DEMO DATA

About this page
Lead with the answer. Say what happened in words before showing a table.

Meta Ads monthly report

Contoso Studios, a fictional design studio that sells workshops.

Ad account act_DEMO_001. October 2026, compared with September 2026. All money in USD.

Summary in words

Spend was 4,364.51 USD in October, up 14.3% from September.

The two lead campaigns brought 243 website leads at 11.31 USD each, down 1.3% from September.

Link clicks were 6,608, up 14.1% from September, at a CTR of 1.33%.

Demo Newsletter Leads had the lower cost per website lead at 9.74 USD.

Key numbers

Spend	Impressions	Link clicks
4,364.51	**495,257**	**6,608**
+14.3% from September	+14.0% from September	+14.1% from September

CTR	CPC	CPM
1.33%	**0.66**	**8.81**
+0.1% from September	+0.1% from September	+0.3% from September

Landing page views	Website leads	Cost per website lead
5,394	**243**	**11.31**
+13.7% from September	+13.6% from September	-1.3% from September

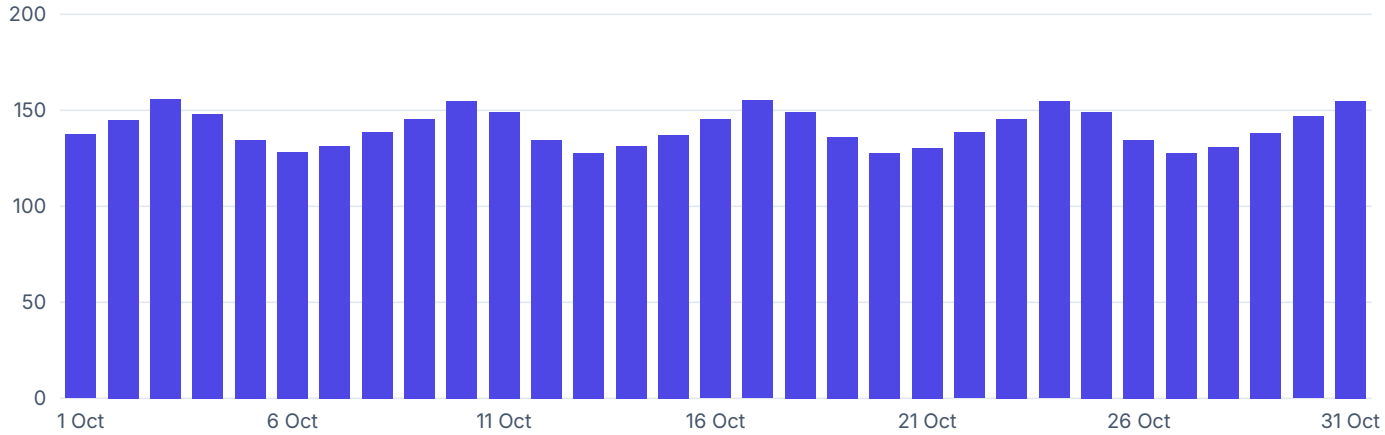
Reach	Frequency
183,030	**2.71**
+14.0% from September	0.0% from September

Reach is not added up. One person can appear in two rows, so adding rows counts them twice.

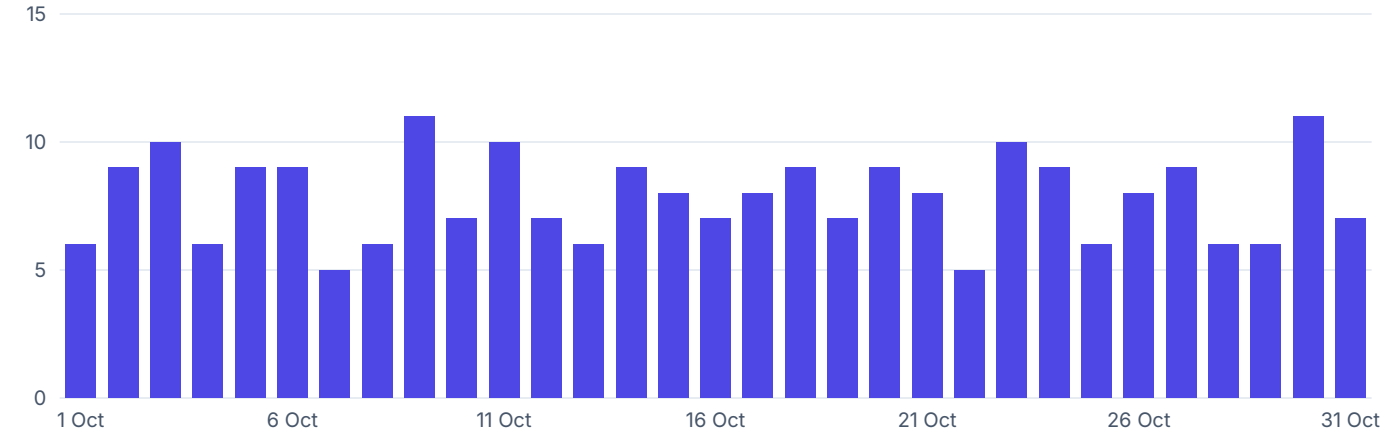
About this page
Show the trend, so a reader can see when something changed.

Trend

Spend per day (USD)



Website leads per day



Results by type

Result type	Results	Spend of those campaigns	Cost per result
Website leads	243	2,747.47	11.31
Link clicks	2,273	970.26	0.43
Landing page views	912	646.78	0.71

Results of different kinds are not added together.

About this page

Campaigns first, then placements. Keep results of different kinds apart.

Campaigns

Campaign	Spend	Impressions	Link clicks	CTR	CPC	CPM	Result type	Results	Cost per result
Demo Workshop Leads	1,938.90	179,789	2,251	1.25%	0.86	10.78	Website leads	160	12.12
Demo Portfolio Traffic	970.26	141,383	2,273	1.61%	0.43	6.86	Link clicks	2,273	0.43
Demo Newsletter Leads	808.57	91,619	982	1.07%	0.82	8.83	Website leads	83	9.74
Demo Open Day Views	646.78	82,466	1,102	1.34%	0.59	7.84	Landing page views	912	0.71
Total	**4,364.51**	**495,257**	**6,608**	**1.33%**	**0.66**	**8.81**			

Results of different kinds are not added together. So the Total row leaves Results empty.

Placements

Placement	Spend	Impressions	Link clicks	CTR	CPC	CPM	Website leads	Cost per lead
Facebook: Feed	1,440.09	145,667	2,323	1.59%	0.62	9.89	96	9.44
Instagram: Feed	1,047.86	97,146	1,449	1.49%	0.72	10.79	59	11.18
Instagram: Instagram Reels	742.17	110,090	1,237	1.12%	0.60	6.74	38	12.29
Instagram: Instagram Stories	567.32	70,126	837	1.19%	0.68	8.09	29	12.31
Facebook: Facebook Reels	392.54	54,581	576	1.06%	0.68	7.19	16	15.44
Instagram: Explore home	174.53	17,647	186	1.05%	0.94	9.89	5	21.99
Total	**4,364.51**	**495,257**	**6,608**	**1.33%**	**0.66**	**8.81**	**243**	**11.31**

Cost per lead counts only the spend of the lead campaigns, so traffic campaigns are not charged to leads.

About this page
End with what you will do next, so the report leads somewhere.

Next steps

1. Try moving some budget from Demo Workshop Leads to Demo Newsletter Leads, and check the cost per lead after two weeks.
2. Test a shorter opening on the top ad in Demo Workshop Leads.
3. Check that the lead numbers here match the sign-up list.
4. Decide the budget for next month from the cost per lead in this report.

About this sample
This sample shows a report layout. It is not a DashOps export.
It covers paid ads only, not organic posts.
Every number in it is made up for a fictional company, and none is a benchmark.
The same numbers are in the Demo monthly report tab of the blank Excel file:
dashops.io/downloads/meta-ads-report-template.xlsx