

Ad sets for 1 Campaign

Ads for 1 Campaign

Results	Reach	Impressions	Cost per result	Amount spent	Ends
51 On-Facebook leads	11,227	19,411	₹135.31 Per on-Facebook leads	₹6,900.72	Ongoing
51 On-Facebook leads	11,227 Accounts Centre acco...	19,411 Total	₹135.31 Per on-Facebook leads	₹6,900.72 Total Spent	

Generated Quality Leads for Digital Blazze

	Results	Reach	Impressions	Cost per result	Amount spent	Ends
Ship 1 December	—	—	—	—	₹0.00	Ongoing
Ship 21 Oct	— On-Facebook lead	—	—	— Per on-Facebook leads	₹0.00	Ongoing
on	82 On-Facebook leads	28,128	44,177	₹91.14 Per on-Facebook leads	₹7,473.14	Ongoing
Estate Event	— On-Facebook lead	677	699	— Per on-Facebook leads	₹158.50	Ongoing
ated Campaign	— On-Facebook lead	—	—	—	₹0.00	Ongoing
mpaign	— On-Facebook lead	—	—	— Per on-Facebook leads	₹0.00	Ongoing
Edit (Duplicate Pin	— On-Facebook lead	—	—	— Per on-Facebook leads	₹0.00	Ongoing
Estate Event	— On-Facebook lead	—	—	— Per on-Facebook leads	₹0.00	Ongoing
date - march	— On-Facebook lead	—	—	— Per on-Facebook leads	₹0.00	Ongoing
campaigns ①	— Accounts Centre acco...	28,768	44,876	— Total	₹7,631.64 Total Spent	

Generated Quality Leads for Real estate client

		Cost per result	Amount spent	Ends	Website Purchase Conversion Value	Purchase ROAS (return on ad spend)	Purchases	
mpaign – Copy	–	–	–	Ongoing	–	–	–	
	–	–	–	Ongoing	–	–	–	
	–	–	–	Ongoing	–	–	–	
	–	–	–	Ongoing	–	–	–	
81	–	₹356.74	Ongoing	–	–	–	–	
	Per purchase							
20	₹136.57 [2]	₹1,638.90	Ongoing	10,221.00	6.24 [2]	12 [2]		
	Per purchase							
54	₹55.53 [2]	₹1,277.15	Ongoing	19,083.00	14.94 [2]	23 [2]		
	Per purchase							
77	₹121.25 [2]	₹363.75	Ongoing	2,948.00	8.10 [2]	3 [2]		
	Per purchase							
65	₹104.25 [2]	₹2,397.66	Ongoing	17,822.00	7.43 [2]	23 [2]		
	Per purchase							
17	₹9.00	₹1,521.02	Ongoing	–	–	–	–	
	Per on-Facebook leads							
77	–	₹37,675.73	Ongoing	328,446.00	8.72	374		
	Per purchase							

**Sales campaign with a monthly budget of 50k,
Roas- 8.72x**

Campaigns									Ad sets		Ads		Maximum: Dec 16, 2021 – Jan 16, 2025							
+ Create		Duplicate		Edit		A/B test		More		Columns: Performance		Breakdown		Reports		Export		Charts		
Off / On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends													
<input checked="" type="checkbox"/>	Lead test - October	5,330	488,375	730,595	₹7.61	₹40,550.51	Ongoing													
<input checked="" type="checkbox"/>	Lead test - September	28	6,176	7,734	₹16.97	₹475.09	Ongoing													
<input checked="" type="checkbox"/>	Lead test - Copy	22	3,774	3,890	₹9.02	₹198.50	Ongoing													
<input checked="" type="checkbox"/>	New Leads Campaign	—	—	—	—	—	Ongoing													
<input checked="" type="checkbox"/>	Libron Campaign - LOOKALIKE Campaign	34	2,882	3,052	₹5.62	₹191.09	Ongoing													
<input checked="" type="checkbox"/>	june test	202	21,734	35,165	₹14.21	₹2,870.07	Ongoing													
<input checked="" type="checkbox"/>	Legit big brand sneakers Campaign	5	646	680	₹23.58	₹117.89	Ongoing													
<input checked="" type="checkbox"/>	New Leads Campaign LV	5	712	725	₹19.84	₹99.19	Ongoing													
<input checked="" type="checkbox"/>	New Leads Campaign - Libron Campaign	843	59,308	82,271	₹5.35	₹4,507.38	Ongoing													
<input checked="" type="checkbox"/>	New Sales Campaign	69 [2]	6,214	6,696	₹4.87 [2]	₹335.69	Ongoing													
Results from 14 campaigns <small>1</small>		—	579,996	900,679	—	₹51,296.60	Total spent													
Excludes deleted items		Multiple conversions	Accounts Center acc...	Total	Multiple conversions															

Generated thousands of quality leads for a client at a cost of less than Rs.8, Roas - 7x

Google ads

Optimisation score	Campaign type	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Phone calls	Bid strategy type	Conv. rate	Conversions	Cost / conv.
–	Search	1,314	10,575	12.43%	₹33.25	₹43,686.94	1	Maximise conversions	3.58%	47.00	₹929.51
–	Search	302	1,905	15.85%	₹21.55	₹6,509.52	0	Maximise conversions (Target CPA)	4.64%	14.00	₹464.97
–	Search	199	1,915	10.39%	₹16.18	₹3,219.43	0	Maximise clicks	4.02%	8.00	₹402.43
–	Search	68	912	7.46%	₹143.13	₹9,733.00	0	Maximise conversions	5.88%	4.00	₹2,433.25
–	Search	44	854	5.15%	₹22.05	₹970.31	2	Maximise clicks	0.00%	0.00	₹0.00
–	Search	41	354	11.58%	₹45.20	₹1,853.00	0	Maximise clicks	0.00%	0.00	₹0.00
–	Search	21	162	12.96%	₹87.50	₹1,837.44	0	Maximise conversions	0.00%	0.00	₹0.00
–	Search	14	171	8.19%	₹29.97	₹419.64	0	Maximise conversions (Target CPA)	71.43%	10.00	₹41.96

Google ads campaign for lead gen from landing page