SPACE AUTO GROUP

Campaign Performance Report

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

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

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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

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<tr><td>**SCALE - Increase Budget**</td></tr>
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- 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.

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<tr><td>**KEEP - Monitor Weekly**</td></tr>
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- 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.

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<tr><td>**KILL - Turn Off Immediately**</td></tr>
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- 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 (15-20 sec each)

These go into the Prime/Videos ad set as replacements for the killed ads. All shot on iPhone, 9:16 vertical, CapCut captions, no music.

Script 1: "Stop Settling" (18 sec)

SCENE 1 (0-3s): Outside, standing in front of lot. Handheld, chest-up shot.
Line: "If you are tired of settling for whatever is on the lot - I got you."
Direction: Already looking at camera. Confident, not yelling. "I got you" is the anchor - say it directly.

SCENE 2 (3-12s): Same shot, no cut. One step forward.
Line: "You tell us the car you want - make, model, color, budget - and we go find it. That is literally what we do."
Direction: Tick off "make, model, color, budget" on fingers. On "literally what we do" - palm to chest.

SCENE 3 (12-18s): Same shot.
Line: "Fill out the form. Tell us your dream car. We handle the rest."
Direction: Point down (toward link). Calm close. Eye contact hold 1 beat, cut.
Text overlay: "We find YOUR car" at 4-second mark, lower third, 3 seconds.

Script 2: "You Have Been Lied To" (17 sec)

SCENE 1 (0-4s): Inside office or car, close-up shoulders and up. Camera on surface, not held.
Line: "You have been lied to about buying a car and it is time someone told you the truth."
Direction: Dead serious face. Lean in slightly. This is the pattern interrupt - no smile.

SCENE 2 (4-12s): Same shot, no cut.
Line: "Most dealers only sell what is on their lot. You show up, they push whatever they have. We do the opposite - you tell US what you want, and we go find it."
Direction: Dismissive wave on "push whatever they have." Point at camera on "you tell US."

SCENE 3 (12-17s): Same shot.
Line: "Fill out the form. Tell us exactly what you want. We will find it."
Direction: Nod on "we will find it." Confident. Cut.

Script 3: "The Secret" (Testimonial Format, 20 sec)

SCENE 1 (0-5s): Customer in driver seat of car Space Auto found, OR owner standing next to a sold car.
Line: "[Name] wanted a specific car. Looked for 2 months on their own. Every dealer had the same junk."
Direction: If customer - let them say it naturally. If owner - tell the story standing next to the car.

SCENE 2 (5-14s): Same shot OR cut to B-roll of the car (3 sec walk around) with voiceover.
Line: "They told us exactly what they wanted. We found it in [X] days. Done."

Direction: On "Done" - pat the car or slap the roof. The physical contact with the car = proof.

SCENE 3 (14-20s): Back to face, close-up.

Line: "Want us to find yours? Link is right there."

Direction: Point down. Casual, like "your turn." Cut.

Script 4: "Tax Season" (16 sec) - Add to SP/Carousels ad set

NOTE: This is NOT a new campaign. Add this as a new ad inside SP/Carousels (your best ad set).

SCENE 1 (0-4s): Outside or inside. Handheld close-up.

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

Direction: Upbeat but not cheesy. "Actually want" is the emphasis.

SCENE 2 (4-12s): Same shot.

Line: "Instead of going to a dealer and picking from whatever they have - tell us your budget and dream car. We source it for you."

Direction: On "whatever they have" - shake head. On "we source it" - thumb to chest.

SCENE 3 (12-16s):

Line: "Your refund. Your car. Fill out the form."

Direction: Three short punchy sentences. Point down on "fill out the form." Cut.

Text overlay: "Tax Refund + Dream Car" at 5-second mark.

RETARGETING VIDEO SCRIPTS (15-20 SEC)

Target: People who visited the landing page but did not convert. They already know Space Auto. These scripts overcome the specific objection that stopped them. Budget: $7/day. All scripts 15-20 seconds max.

Script 1: "You Didn't Finish" (Objection Crusher) - 18 sec

Scene 1 - Hook (0-3s)

Setting: Outside, in front of lot. Handheld, chest-up. Slight natural camera shake (NOT tripod).
Line: "Hey - you were just looking at our page, right?"
Direction: Head tilted. Say it like you ran into someone you recognized. Not aggressive.

Scene 2 - Proof + Acknowledge (3-12s) - Same shot, no cut

Line: "We found 3 cars this week for people who filled out that form. One guy wanted a white Camry under 15K - had it for him in 4 days."
Direction: Hold up 3 fingers on "3 cars" then drop naturally. Matter of fact, not bragging.
Text overlay: "We found 3 cars this week" - bold white, lower third, 3 seconds.

Scene 3 - CTA (12-18s) - Same shot

Line: "Tell us what car you want. Worst case, you find out what is available. That is it."
Direction: Small shrug on "That is it." Hold eye contact 1 beat, cut. No outro graphic.

Script 2: "The One That Got Away" (Urgency/FOMO) - 17 sec

Scene 1 - Hook (0-3s)

Setting: INSIDE office. Sitting at desk or leaning on counter. Camera on surface at eye level, NOT held. Feels like a FaceTime.
Line: "Real quick - let me tell you what happened yesterday."
Direction: Lean forward. Half-smile. Indoor setting = different from cold ads (which are outdoor).

Scene 2 - Story (3-12s) - Same shot, no cut, entire video is one take

Line: "Guy wanted a Honda Ridgeline, black, under 20K. We found two options. He waited ONE day to decide. Both got sold. Gone."
Direction: Tick off specs on fingers. Slow down on "waited ONE day." Say "Both got sold. Gone." FLAT and dead serious. Pause after "Gone."

Scene 3 - CTA (12-17s) - Same shot

Line: "Good cars move fast. Tell us what you want before someone else gets it."
Direction: Snap fingers on "move fast." Point at camera on "tell us." Brief eye contact, cut.
Text overlay: "Good cars move FAST" at snap moment, center screen, 2 seconds.

Script 3: "Sourcing Story" (Social Proof) - 18 sec

Two versions depending on whether a real customer is available.

Version A - Real Customer:

Scene 1 (0-7s): Customer sitting in driver seat of the car Space Auto found. Door open or window down.
Line: "I looked for this car for 2 months. Every dealer had the same junk. Then I found Space Auto, told them what I wanted, and they had it in [X] days."
Direction: Let them say it naturally. Don't over-script. The beats: frustration, then relief.

Scene 2 (7-13s): Same shot. Customer pats steering wheel or dashboard.
Line: "I am sitting in it right now."
Direction: Smile. Genuine. The car IS the proof.

Scene 3 (13-18s): Same shot, lean toward camera.
Line: "Just tell them what you want. That is literally all I did."
Direction: "Literally all I did" - hands up, palms out. Cut.

Version B - Owner Tells It:

Scene 1 (0-5s): Owner standing next to a car on the lot. Medium shot.
Line: "Customer came to us last week. Needed a [car], [color], under [price]."
Direction: Hand on car roof. Matter of fact.

Scene 2 (5-13s): Same spot, lean on car.
Line: "We found 3 options in 5 days. She drove off in exactly what she wanted."
Direction: Hold up 3, then 5 fingers. On "exactly what she wanted" - point at camera.

Scene 3 (13-18s): One step toward camera.
Line: "Stop thinking about it. Tell us what you want. We do the hard part."
Direction: "Stop thinking" - flat, direct. "We do the hard part" - thumb to chest, slight smile. Cut.

Production Notes - All Scripts

- 15-20 seconds MAX. Sweet spot is 17-18 seconds. Never exceed 25.
- Shoot all retargeting + cold traffic scripts in ONE afternoon (7 total)
- iPhone, 9:16 vertical, NO background music (raw audio = authenticity)
- CapCut captions: white text, black outline, auto-generated then proofread
- First frame: person already looking at camera, mid-word. Not a posed smile.

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.

STEP-BY-STEP IMPLEMENTATION GUIDE

PHASE 1: Clean House (Today - 10 minutes in Ads Manager)

Step	Action	Where
1	Turn OFF Video - Fast Actions	Prime/Videos ad set
2	Turn OFF Video - Dont Buy New	Prime/Videos ad set
3	Turn OFF Video - Why Us	Prime/Videos ad set
4	Turn OFF entire ForceSpend ad set	Ad set level toggle
5	Verify 3 ads remain active	See below

After Phase 1, only these ads should be running:

- Testimonial S5 (in SP/Carousels) - your #1 performer

- Luxury Carousel W/Monthly (in SP/Carousels) - lowest CPM

- Video - Fake Prices (in Prime/Videos) - highest CTR

PHASE 2: Reallocate Budget (Today - 5 minutes)

Step	Action	Detail
6	Increase SP/Carousels budget	$11/day -> $15/day
7	Keep Prime/Videos budget	$11/day (now only Fake Prices)
8	Confirm daily spend	$26/day across 2 ad sets

PHASE 3: Activate Retargeting (Today - 5 minutes)

Step	Action	Detail
9	Turn ON Warm-Retargeting-Website/LP	Campaign level toggle
10	Set retargeting budget	$7/day
11	Confirm new total daily spend	$33/day ($15+$11+$7 = same as before)

STEP-BY-STEP (CONTINUED)

PHASE 4: Produce Retargeting Content (This Week)

Step	Action	Detail
12	Block 2-3 hours for video shoot	One afternoon, all scripts
13	Shoot 3 retargeting scripts	See Retargeting Scripts section
14	Edit in CapCut	Add captions, NO music, export 9:16
15	Upload to retargeting campaign	Add as new ads in retargeting

PHASE 5: New Cold Traffic Content (Next 2 Weeks)

Step	Action	Detail
16	Shoot 4 cold traffic video scripts	See New Creative section
17	Upload car sourcing videos	Add to Prime/Videos ad set
18	Upload Tax Season ad	Add to SP/Carousels ad set (NOT new campaign)
19	Monitor 7 days	Compare CPL to current $10.42 baseline
20	Review and adjust	Kill anything above $15 CPL after 7 days

IMPORTANT: Tax season is NOT a new campaign. It goes into SP/Carousels as a new ad. Meta already has audience learning on that ad set - a new campaign would reset all optimization.

Targets After Implementation

Metric	Current	Target	Timeframe
CPL	$10.42	< $9.00	2-3 weeks
Frequency	1.47	< 2.0	Ongoing
CTR	2.97%	> 3.5%	With new creative
Leads/Week	27	35-40	After budget reallocation

Report prepared by RedLine Gen | February 7, 2026