
Why Us	-	-	DEAD

30-DAY VS 7-DAY TREND ANALYSIS

CPL Trend Comparison

Ad	30-Day CPL	7-Day CPL	Change	Trend
Testimonial S5	$9.07	$9.27	+2.2%	STABLE
Luxury Carousel	$9.70	$9.31	-4.0%	IMPROVING
Fake Prices	$7.80-12.12	$10.06	-	STABLE
Fast Actions	$15.82	$35.46	+124%	COLLAPSING
Dont Buy New	$22.47	$6.44*	-	UNRELIABLE
Why Us	$11.43	N/A	-	DEAD

* Dont Buy New: $6.44 CPL on only 1 lead / 133 reach in 7 days. Facebook barely serves this ad. The 30-day CPL of $22.47 is the true indicator.

CPM Trend

Ad	30-Day CPM	7-Day CPM	Signal
Luxury Carousel	$16.40	$15.16	Most efficient
Testimonial S5	$28.12	$32.89	Moderate
Fake Prices	$28-45	$42.72	Expensive but converts
Dont Buy New	$48.19	$42.65	Expensive, low delivery
Fast Actions	$67.86	$68.19	WORST - FB penalizing

ACTION PLAN: KILL / KEEP / SCALE

SCALE - Increase Budget

- Testimonial S5 | 10 leads @ $9.27 CPL | Engagement+Conversion: Above Avg | 37% of all leads. Consistent 30-day performer. This is the engine.
- Luxury Carousel W/Monthly | 6 leads @ $9.31 CPL | CPM $15.16 (LOWEST) | CPC $0.57 (LOWEST) | Most cost-efficient ad in the account.

KEEP - Monitor Weekly

- Video - Fake Prices | 9 leads @ $10.06 CPL | CTR 4.01% (highest) | Engagement+Conversion: Above Avg | Strong but CPM $42.72 is high. Watch for CPL creep.

KILL - Turn Off Immediately

- Video - Fast Actions | 1 lead @ $35.46 CPL | CPM $68.19 (HIGHEST) | Was $15.82 CPL 30-day, now $35.46 = +124%. Deteriorating rapidly.
- Video - Dont Buy New | 1 lead, 133 reach in 7 days. FB barely shows it. 30-day CPL $22.47.
- Video - Why Us | 0 leads, 2 impressions. Facebook refuses to deliver. Dead.
- Subprime Carousel (ForceSpend) | 0 leads, 32 reach. No traction.
- ForceSpend Ad Set | Kill entirely. Highest CPM, fights algorithm.

BUDGET REALLOCATION PLAN

Current vs Recommended

Ad Set	Current	Proposed	Rationale
ForceSpend	$11/day	$0 KILL	Fights algorithm, worst CPM
Prime/Videos	$11/day	$11/day	Remove losers, keep winners
SP/Carousels	$11/day	$15/day	Best performer, more budget
Retargeting	$0 (OFF)	$7/day ON	Capture warm LP visitors
TOTAL	$33/day	$33/day	Same spend, better allocation

Same daily spend ($33/day) but redirected from waste to winners. Projected: 35-40 leads/week at $8-9 CPL vs current 27 leads/week at $10.42 CPL.

NEW CREATIVE STRATEGY

What Works (Patterns from Data)

- Testimonial/social proof = lowest CPL with volume
- Carousel + monthly payment = lowest CPM, best efficiency
- Price transparency hooks (Fake Prices) = highest CTR

New Video Scripts - Car Sourcing Angle

Script 1: "Stop Settling"

Hook: "If you are tired of settling for whatever is on the lot - I got you."

Body: Show the sourcing process. Customer tells Space Auto what they want, Space Auto finds it.

CTA: "Tell us your dream car. We will find it."

Script 2: "You Have Been Lied To"

Hook: "You have been lied to about buying a car and its time someone told you the truth."

Body: Most dealers only sell what is on their lot. Space Auto flips it - you choose, we find.

CTA: "Fill out our form and tell us exactly what you want."

Script 3: "The Secret" (Testimonial Format)

Hook: "Here is how [customer] got the exact car they wanted without visiting 12 dealerships."

Body: Testimonial-style. Customer describes their sourcing experience.

CTA: "Want us to find your car? Link in bio."

Script 4: "Tax Season"

Hook: "Tax season is here. Here is how to turn your refund into the car you actually want."

Body: Tax refund + Space Auto sourcing = the exact car, not leftovers.

CTA: "Tell us your budget and dream car. We handle the rest."

RETARGETING VIDEO SCRIPTS

Target audience: People who visited the landing page but did not convert. They already know Space Auto. These scripts overcome the objection that stopped them. Recommended budget: $7/day.

Script 1: "You Didn't Finish" (Objection Crusher)

Length: 25-35 seconds | Tone: Casual, direct, like a friend following up

Scene 1 - Hook (0-3s): Outside, in front of lot, handheld camera

Line: "Hey - you were just looking at our page, right?"
Direction: Say it like you genuinely ran into them. Head tilted. Not aggressive, not desperate.

Scene 2 - Acknowledge (3-8s): Same shot, no cut

Line: "No pressure at all. I just wanted you to know - we actually found 3 cars this week for people who filled out that form."
Text overlay: "We found 3 cars this week" in bold white, lower third.

Scene 3 - Proof (8-18s): Cut to phone screen showing real customer text thread

Voiceover: "This guy told us he wanted a white Camry under 15K with under 80K miles. We had it for him in 4 days."
Direction: Slowly scroll through real conversation. 3-4 seconds max. Cut back to same person, same spot.

Scene 4 - CTA (18-28s): Same medium shot

Line: "If you didn't finish the form because you weren't sure if this was legit - I get it. But we literally do this every single day. Tell us what car you want. Worst case, you find out what's available. That's it."
Direction: Nod on "I get it." Lean in on "every single day." Shrug on "That's it." Hold eye contact 1 beat, cut.

Script 2: "The One That Got Away" (Urgency/FOMO)

Length: 20-30 seconds | Tone: Storytelling, real urgency | No cuts in entire video

Scene 1 - Hook (0-4s): INSIDE dealership/office, sitting down

Line: "Real quick - I gotta tell you what happened yesterday."
Direction: Lean forward, half-smile. Setting shift from outdoor (cold ads) to indoor signals "come inside."

Scene 2 - Story (4-16s): Same shot, no cut

Line: "A guy came to us looking for a specific truck. Honda Ridgeline, black, under 20K. We found two options in 3 days. He waited a day to decide. Both got sold. Gone. Somebody else grabbed them."
Direction: Tick off specs with hand counts. Slow down on "waited a day." Say "Both got sold. Gone." flat and dead serious. Shake head on "somebody else."

Scene 3 - Turn (16-24s): Same shot

Line: "Good cars at good prices move FAST. If you already know what you want, the sooner you tell us, the sooner we lock it down before someone else does."
Direction: Snap fingers on "move FAST." Point at camera on "tell us." Fist clench on "lock it down."
Text overlay: "Good cars move FAST" at the snap moment.

Scene 4 - Close (24-28s)

Line: "Fill out the form. Takes 60 seconds. We start searching today."
Direction: Lean back. Calm. Confident. Brief eye contact hold, cut.

Script 3: "Testimonial - Sourcing Story" (Social Proof)

Length: 30-45 seconds | Tone: Real customer story | Two versions: real customer or owner retelling

Version A: Real Customer

Scene 1 (0-5s): Customer in driver seat of car Space Auto found. Door open.
Line: "I had been looking for this car for like 2 months. Every dealership had the same overpriced junk."

Scene 2 (5-8s): B-roll walk around car. Voiceover: "Then someone told me about Space Auto."

Scene 3 (8-20s): Back to customer. They describe what they wanted, how fast Space Auto found it. Pat steering wheel on "I picked this one."

Scene 4 (20-30s): Customer steps out. Full body + car behind them.
Line: "If you're still scrolling CarGurus at 2am - just tell these guys what you want. That's literally all I did."

Scene 5 (30-35s): Text card: "Tell us what you want. We'll find it."

Version B: Owner Tells It

Scene 1 (0-5s): Owner walking through lot toward camera.
Line: "Let me tell you about a customer we had last week."

Scene 2 (5-15s): Stops next to a car.
Line: "She said I need a [car], [color], under [price]. Every dealer just tries to sell whatever they have."

Scene 3 (15-25s): Leans on car.
Line: "We found her 3 options in 5 days. She drove off in exactly what she wanted. Not what we wanted to sell - what SHE wanted."

Scene 4 (25-32s): Steps toward camera.
Line: "If you already checked us out and you're still thinking - stop thinking. Tell us what you want. We do the hard part."

Production Notes

  - Shoot all 3 in one afternoon: Script 1 outdoor, Script 2 indoor, Script 3 on lot
  - iPhone, 9:16 vertical, NO background music (raw audio only)
  - Full captions/subtitles via CapCut (white text, black outline)
  - First frame: person looking at camera, mouth open mid-word (not posed)

CRITICAL: SPEED TO LEAD

Industry data shows conversion probability drops dramatically with delay:

Response Time	Conversion Rate	Reality
< 1 minute	391% higher	IDEAL
1-5 minutes	Baseline	Acceptable
5-30 minutes	50% drop	Lead shopping competitors
30+ minutes	80% drop	Lead is gone

Even the best ads mean nothing if leads are not called within 60 seconds. This is the single biggest lever for improving lead-to-sale conversion and is outside the scope of ad optimization.

SUMMARY OF RECOMMENDATIONS

Immediate Actions (This Week)

- KILL: Video - Fast Actions ($35.46 CPL, deteriorating)
- KILL: Video - Dont Buy New (barely serving)
- KILL: Video - Why Us (zero traction)
- KILL: ForceSpend ad set entirely
- TURN ON: Retargeting campaign at $7/day
- INCREASE: SP/Carousels budget to $15/day

Next 2 Weeks

- Produce 3 retargeting videos (scripts included in this report)
- Script and produce 3-4 new cold traffic video ads (car sourcing angle)
- Create 2 new carousel ads (testimonial + tax season)
- Launch tax season campaign
- Monitor retargeting performance

Targets

Metric	Current	Target
CPL	$10.42	< $9.00
Frequency	1.47	< 2.0
CTR	2.97%	> 3.5%
Leads/Week	27	35-40

Report prepared by RedLine Gen | February 7, 2026