

Meta Ads Report

Lead Generation Campaign 1

Results ↑↓	Reach ↑↓	Frequency ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓
21	5,098	1.50	₹35.03	₹250.00	₹735.73
Messaging conversat...		Per messaging conve...		Daily	
—	—	—	—	₹200.00	₹0.00
Messaging conversati...		Per messaging conver...		Daily	

- Results (Conversations/Leads): 21
- Cost Per Lead (CPL): ₹35.03
- Daily Budget: ₹250
- Amount Spent: ₹735.73

Lead Generation Campaign 2

Results ↑↓	Reach ↑↓	Frequency ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓
4	1,446	1.10	₹49.07	₹250.00	₹196.2
Messaging conversat...		Per messaging conve...		Daily	

- Results (Conversations/Leads): 4
- Cost Per Lead (CPL): ₹49.07
- Daily Budget: ₹250
- Amount Spent: ₹196

Gendar Wise Leads

Test Leads Campaign	All	7-day click or 1-day view All conversions	21 (2) Messaging conversations started
	Male	7-day click or 1-day view All conversions	18 (2) Messaging conversations started
	Female	7-day click or 1-day view All conversions	3 (2) Messaging conversations started

Age Wise Leads

All	All	Not deliveri... Campaign	7-day click or 1-day view All conversions	21 (2) Messaging conversat...
Male	All		7-day click or 1-day view All conversions	18 Messaging conversat...
	25-34		7-day click or 1-day view All conversions	5 (2) Messaging conversat...
	18-24		7-day click or 1-day view All conversions	3 (2) Messaging conversat...
	35-44		7-day click or 1-day view All conversions	2 (2) Messaging conversat...
	45-54		7-day click or 1-day view All conversions	2 (2) Messaging conversat...
	55-64		7-day click or 1-day view All conversions	1 (2) Messaging conversat...
	65+		7-day click or 1-day view All conversions	—
Female	All		7-day click or 1-day view All conversions	3 Messaging conversat...
	25-34		7-day click or 1-day view All conversions	1 (2) Messaging conversat...
	18-24		7-day click or 1-day view All conversions	1 (2) Messaging conversat...
	35-44		7-day click or 1-day view All conversions	—
	45-54		7-day click or 1-day view All conversions	1 (2) Messaging conversat...
	55-64		7-day click or 1-day view All conversions	—

Meta Ads Campaign Summary

Total Leads Generated: 25

Total Ad Spend: ₹1271.73

Audience Insights

Male Leads: 21

Female Leads: 4

Overall Performance

The Meta Ads campaigns generated 25 leads/conversations with a total spend of ₹1271.73. The average lead cost was ₹37.27, while reaching 6,544 potential customers. Most leads were generated from the 25-34 age group, particularly among male users, making this the highest-performing audience segment.
