



# NANO

Leading-Edge Digital Marketing



# Facebook/Instagram Ads Report

## Report Summary

Looking at performance, it was another excellent month for the campaigns! This month we brought in **71 leads** at a cost of **\$15.96/lead**. You can compare this to previous months, where we brought in 73 leads at \$12/lead in March, 88 leads at \$10/lead in February, 80 leads at \$10/lead in January and 115 leads at \$11/lead in December.

The results in April were almost identical to March, and the campaigns reached our performance goals again this month! The campaigns have been on a great trend in the new year and it is great to see consistent leads coming in. It is rare that we see this kind of consistency with the campaigns, so we want to maintain this while boosting lead where we can! We did see a higher number of leads in December & February, so this is what we are aiming for in future months. If we can hit that \$10-11/lead mark again, it would be a huge win! In order to boost leads for future months and lower overall costs, we are making several smaller adjustments this month. Firstly, we have refreshed some of the higher cost per lead Ads to drive better performance from them and boost overall efficiency. Secondly, we have dedicated more budget to the Facebook Ad set again this month as it has consistently been our best performing.

Here is our spend from April by location:

Campaign	Attr sett	Res	Reach	Impressions	Cost per result	Amount spent
et bud...	7...	71 [2] We...	19,701	73,183	\$15.98 [2] Per lead	\$1,134.62
Ontario	7...	—	5,621	21,595	—	\$405.33
Alberta	7...	—	4,641	16,573	—	\$248.40
British Columbia	7...	—	3,922	13,853	—	\$222.46
Nova Scotia	7...	—	1,835	7,075	—	\$82.06
New Brunswick	7...	—	1,467	4,852	—	\$60.62
Manitoba	7...	—	923	4,012	—	\$60.11
Newfoundland and Labrador	7...	—	1,035	4,196	—	\$42.89

## Results

Leads <b>71</b> -	Landing Page Views <b>293</b> -	Impressions <b>73,140</b> -	Amount spent (CAD) <b>\$1,133.35</b> -
Cost per Lead <b>\$15.96</b> -	CPC <b>\$3.87</b> -	CTR <b>1.6%</b> -	Page engagement <b>316</b> -

## Ad Set Breakdown

Ad set name	Leads ▾	Cost per results	Impressions	Page Views	Amount spent (CAD)
Remarketing Ad Set - 07-2023	53	\$13.61	44,733	174	\$721.36
Facebook Ad Set - 07-2023	17	\$20.2	25,544	103	\$343.4
Instagram Ad Set - 07-2023	1	\$68.59	2,863	16	\$68.59