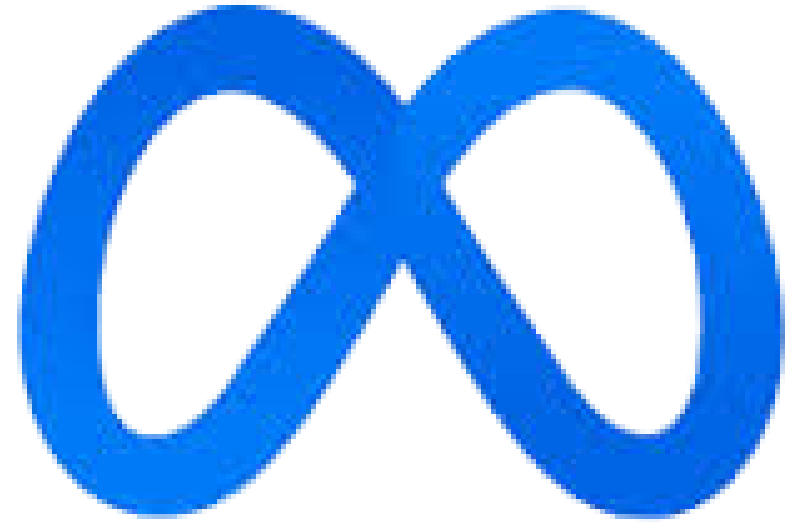


Meta Ads Campaign Performance Report

Quality Lead Generation & Performance Analysis — a comprehensive review of campaign strategy, audience targeting, conversion optimization, and measurable results across all Meta advertising channels.



Campaign Objectives & Strategy

High-Quality Leads

Generate leads with strong purchase intent

Lower CPL

Reduce cost per lead through optimization

Conversion Volume

Increase total conversions at scale

Audience Scaling

Expand reach while maintaining lead quality

Strategies Deployed

- Lookalike Audience Campaigns
- Retargeting Funnel Strategy
- Engagement Funnel Building
- Thank You Page Optimization
- Conversion API & Pixel Tracking
- Creative Testing & Scaling

A structured funnel strategy consistently improved lead quality and overall campaign performance.

Key Meta Ads Metrics Explained



Results

Total leads & conversions.



Cost Per Result

CPL: budget per lead.



Reach

Unique users.

Impressions



Total ad displays.

Frequency



Average views.

ROAS



Revenue vs. spend.

Why These Metrics Matter

These six metrics form the foundation of campaign analysis — together they reveal efficiency, audience quality, and scaling potential across every Meta Ads campaign.

- **Results** — Total leads, purchases, or conversions generated
- **CPL** — Budget spent to acquire one lead
- **Reach & Impressions** — Audience exposure and ad frequency
- **ROAS** — Revenue return per dollar of ad spend

Thank You Page Conversion Campaign

Performance Snapshot

Why It Worked

- Thank You Page filtered fake leads effectively
- Conversion event tracking optimized delivery
- High-intent audience targeting improved quality
- Stable CPL with strong conversion volume

Search to filter by: name, ID or metrics

Campaigns Ad sets Ads Maximum: 25 Apr 2023 - 25 May 2026

+ Create Duplicate Edit A/B test More Columns: Custom Breakdown

Off...	Campaign	Delivery	Actions	Attribution setting	Results	Cost per result	Budget	Amount spent	Reach
<input type="checkbox"/>	Lead gen campaign 4th march			7-day click, 1-...	3,393	₹25.04	₹2,000.00	₹84,944.25	
				All conversions	Thank you page event	Per Thank you page e...	Daily		
<input type="checkbox"/>	Lookalike audience 14th march new			7-day click, 1-...	465	₹68.89	₹1,000.00	₹32,032.45	
				All conversions	Thank you page event	Per Thank you page e...	Daily		
Results from 2 campaigns				7-day click, 1-...	3,858	₹30.32		₹116,976.70	
				Thank you page event	Per Thank you page e...		Total Spent		

Key Insight: Lower CPL with high conversion volume signals strong campaign optimization and audience quality.

3,393 Conversions

Total conversion events recorded

₹25.04 CPL

Cost per result achieved

₹84,944 Spent

Total budget at ₹2,000/day

Lookalike Audience Campaign

Off... ↑↓	Campaign ↑↓	Delivery ↑	Actions	Attribution setting	Results ↑↓	Cost per result	Budget ↑↓	Amount spent	Reach ↑↓
<input type="checkbox"/>	Lead gen campaign 4th march Charts Edit Compare ...			7-day click, 1-... All conversions	3,393 Thank you page event	₹25.04 Per Thank you page e...	₹2,000.00 Daily	₹84,944.25	
<input type="checkbox"/>	Lookalike audience 14th march new			7-day click, 1-... All conversions	465 Thank you page event	₹68.89 Per Thank you page e...	₹1,000.00 Daily	₹32,032.45	
Results from 2 campaigns ⓘ				7-day click, 1-... Thank you page event	3,858 Per Thank you page e...	₹30.32		₹116,976.70 Total Spent	Me



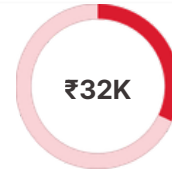
Conversions

Total results from lookalike expansion



Cost Per Result

Higher CPL due to broader audience reach



Amount Spent

Total investment in audience scaling

Strategy & Quality Advantage

- Built on previous converter data for precision
- Similar behavior targeting expanded reach
- Meta identified high-intent users at scale
- Generated richer optimization data for future campaigns

✓ Lookalike audiences help Meta find users similar to existing converters, increasing overall lead intent quality.

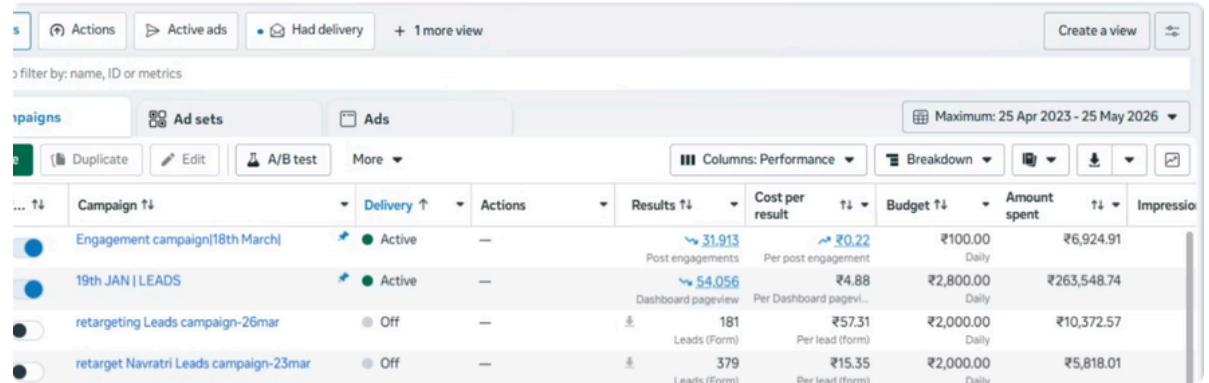
WARM AUDIENCE

Leads Campaign Strategy

Campaign Performance Benefits Delivered

- Generated high-quality leads with strong purchase intent
- Increased inquiries and conversions through optimized lead forms
- Lowered cost per lead with targeted audience segmentation
- Built a scalable lead pipeline for future sales follow-ups

Key Insight: Lead generation campaigns effectively capture interested prospects and create a steady flow of qualified leads for the sales team.



The screenshot displays the Facebook Ads Manager interface with a table of campaign performance data. The table includes columns for Campaign, Delivery, Actions, Results, Cost per result, Budget, Amount spent, and Impressions. The data is as follows:

Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressions
Engagement campaign 18th March	Active	—	31,913 Post engagements	₹0.22 Per post engagement	₹100.00 Daily	₹6,924.91	
19th JAN LEADS	Active	—	54,056 Dashboard pageview	₹4.88 Per Dashboard pagevi...	₹2,800.00 Daily	₹263,548.74	
retargeting Leads campaign-26mar	Off	—	181 Leads (Form)	₹57.31 Per lead (form)	₹2,000.00 Daily	₹10,372.57	
retarget Navratri Leads campaign-23mar	Off	—	379 Leads (Form)	₹15.35 Per lead (form)	₹2,000.00 Daily	₹5,818.01	

54,056 Engagements

Total video and post interactions

₹4.88 Per Engagement

Extremely low cost per interaction

₹263,548.74 Spent

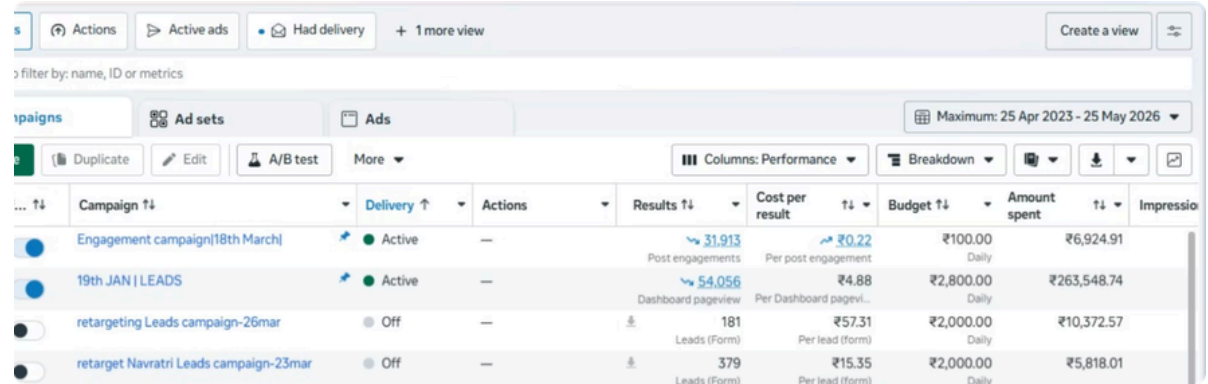
Total campaign investment

WARM AUDIENCE

Engagement Funnel Strategy

Campaign Performance Benefits Delivered

- Video & post engagement built brand awareness
- Large warm audience pool created for retargeting
- Reduced future lead acquisition costs
- Increased audience trust and intent



The screenshot displays the Facebook Ads Manager interface with a table of campaign performance data. The table includes columns for Campaign, Delivery, Actions, Results, Cost per result, Budget, Amount spent, and Impressions. The data is as follows:

Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressions
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Key Insight: Engagement campaigns reduce future lead costs by building a highly engaged warm audience pool.

31,913 Engagements

Total video and post interactions







₹0.22 Per Engagement

Extremely low cost per interaction

₹6,924 Spent

Total campaign investment

Key Meta Ads Metrics Explained

 <p>Results Total leads & conversions.</p>	 <p>Cost Per Result CPL: budget per lead.</p>	 <p>Reach Unique users.</p>
 <p>Impressions Total ad displays.</p>	 <p>Frequency Average views.</p>	 <p>ROAS Revenue vs. spend.</p>

Why These Metrics Matter

These six metrics form the foundation of campaign analysis — together they reveal efficiency, audience quality, and scaling potential across every Meta Ads campaign.

- **Results** — Total leads, purchases, or conversions generated
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Retargeting Lead Campaign

181 Leads

High-intent leads from warm audiences

₹57.31 CPL

Cost per lead from retargeting

Retargeting Strategy

- Website visitor retargeting
- Form open retargeting
- Engaged audience retargeting

Why Retargeting Improved Lead Quality

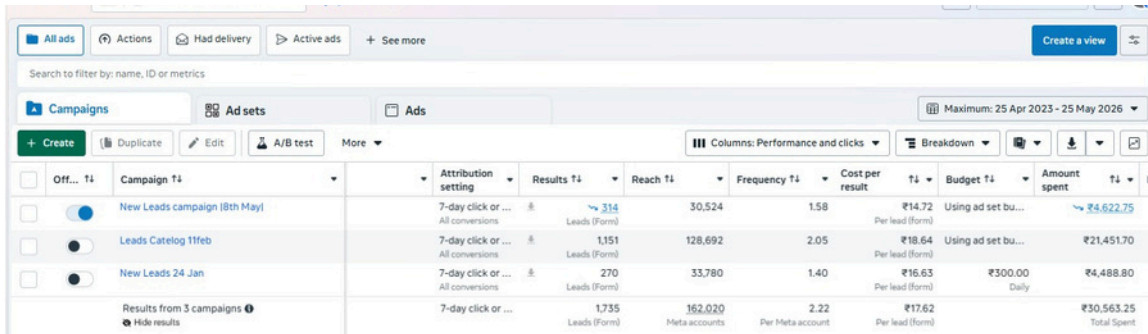
- Audience already showed prior interest
- Higher conversion probability vs. cold traffic
- Reduced fake lead chances significantly
- Better user intent and purchase readiness



Key Insight: Retargeting campaigns generate lower volume but significantly higher quality leads with stronger intent.

LEAD GENERATION

Lead Campaign Performance



The screenshot displays a Meta Ads performance dashboard with the following data:

Off...	Campaign	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent
<input type="checkbox"/>	New Leads campaign (8th May)	7-day click or ... All conversions	314 Leads (Form)	30,524	1.58	₹14.72 Per lead (Form)	Using ad set bu...	₹4,622.75
<input type="checkbox"/>	Leads Catalog 11feb	7-day click or ... All conversions	1,151 Leads (Form)	128,692	2.05	₹18.64 Per lead (Form)	Using ad set bu...	₹21,451.70
<input type="checkbox"/>	New Leads 24 Jan	7-day click or ... All conversions	270 Leads (Form)	33,780	1.40	₹16.63 Per lead (Form)	₹300.00 Daily	₹4,488.80
Results from 3 campaigns			1,735 Leads (Form)	162,020 Meta accounts	2.22 Per Meta account	₹17.62 Per lead (Form)		₹30,563.25 Total Spent

Performance Snapshot Strategy & Results

- Broad audience targeting improved Meta AI learning
- Stable CPL maintained during scaling
- Optimized creatives increased conversions
- Simplified lead form reduced drop-off



Key Insight: Broad audience campaigns with proper optimization help scale quality lead generation effectively.

1,151 Leads

Total leads generated

₹18.64 CPL

Cost per lead achieved

21,451 Spent

Total campaign investment

ROAS & Revenue Performance

Why High ROAS Was Achieved

- **Seasonal Offers** — Timely Valentine and Mood campaigns drove urgency
- **Purchase Optimization** — Meta AI prioritized high-intent buyers
- **Retargeting Buyers** — Warm audiences converted at higher rates
- **Product-Focused Creatives** — Clear offers reduced friction

Off... ↑↓	Campaign ↑↓	Results ↑↓	Cost per result ↑↓	Amount spent ↑↓	Impressions ↑↓	Reach ↑↓	Results ROAS ↓
<input type="checkbox"/>	Valentine sale campaign 04 FEB	180 Website purchases	₹26.84 Per purchase	₹4,831.90	91,507	52,844	13.17 Value, purchase
<input type="checkbox"/>	ZNZ Mood Offer ₹295 (05-01-2025)	780 Website purchases	₹27.89 Per purchase	₹21,756.62	365,158	148,477	13.00 Value, purchase
<input type="checkbox"/>	ZNZ Distributor Onboarding - 11-4-25	59 Website views content	₹71.05 Per view content	₹4,191.96	98,917	33,512	8.11 Value, view content
<input type="checkbox"/>	Couple - 9 - may - 2025	633 Website purchases	₹69.37 Per purchase	₹43,912.10	296,940	99,549	5.44 Value, purchase
<input type="checkbox"/>	ZNZ Campaign 2 (06 may 2025)	309 Website purchases	₹113.98 Per purchase	₹35,219.87	222,964	86,988	3.42 Value, purchase
<input type="checkbox"/>	znz self 3	28	₹129.75	₹3,632.86	8,825	6,399	3.28
Results from 79 campaigns		Multiple conversions	Multiple conversions	₹497,267.00 Total Spent	19,875,874 Total	11,932,269 Meta accounts	Multiple conversions



Final Insight: ROAS above 5x across top campaigns confirms profitable scaling and effective audience targeting.

Final Campaign Learnings



Thank You Page Optimization

Filtered fake leads and improved conversion quality



Retargeting Delivered High Intent

Warm audiences converted at higher rates with better quality



Engagement Funnel Reduced Costs

Built a warm audience pool that lowered future acquisition costs



Lookalike & Broad Targeting Scaled Growth

Expanded reach while improving Meta AI learning and lead volume



Overall Results: High-quality leads generated · Lower CPL · Strong ROAS · Scalable campaign growth · Robust audience learning

Thank you for your valuable time & support. We look forward to scaling more successful campaigns together.