AdReportly

Performance Report

July 1 - July 31, 2025

Generated February 27, 2026

Executive summary

$7,403.78 Total Spend	**2,922** Total Conversions
$2.53 Cost Per Result	**-** ROAS

KPI Snapshot

Spend	**$7,403.78**	Impressions	**7,35,476**	Clicks	**29,164**
CTR	**3.97%**	CPC	**$0.25**	Conversions	**2,922**
Conv. Rate	**10.02%**	CPA	**$2.53**	ROAS	**-**

Efficiency highlights

+ Lowest CPA: Campaign_10: $1.98
- Highest CPA: Campaign_9: $3.92
+ Lowest CPC: Campaign_8: $0.23
- Highest CPC: Campaign_2: $0.31
+ Most conversions among campaigns: Campaign_1: 420

Revenue tracking not detected in this report.
Recommend verifying pixel/conversion value setup to enable ROAS tracking.

Summary

During the last 30 days, the account achieved a total spend of $7,403.78, generating 29,164 clicks and 2,922 conversions, resulting in a CPA of $2.53. The account's CTR of 3.97% and CPC of $0.25 are strong benchmarks for this account type. Moving forward, we recommend scaling efforts on the highest-performing campaigns to maximize results.

Performance overview - Meta Ads

Meta Ads

Spend	**$7,403.78**
Impressions	**7,35,476**
Clicks	**29,164**
CTR (Click-through rate)	**3.97%**
CPC	**$0.25**
CPM	**$10.07**
Conversions	**2,922**
Conversion Rate	**10.02%**
Cost per conversion	**$2.53**
ROAS	**-**

Funnel

Campaign breakdown

Campaign	Spend	Clicks	CTR%	CPC	Conv.	CV%	
Campaign_1	**$938.84**	**3,827**	**4.08%**	**$0.25**	**420**	**10.97%**	**Most Conv.**
Campaign_4	$899.97	3,218	5.2%	$0.28	342	10.63%	
Campaign_7	$853.20	3,517	4.54%	$0.24	307	8.73%	
Campaign_3	$848.88	3,371	3.99%	$0.25	365	10.83%	
Campaign_9	$772.88	3,078	3.73%	$0.25	197	6.4%	
Campaign_8	$716.42	3,138	4%	$0.23	318	10.13%	
Campaign_6	$673.30	2,604	3.37%	$0.26	220	8.45%	
Campaign_2	$615.47	1,989	3.38%	$0.31	272	13.68%	
Campaign_5	$600.68	2,505	3.25%	$0.24	237	9.46%	
Campaign_10	$484.14	1,917	4.41%	$0.25	244	12.73%	

Top performing creative

"AdGroup_5" is the top creative in this report.

Key insights

- Conversions: Campaign_1 drove the most conversions with 420.
- Clicks: Campaign_1 also generated the highest clicks at 3,827 and converted efficiently with a CPA of $2.24.
- Efficiency: Campaign_10 had the best CPA at $1.98, while Campaign_9 had the worst CPA at $3.92, indicating a significant efficiency gap of $1.94.

Recommendations

- Scale: Increase budget for Campaign_1 by 20% over the next month to leverage its strong performance.
- Fix: Reassess targeting strategies for Campaign_9, which had a CPA of $3.92 on a spend of $772.88.
- Test: Experiment with 2-3 new ad variations in Campaign_2 to improve CTR by 10-15%.

Next month plan

Scaling plan, test ideas, and audience experiments.

- Propose to increase the budget for Campaign_1 to $1,126.60 to capitalize on its success.
- Explore new audience segments for Campaign_10 to further enhance its performance.

Data based on provided campaign metrics.