OCTOBER 2026

Monthly performance report.

Prepared for Bloom & Co.

Meta Ads / Lead generation / Compared with September 2026

DEMO DATA - FICTIONAL CAMPAIGNS

The big picture

01 / OVERVIEW

Total spend	Leads generated	Cost per lead
₹48,600.00	324	₹150.00
+8.0% vs previous upload	+29.6% vs previous upload	-16.7% vs previous upload

Cost per lead = total spend / total leads. All uploaded rows are included.

Campaign breakdown

02 / PERFORMANCE

Campaign	Spend	Leads	Cost / lead
Summer consultation	₹18,000.00	150	₹120.00
Website retargeting	₹12,000.00	80	₹150.00
Founder workshop	₹9,000.00	50	₹180.00
Local discovery	₹6,000.00	32	₹187.50
New audience test	₹3,600.00	12	₹300.00
Total / blended	₹48,600.00	324	₹150.00

What the numbers say

03 / INSIGHTS

The uploaded rows show ₹48,600.00 in spend and 324 leads. Overall cost per lead was ₹150.00.

Leads increased 29.6% compared with the previous upload.

Cost per lead decreased 16.7%.

Summer consultation had the lowest recorded cost per lead (₹120.00). Review lead quality before changing budgets.

Where we go from here

04 / NEXT STEPS

Review the quality of leads from each campaign.

Check the new audience test before allocating additional budget.