Advanturalabs

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## Meta ads

# Nutrition Brand PERFORMANCE REPORT

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# Meta ads Campaign Report

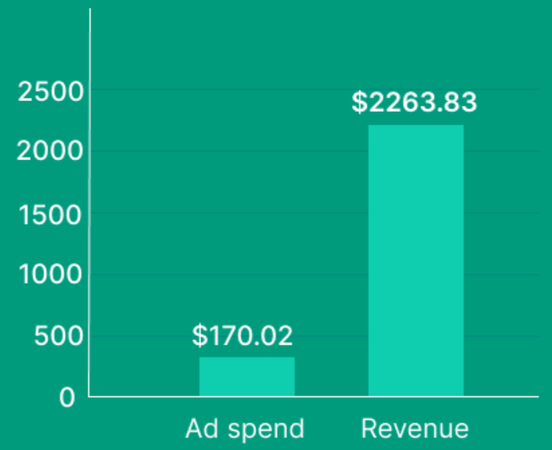
## Performance Overview

**Campaign Period**
1 Feb 2026 - 28 Feb 2026

**Attribution**
7-day click, 1 day review or 1-day engaged view

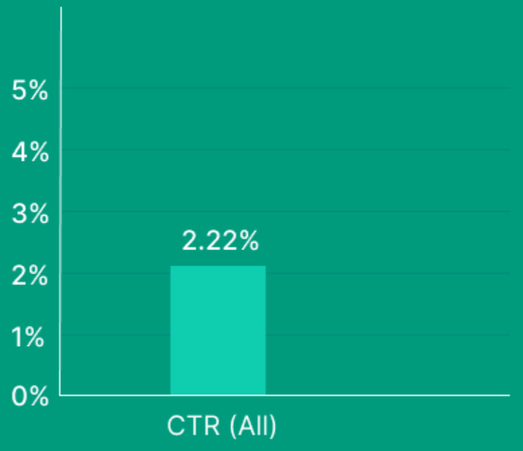
| $170.02 | 29 | $2263.83 | 13.32X | $5.85 |
|---|---|---|---|---|
| Ad spend | Purchases | Revenue | ROAS | Purchase Cost |

### Spend vs Revenue

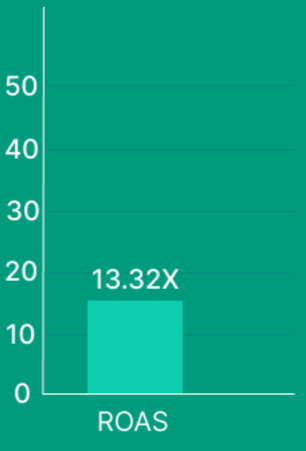



### Purchases

### CTR (All)




### ROAS




### Campaign Objective

Sales (Website Purchases)

Increase online sales and revenue through Meta Ads while maintaining a profitable ROAS.

### Target Audience

18-45

Interests: Relevant to product niche

Audience Type: Lookalike & Custom Audiences

### Next Steps

Scale winning ad sets to maximise profitable conversions and overall revenue growth.
Test fresh creatives and audiences to identify new opportunities for campaign performance.
Increase budgets gradually while monitoring CPA, ROAS, and conversion performance.
Optimise and scale winning ad sets to drive more purchases while maintaining a strong ROAS.

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# Meta ads Campaign Report

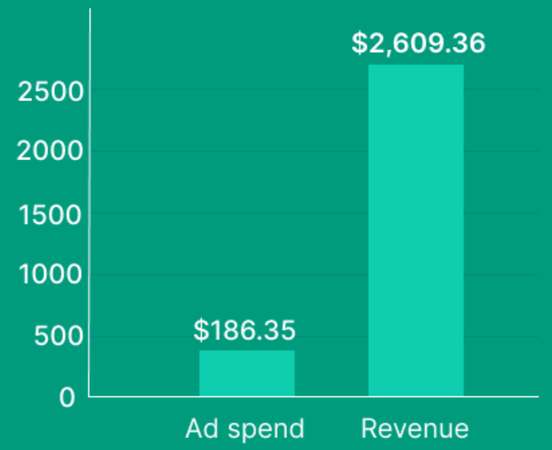
## Performance Overview

**Campaign Period**
1 Mar 2026 – 31 Mar 2026

**Attribution**
7-day click, 1 day review or 1-day engaged view

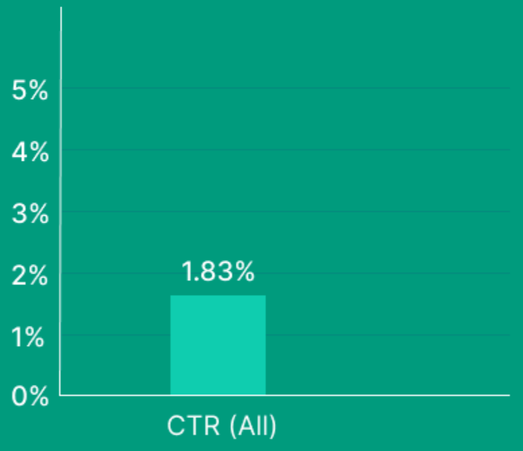
| $186.35 | 36 | $2,609.36 | 14.00X | $5.18 |
|---|---|---|---|---|
| Ad spend | Purchases | Revenue | ROAS | Purchase Cost |

### Spend vs Revenue

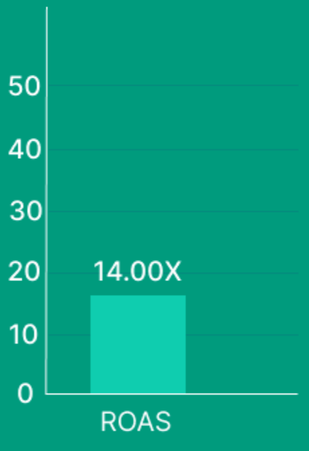



### Purchases

### CTR (All)




### ROAS




### Campaign Objective

Sales (Website Purchases)

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### Target Audience

18-45

Interests: Relevant to product niche

Audience Type: Lookalike & Custom Audiences

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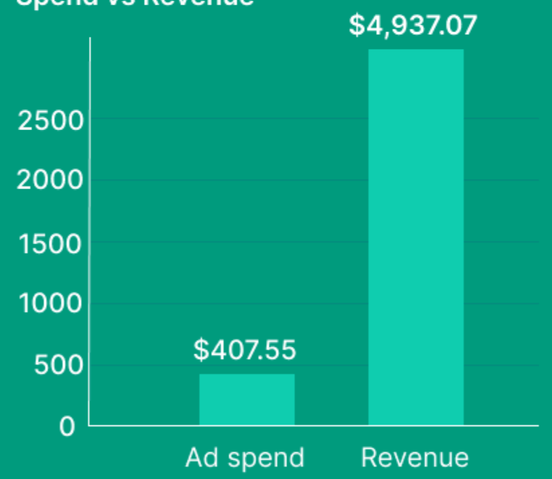
## Performance Overview

**Campaign Period**
1 Apr 2026 – 30 Apr 2026

**Attribution**
7-day click, 1 day review or 1-day engaged view

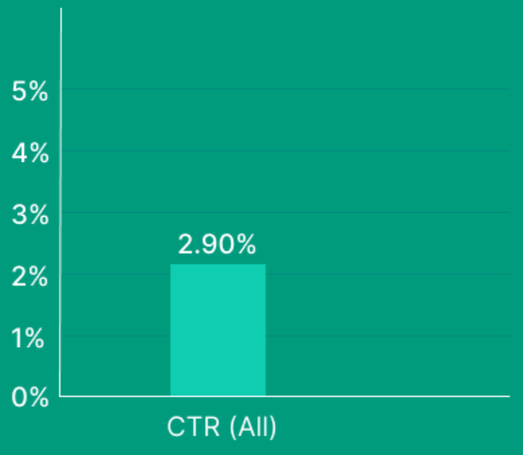
| $407.55 | 85 | $4,937.07 | 12.11X | $4.68 |
|---|---|---|---|---|
| Ad spend | Purchases | Revenue | ROAS | Purchase Cost |

### Spend vs Revenue

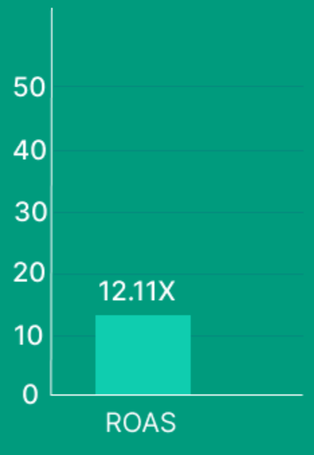



### Purchases

### CTR (All)




### ROAS




### Campaign Objective

Sales (Website Purchases)

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### Target Audience

18-45

Interests: Relevant to product niche

Audience Type: Lookalike & Custom Audiences

### Next Steps

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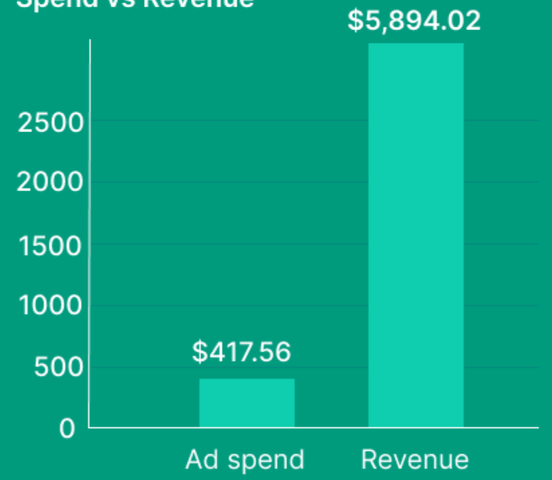
## Performance Overview

**Campaign Period**
1 May 2026 – 31 May 2026

**Attribution**
7-day click, 1 day review or 1-day engaged view

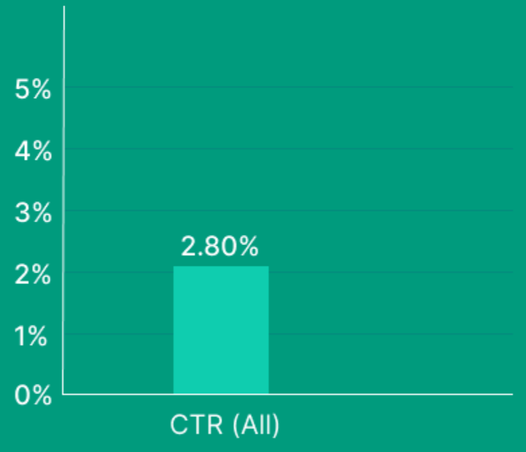
| $417.56 | 111 | $5,894.02 | 14.11X | $3.76 |
|---|---|---|---|---|
| Ad spend | Purchases | Revenue | ROAS | Purchase Cost |

### Spend vs Revenue

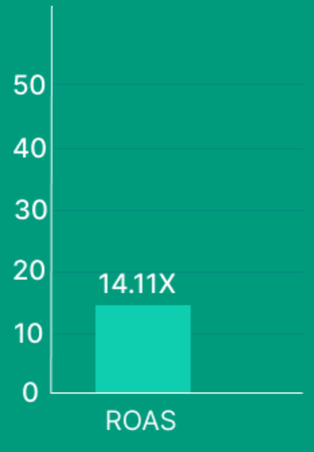



### Purchases

### CTR (All)




### ROAS

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Sales (Website Purchases)

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### Target Audience

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Interests: Relevant to product niche

Audience Type: Lookalike & Custom Audiences

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# Meta ads Campaign Report

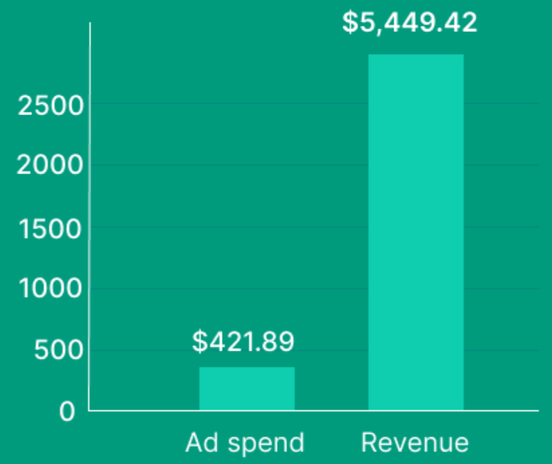
## Performance Overview

**Campaign Period**
1 Jun 2026 – 30 Jun 2026

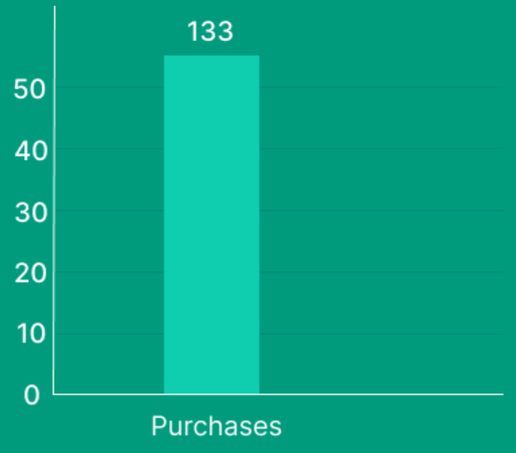
**Attribution**
7-day click, 1 day review or 1-day engaged view

| $421.89 | 133 | $5,449.42 | 12.92X | $3.17 |
|---|---|---|---|---|
| Ad spend | Purchases | Revenue | ROAS | Purchase Cost |

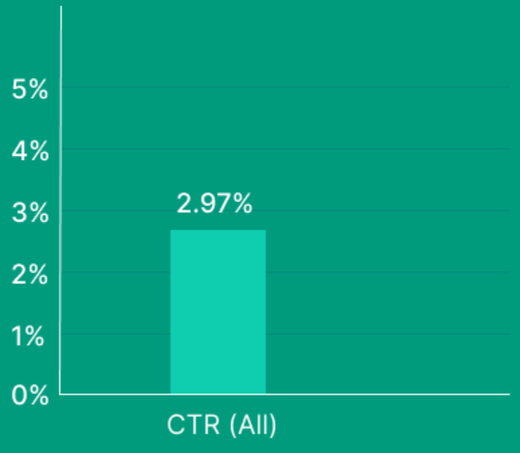
### Spend vs Revenue



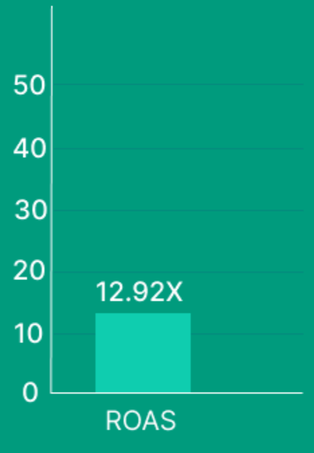

### Purchases




### CTR (All)




### ROAS

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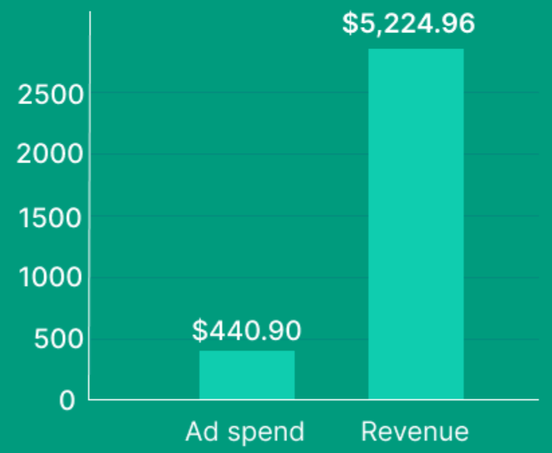
## Performance Overview

**Campaign Period**
1 Jul 2026 – 31 Jul 2026

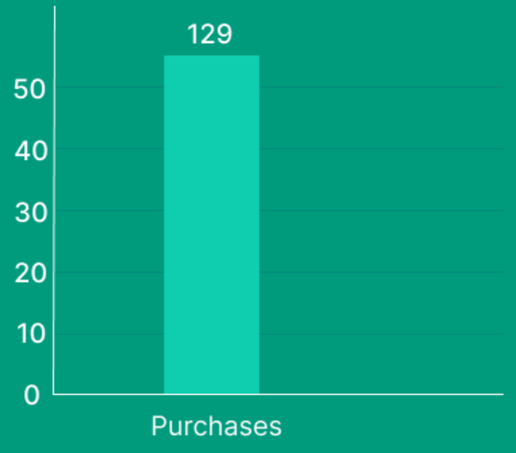
**Attribution**
7-day click, 1 day review or 1-day engaged view

| $440.90 | 129 | $5,224.96 | 11.85X | $3.42 |
|---|---|---|---|---|
| Ad spend | Purchases | Revenue | ROAS | Purchase Cost |

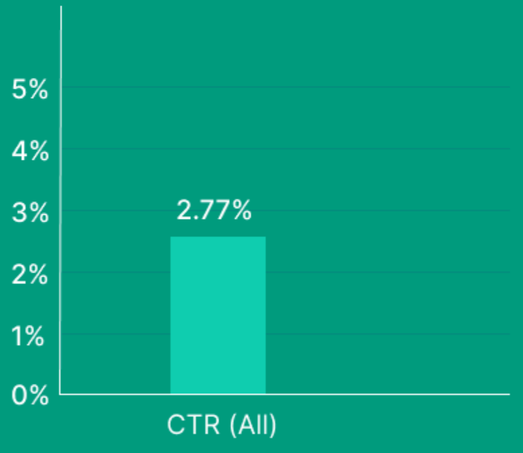
### Spend vs Revenue



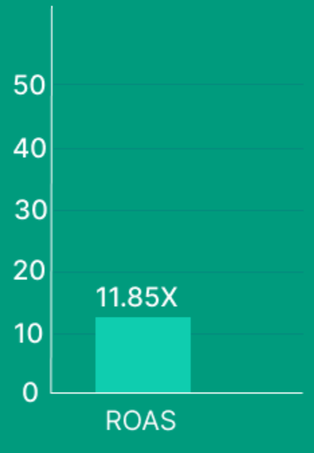

### Purchases




### CTR (All)




### ROAS

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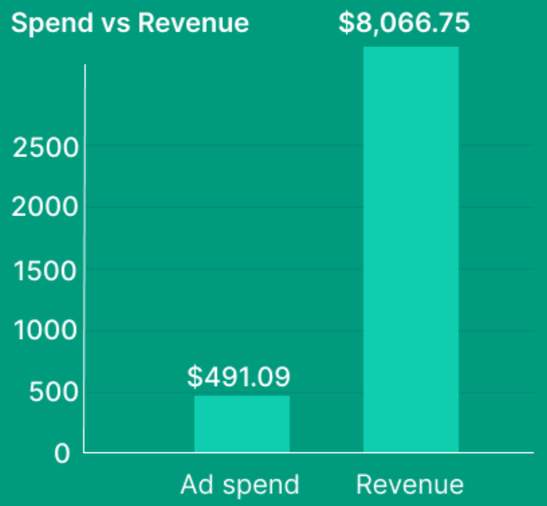
## Performance Overview

**Campaign Period**
1 Aug 2026 – 31 Aug 2026

**Attribution**
7-day click, 1 day review or 1-day engaged view

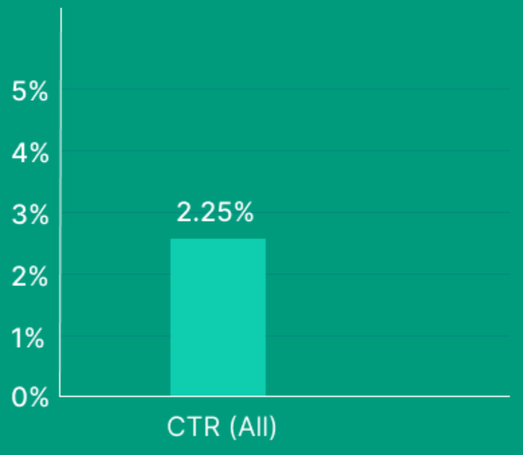
| $491.09 | 141 | $8,066.75 | 16.43X | $3.48 |
|---|---|---|---|---|
| Ad spend | Purchases | Revenue | ROAS | Purchase Cost |

### Spend vs Revenue

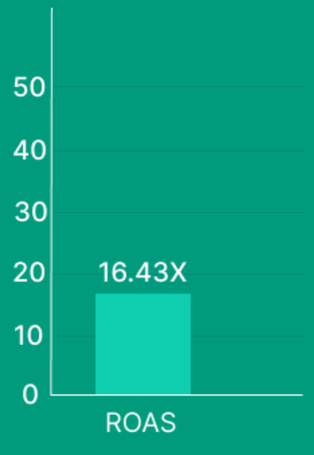



### Purchases

### CTR (All)




### ROAS

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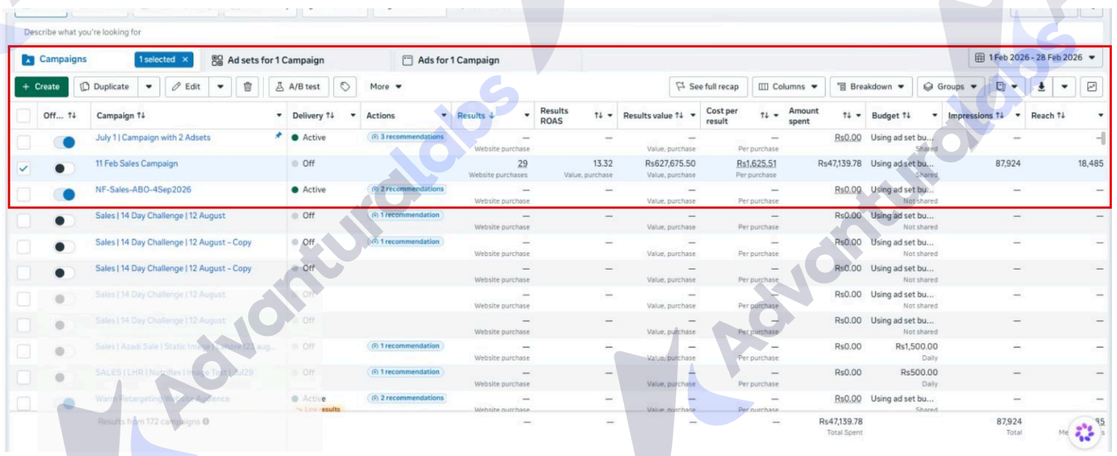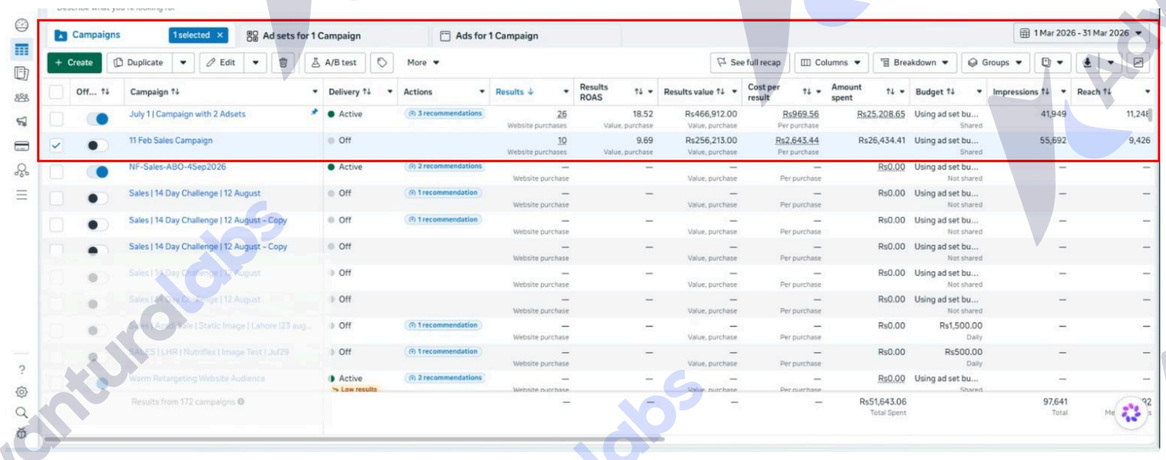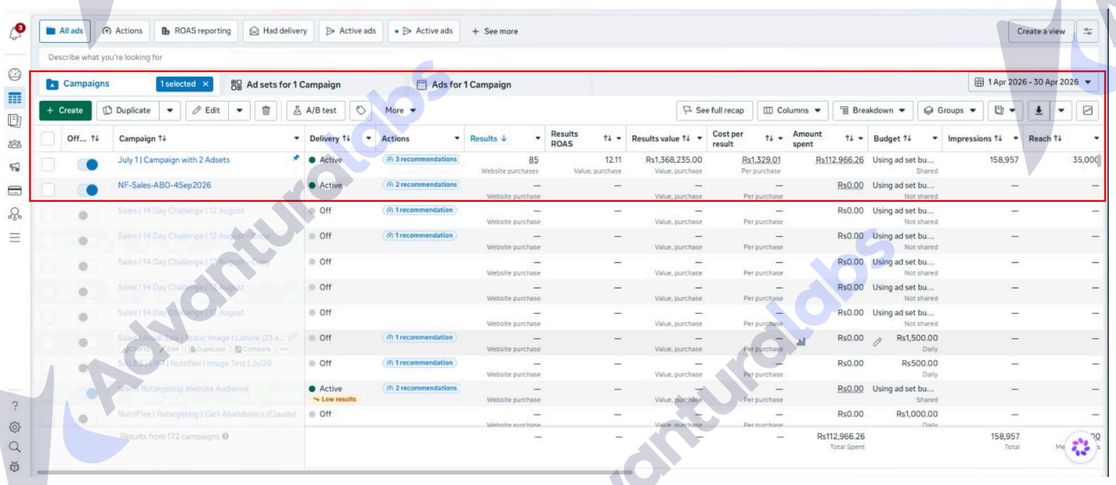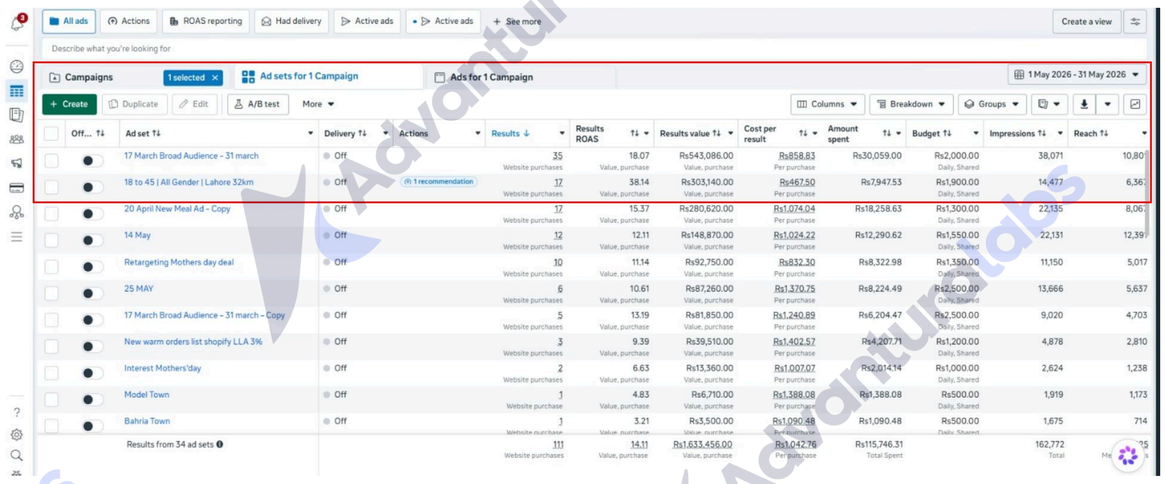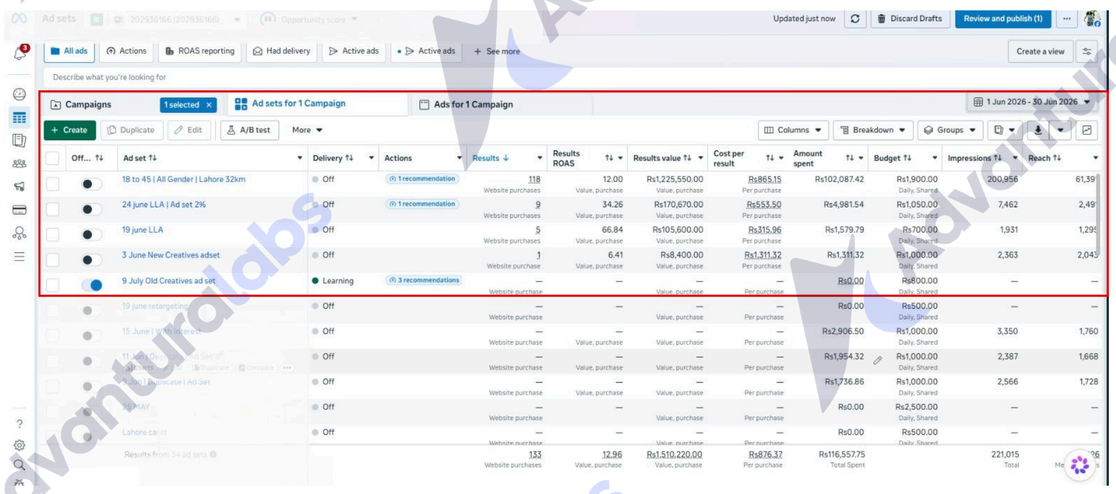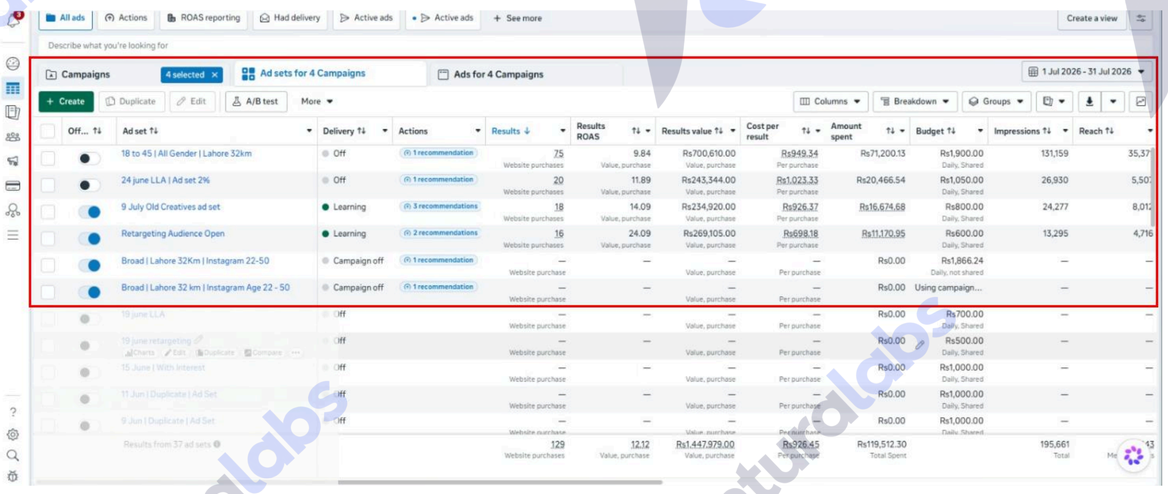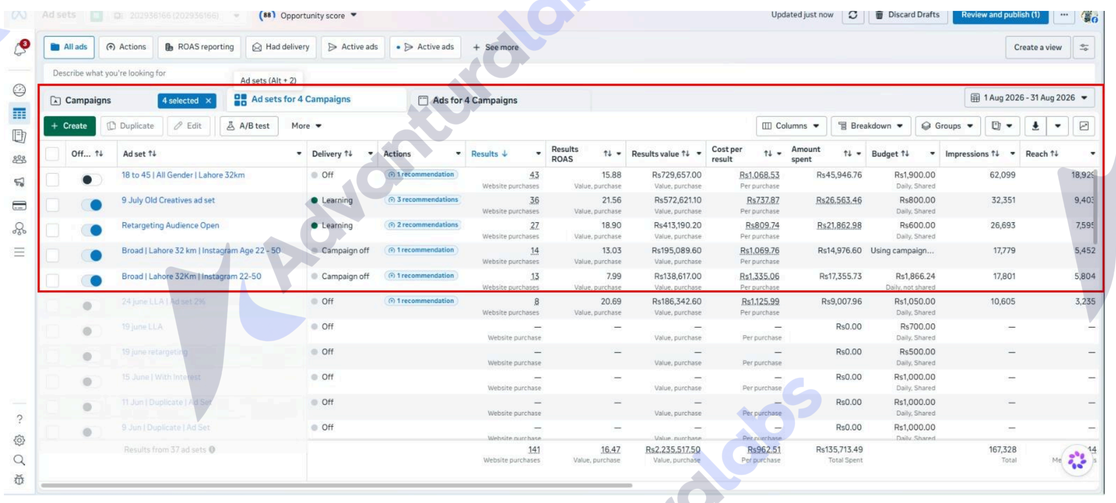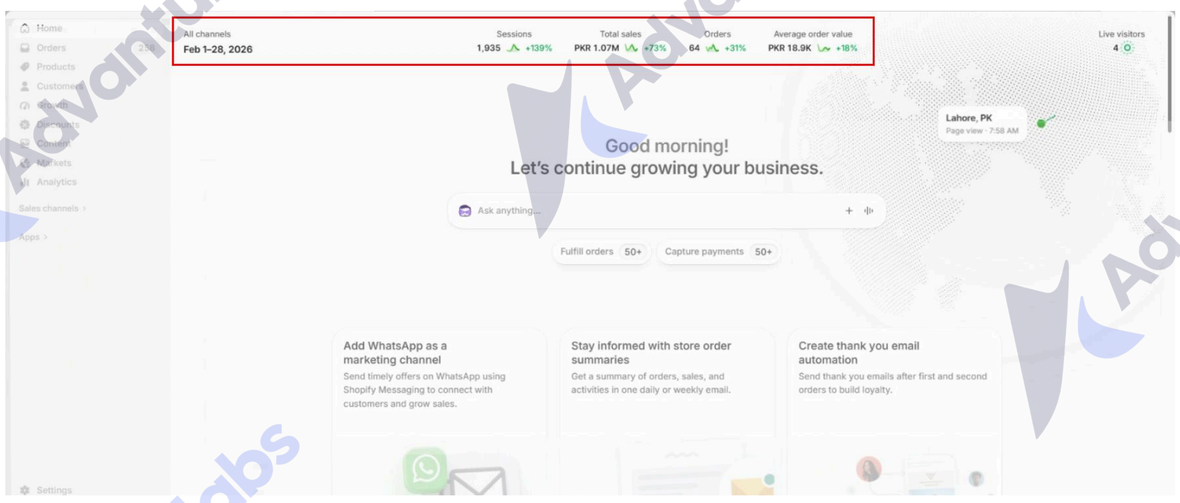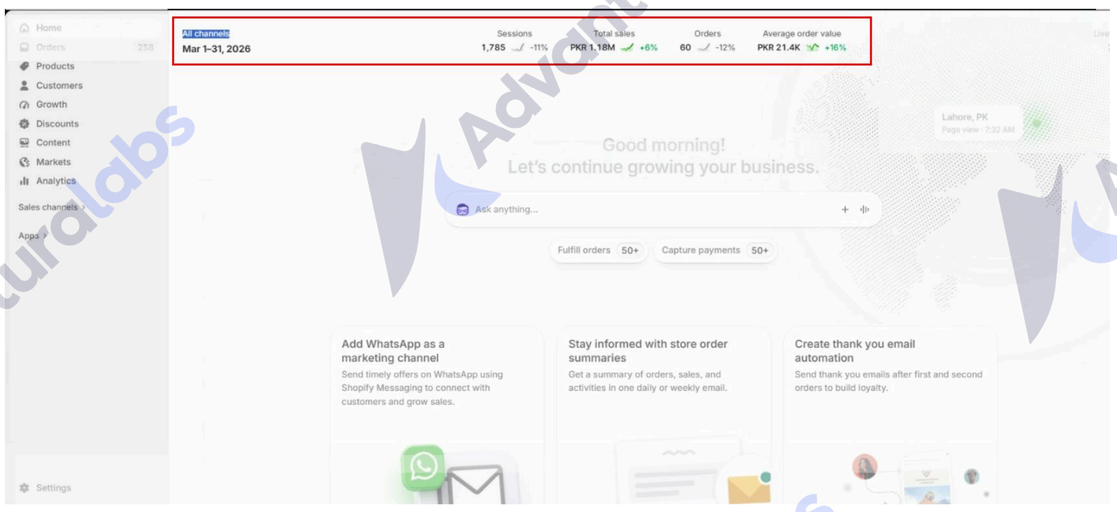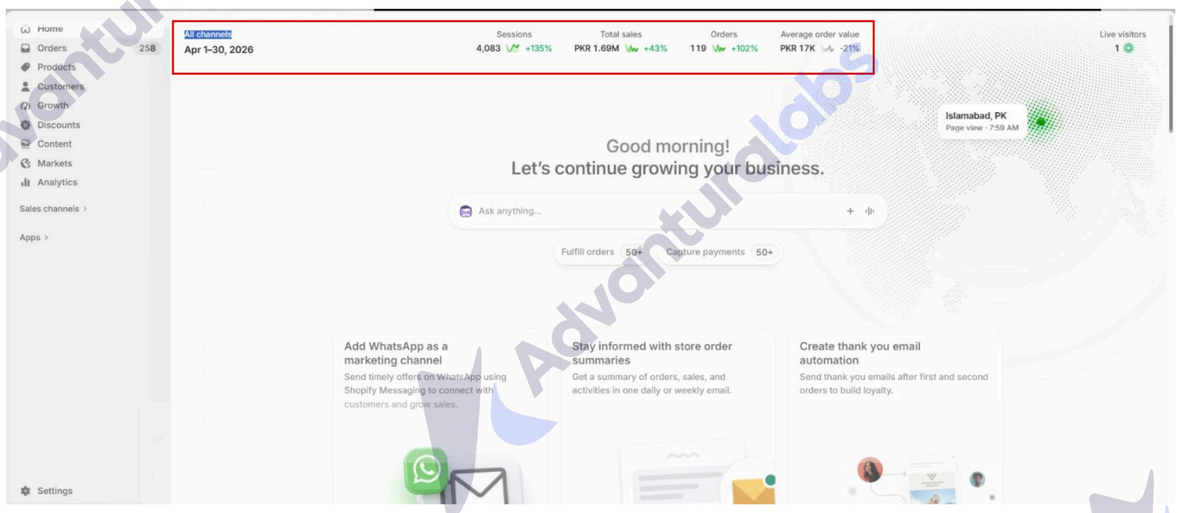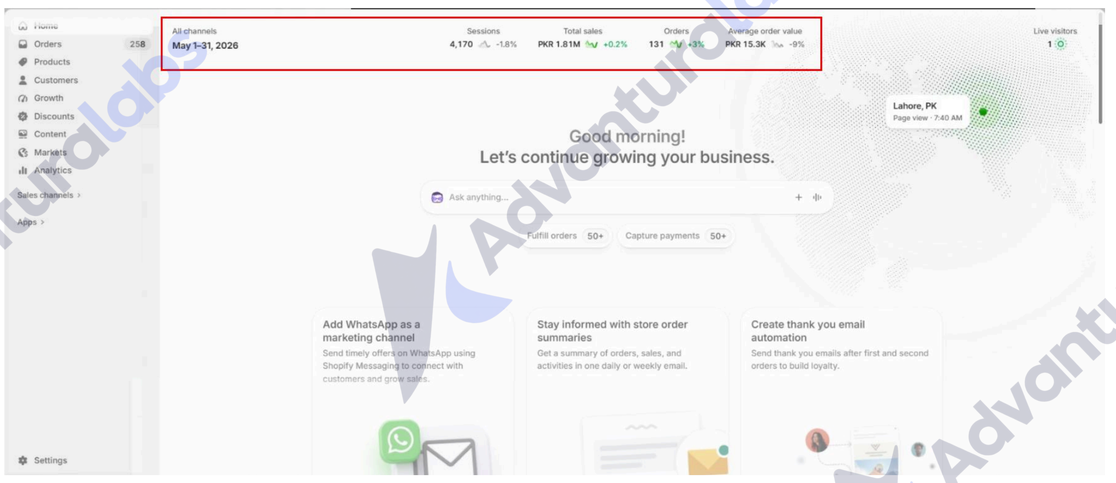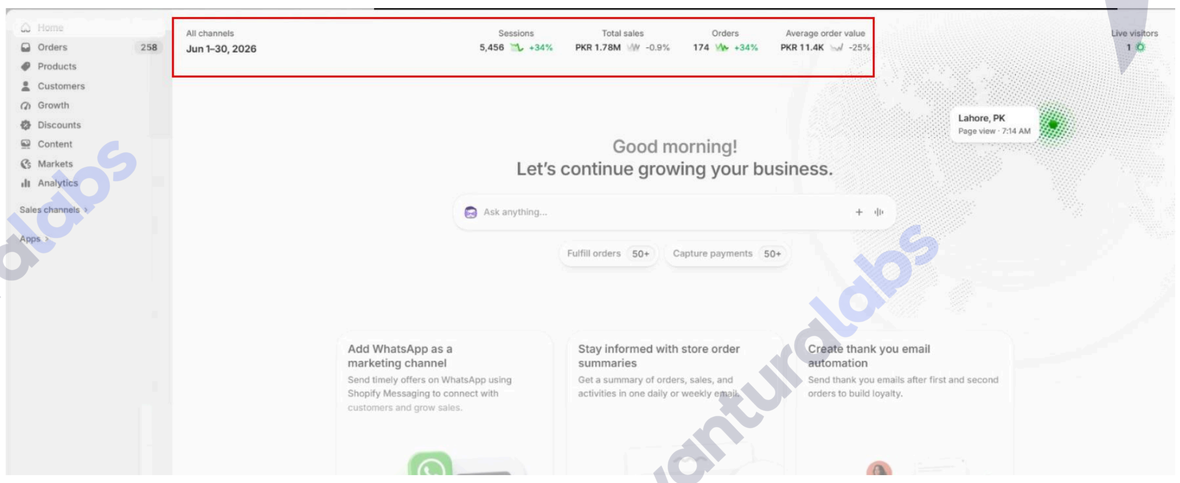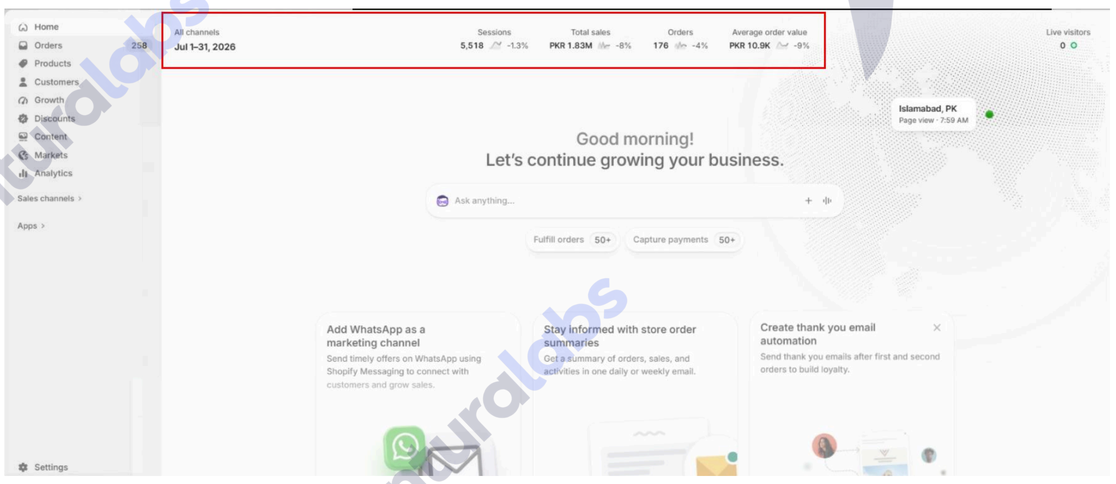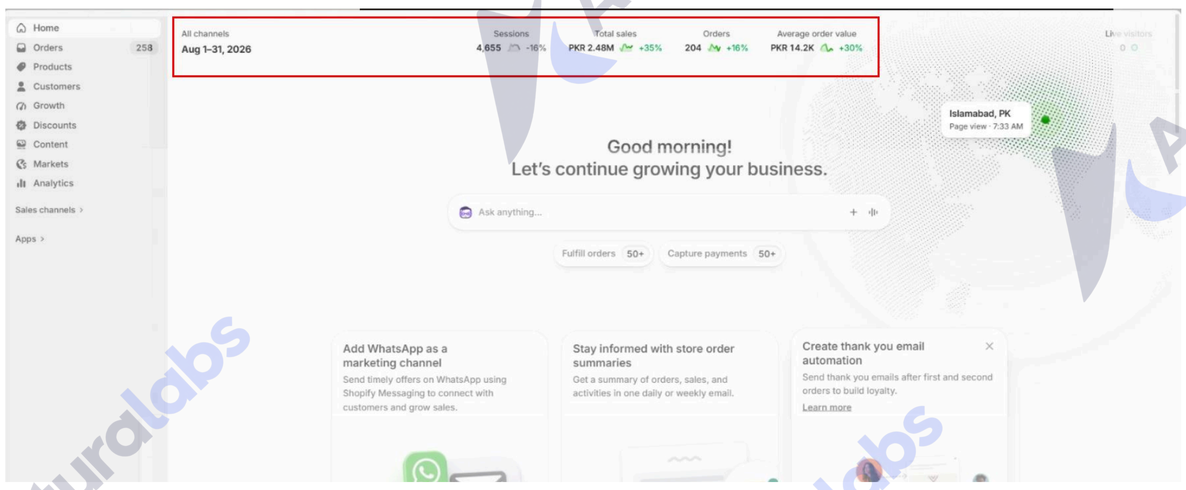
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