

Some Metrics from Meta Ads I've ran in the past

Managed paid media campaigns with a combined monthly budget of **\$20,000+ across multiple clients**, owning the full paid media process from research and planning through setup, optimisation, and ongoing performance management. Initial performance audits focused on identifying inefficiencies across targeting, bidding strategies, creative alignment, and funnel structure. Based on early data signals, campaigns were restructured to prioritise high intent audiences, refine messaging, and reallocate spend toward the strongest performing channels and ad sets. These changes drove an estimated **70% improvement in overall performance**, including stronger lead quality, improved conversion rates, and more efficient cost per result.

Following the initial uplift, a second optimisation phase was executed using deeper performance analysis. This included creative fatigue management, audience expansion and exclusion testing, bid and budget recalibration, funnel alignment, and value proposition testing. These refinements delivered a **further 10% performance increase**, improving consistency and scalability without inflating costs. Underperforming assets were paused quickly to control spend, while top performers were scaled strategically. The overall approach remained profit driven, ensuring paid media performance exceeded advertising costs and supported sustainable growth rather than short term metrics.

Section Explanation

This section highlights selected performance results from campaigns I managed across Meta Ads, Google Ads, and LinkedIn Ads. The examples shown represent a snapshot of my hands-on work in paid media, including lead generation, e-commerce, and full funnel campaign execution. Full account access is no longer available, as these campaigns were managed within agency owned ad accounts and client platforms, and login permissions were revoked after my engagement ended. As a result, only selected screenshots from campaigns I directly worked on are included here. These examples still reflect my approach to strategy, optimisation, and performance improvement, and the results presented below are supported by real campaign data and outcomes achieved during active management.

Campaigns

453061369207697 (453...

Updated just now

Discard Drafts

Review and publish (8)

...

All ads

Active ads

Had delivery

+ See more

Create a view

Search to filter by: name, ID or metrics

Campaigns

12 selected

Ad sets for 12 Campaigns

Ads for 12 Campaigns

15 Nov 2024 - 15 Dec 2025

+ Create

Duplicate

Edit

A/B test

More

Columns: Performance and clicks

Breakdown

☐	Off/On	Campaign	Amount spent	Ends	Impressions	CPM (cost per 1,000...	Link clicks	Shop clicks	CPC (cost per link click)
☒	☐	broker suite lookalike	—	28 Dec 2025	—	—	—	—	—
☒	☐	Oristan Landin page	—	Ongoing	—	—	—	—	—
☒	☐	Oristan	\$259.01	Ongoing	9,178	\$28.22	87	—	\$2.98
☐	☐	New Leads campaign	—	Ongoing	—	—	—	—	—
☒	☐	broker suite - Lead Form	\$434.21	Ongoing	6,593	\$65.86	72	—	\$6.03
☒	☐	Fireflies Private Residence Club.	\$554.74	Ongoing	4,529	\$122.49	98	—	\$5.66
☐	☐	Clear Path 22 Aug	\$892.72	Ongoing	10,207	\$87.46	167	—	\$5.35

The campaigns shown were primarily lead generation focused rather than awareness driven. Audiences were narrowed using demographic, interest, and intent based targeting, as the objective was not maximum reach but attracting high intent users most likely to convert. These campaigns were designed to drive sign ups through lead forms and landing page redirection, where users were taken to a dedicated page containing the company's information and prompted to submit their details. Leads were informed that they would be contacted within twenty four hours, with emphasis on fast follow up, as quicker engagement typically increases conversion outcomes in competitive markets.

	Off/On	Campaign	Amount spent	Ends	Impressions	CPM (cost per 1,000...	Link clicks	Shop clicks	CPC (cost per link click)
☒	☐	Oristan - Lead Form - Lookalikes and Cust...	\$333.66	30 Dec 2025	7,436	\$44.61	102	—	\$3.29
☒	☐	Pets Lets Travel	\$55.19	Ongoing	2,403	\$22.97	34	—	\$1.62
☒	☐	Oristan - Lead Form	\$158.27	30 Dec 2025	4,632	\$34.17	64	—	\$2.47
☒	☐	broker suite lookalike - Copy	\$70.92	28 Dec 2025	1,372	\$51.69	13	—	\$5.46
☒	☐	broker suite - Lead Form Copy	\$109.79	Ongoing	2,447	\$44.87	13	—	\$8.45
☒	☐	broker suite - Landing Page	—	28 Dec 2025	—	—	—	—	—
☒	☐	broker suite - Landing Page - Copy	\$0.02	28 Dec 2025	8	\$2.00	—	—	—
☐	☐	broker suite lookalike	—	28 Dec 2025	—	—	—	—	—

Budgets across these campaigns were relatively lean, with spend ranging approximately between five hundred and eight hundred dollars per client. Despite modest budgets, performance remained strong, with cost per lead consistently staying below seventy dollars

across a one year data window. Some results are not fully reflected in platform dashboards, as additional lead tracking was conducted using internal reporting systems. More screenshots are included to provide further visibility into lead form performance and selected campaign outcomes.

Certain campaigns, such as Clear Path, were supported collaboratively and were not fully owned end to end. Google Ads campaigns were also executed for clients including Glukosute, Oristan, and Clear Path. For confidentiality reasons, client names and identifying information have been partially obscured, as not all clients permit public disclosure of their accounts or results.

Most of these campaigns followed a bottom of funnel approach due to limited existing brand presence, low domain authority, and minimal historical data. Despite this, results were commercially strong. With services priced at five hundred dollars or more, an average cost per lead of around fifty dollars delivered a highly positive return, effectively exceeding four times return on ad spend. While ROAS is not directly displayed for lead generation campaigns, the revenue potential relative to acquisition cost clearly demonstrates the profitability and effectiveness of the strategy applied.

Lead ads forms

Manage forms and connect your CRM software for lead ads.

Create Form

Forms

Draft forms

CRM Setup

Q Search

Filters: 1

Actions

☐	Name	Status	Created	Leads Count	Sharing	Leads	Boost
☐	Oristan 11:24	Active	27 Oct 2025 at 10:45	40 0 expired	Restricted	Download	Boost

Lead ads forms

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CRM Setup

Q Search

Filters: 1

Actions

☐	Name	Status	Created	Leads Count	Sharing	Leads	Boost
☐	Broker Suite Ontario 06/10/2025, 1...	Active	10 Oct 2025 at 19:38	15 0 expired	Restricted	Download	Boost
☐	Broker Suite Ontario 06/10/2025, 1...	Active	6 Oct 2025 at 13:40	0 0 expired	Restricted	Download	Boost

Because Meta Ads does not always provide a fully granular view across all lead quality and attribution layers, additional analysis was conducted to evaluate the actual number of leads generated after key optimisations were applied. The results shown represent post optimisation performance, which explains why outcomes vary across campaigns. These metrics reflect two

different clients, and when evaluated against their respective products and pricing, the lead volumes achieved were commercially strong.

Despite conservative ad spend, the campaigns delivered a high volume of qualified leads while remaining profitable. This was achieved through precise targeting based on location, intent, and relevance, ensuring ads were served to users actively searching for or likely to require the service offered. Campaigns were structured with a bottom of funnel approach initially, then expanded into custom and retargeting audiences.

Retargeting included users who had previously interacted with the brand, visited key pages, or opened lead forms without completing them. By re-engaging these high intent users, we increased conversion efficiency and recovered lost demand. This layered targeting strategy significantly improved lead volume and profitability, demonstrating how relevance driven delivery and audience refinement can outperform higher spend, less targeted approaches.