

AD CAMPAIGN PERFORMANCE REPORT

Innovaseed Academy • Campaign Period: May 17 – 18, 2026
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Campaign Overview

This report covers a Meta (Facebook&Instagram) advertising campaign run for Innovaseed from May 17th to 18th, 2026. The campaign was originally scheduled to run through May 19th, but was paused one day early as a precautionary measure. When the remaining budget dropped to approximately NGN 1,500, the ads were turned off to prevent a potential payment error that could have flagged or temporarily restricted the ad account.

Despite running for only two days, the campaign delivered strong results across all 6 ads, reaching over 14,000 unique people.

Campaign Highlights at a Glance

Here is a summary of the overall campaign performance:

TOTAL ADS RUN	TOTAL REACH	TOTAL RESULTS	TOTAL SPENT
6	14,382	746 actions	₦17,172.22

Note: “Total Results” (746 actions) is the combined count of all message conversations, post engagements, and page visits across all 6 ads.

Understanding the Results

The campaign ran 6 ads with three different objectives. Here is what each result type means and how much was spent on each:

RESULT CATEGORY	RESULTS	AD SPEND	COST PER RESULT
Message Conversations (Leads — main objective)	73 leads (25 + 16 + 29 + 3)	₦11,094.69	₦151.98 / lead
Post Engagements	586 engagements	₦2,994.46	₦5.11 / engagement
Page Visits	87 visits	₦3,082.26	₦35.43 / visit
GRAND TOTAL	746 actions	₦17,171.41	—

In plain terms:

- The main goal of this campaign was to generate leads — and a lead here means someone who saw the ad and started a conversation in your DMs (WhatsApp or Messenger). A total of 73 leads were generated, meaning 73 different people reached out directly as a result of seeing the ads.
- To get those 73 leads, NGN 11,094.69 was spent. That works out to NGN 151.98 per lead — in other words, it cost less than NGN 152 to bring in each interested person who sent a message.
- The Post Engagement Ad generated 586 interactions (likes, comments, shares, reactions) on the ad post, helping boost the content's visibility. NGN 2,994.46 was spent on this.
- The Page Engagement Ad brought 87 people to visit the page, at just NGN 35.43 per visit. This helps grow brand awareness. NGN 3,082.26 was spent on this.

Budget Breakdown — Including Meta Tax

One important detail every advertiser should know: Meta automatically deducts a Value Added Tax (VAT) of approximately 7.6% from the ad budget. This is not extra money paid — it is taken from within the budget you set.

BUDGET ITEM	AMOUNT (NGN)
Total Ad Budget Allocated	₦20,000.00
Meta VAT/Tax Deduction (7.6%)	– ₦1,520.00
Usable Budget After Tax	₦18,480.00
Total Amount Spent	₦17,172.22
Budget Remaining When Paused	≈ ₦1,500.00

What this means:

- Out of the NGN 20,000 budget, NGN 1,520 went to Meta as tax, leaving NGN 18,480 as the actual amount available to spend on ads.
- NGN 17,172.22 was spent before the campaign was paused, leaving approximately NGN 1,500 in the account — which is when the campaign was deliberately stopped to avoid a payment error.
- So the full NGN 20,000 was effectively used: NGN 17,172.22 on ads + NGN 1,520 in tax + ~NGN 1,308 remaining when paused.

Individual Ad Performance

Here is a detailed breakdown of how each of the 6 ads performed. The messaging conversation ads (leads) are listed first, followed by the engagement and visibility ads:

AD NAME	RESULT TYPE	RESULTS	REACH	FREQ.	COST/RESULT	SPENT
High Income Creative (provided copy, free)	Messaging Conv.	25 conversations	1,345	1.09	₦124.69 per lead	₦3,117.14

Story Telling (get started for free)	Messaging Conv.	16 conversations	1,221	1.05	₦198.85 per lead	₦3,181.55
High Income Creative	Messaging Conv.	29 conversations	1,357	1.08	₦108.43 per lead	₦3,144.42
Give Away Copy (build a career)	Messaging Conv.	3 conversations	1,041	1.00	₦550.53 per lead	₦1,651.58
Post Engagement Ad (high income creative)	Post Engagement	586 engagements	2,412	1.13	₦5.11 per engagement	₦2,994.46
Page Engagement Ad	Page Visits	87 page visits	7,609	1.12	₦35.43 per visit	₦3,082.26
TOTAL (6 Ads)	Multiple	746 actions	14,382	1.15	—	₦17,172.22

Why the Campaign Was Paused Early

The campaign was set to run until May 19th, 2026, but was paused on May 18th when the remaining budget dropped to approximately NGN 1,500. Continuing with that balance risked a failed payment, which could cause Meta to temporarily restrict or flag the ad account — making it harder and potentially more expensive to run future campaigns. Pausing early was the responsible decision to protect the account's long-term health.

Key Takeaways

- 73 leads (message conversations) were generated in just 2 days — at an average cost of NGN 151.98 per lead.
- 14,382 unique people were reached across Facebook and Instagram.
- 586 post engagements boosted the ad's organic visibility and social proof.
- 87 page visits helped grow brand awareness and page following.