

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	— On-Facebook lead	—	—	— Per on-Facebook leads	₹0.00	Ongoing
Ship 21 Oct	— On-Facebook lead	—	—	— Per on-Facebook leads	₹0.00	Ongoing
n	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	—	—	— Per on-Facebook leads	₹0.00	Ongoing
ampaign	— On-Facebook lead	—	—	— Per on-Facebook leads	₹0.00	Ongoing
' Edit Duplicate Pin	— On-Facebook lead	—	—	— Per on-Facebook leads	₹0.00	Ongoing
	— 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	— Accounts Centre acco...	28,768 Total	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	Per purchase —	₹356.74	Ongoing	—	—	—
20	₹136.57 [2] Per purchase	₹1,638.90	Ongoing	10,221.00	6.24 [2]	12 [2]
54	₹55.53 [2] Per purchase	₹1,277.15	Ongoing	19,083.00	14.94 [2]	23 [2]
77	₹121.25 [2] Per purchase	₹363.75	Ongoing	2,948.00	8.10 [2]	3 [2]
65	₹104.25 [2] Per purchase	₹2,397.66	Ongoing	17,822.00	7.43 [2]	23 [2]
17	₹9.00 Per on-Facebook leads	₹1,521.02	Ongoing	—	—	—
77	—	₹37,675.73	Ongoing	328,446.00	8.72	374

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

Campaigns								
Ad sets								
Ads								
Maximum: Dec 16, 2021 - Jan 16, 2025								
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 Facebook leads	488,375	730,595	₹7.61 Per On-Facebook Le...	₹40,550.51	Ongoing	
<input checked="" type="checkbox"/>	Lead test - September	28 Facebook leads	6,176	7,734	₹16.97 Per On-Facebook Le...	₹475.09	Ongoing	
<input checked="" type="checkbox"/>	Lead test - Copy	22 Facebook leads	3,774	3,890	₹9.02 Per On-Facebook Le...	₹198.50	Ongoing	
<input checked="" type="checkbox"/>	New Leads Campaign	— Facebook leads	—	—	— Per On-Facebook Le...	—	Ongoing	
<input checked="" type="checkbox"/>	Libron Campaign - LOOKALIKE Campaign	34 Facebook leads	2,882	3,052	₹5.62 Per On-Facebook Le...	₹191.09	Ongoing	
<input checked="" type="checkbox"/>	june test	202 Facebook leads	21,734	35,165	₹14.21 Per On-Facebook Le...	₹2,870.07	Ongoing	
<input checked="" type="checkbox"/>	Legit big brand sneakers Campaign	5 Facebook leads	646	680	₹23.58 Per On-Facebook Le...	₹117.89	Ongoing	
<input checked="" type="checkbox"/>	New Leads Campaign LV	5 Facebook leads	712	725	₹19.84 Per On-Facebook Le...	₹99.19	Ongoing	
<input checked="" type="checkbox"/>	New Leads Campaign - Libron Campaign	843 Facebook leads	59,308	82,271	₹5.35 Per On-Facebook Le...	₹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 ⓘ Excludes deleted items		— Multiple conversions	579,996 Accounts Center acc...	900,679 Total	— Multiple conversions	₹51,296.60 Total spent		

**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