DEMO DATA

# 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 |

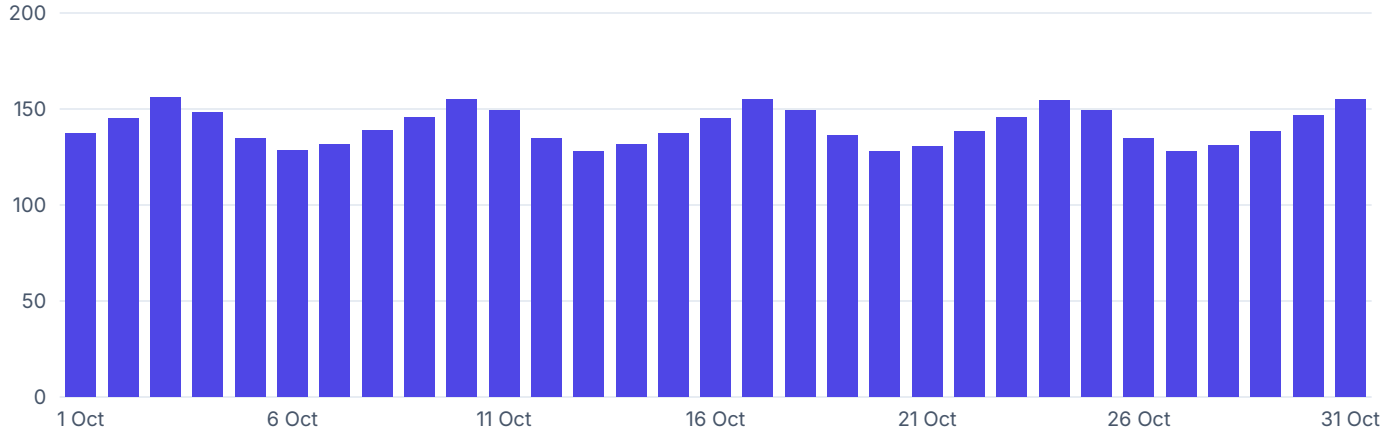
| Landing page views | Website leads | Cost per website lead |
|---|---|---|
| **5,394** | **243** | **11.31** |
| +13.7% from September | +13.6% from September | -1.3% from September |

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

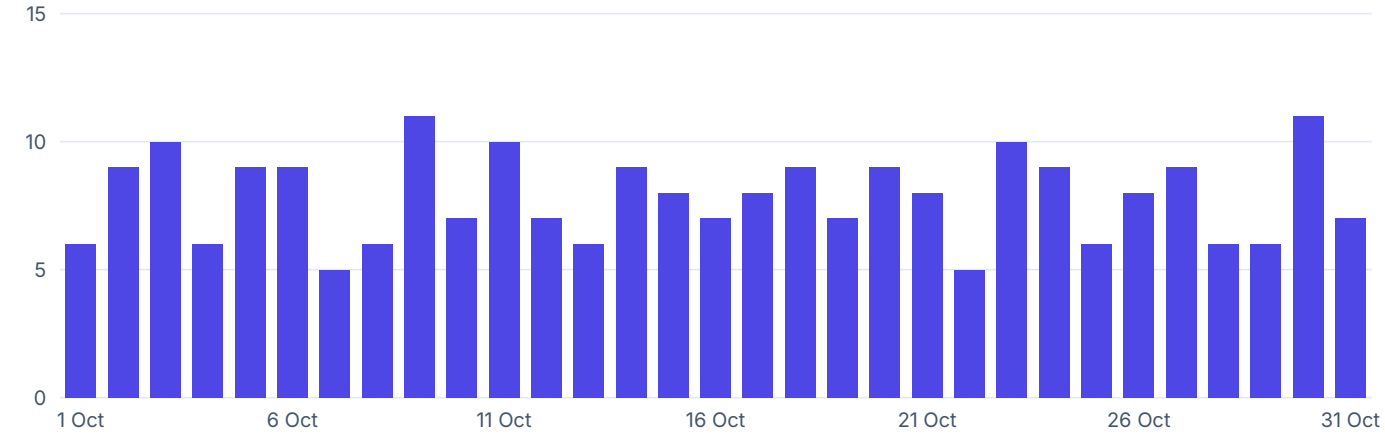
Reach is not added up. One person can appear in two rows, so adding rows counts them twice.

# 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.

## 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.

## 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

DEMO DATA

# Meta Ads monthly report

Acme Apparel, a fictional online clothing shop.

Ad account act_DEMO_002. October 2026, compared with September 2026. All money in USD.

## Summary in words

Spend was 8,405.30 USD in October, up 25.0% from September.

The shop took 223 purchases worth 13,092.95 USD, up 31.1% from September.

ROAS was 1.56 and the average order value was 58.71 USD.

Demo Retargeting Cart had the highest ROAS at 3.09. Demo Autumn Sale took the most spend at 3,877.71 USD.

## Key numbers

**Spend**
**8,405.30**
+25.0% from September

**Purchases**
**223**
+30.4% from September

**Purchase value**
**13,092.95**
+31.1% from September

**ROAS**
**1.56**
+5.0% from September

**Average order value**
**58.71**
+0.6% from September

**Cost per purchase**
**37.69**
-4.2% from September

**Impressions**
**634,281**
+25.0% from September

**Link clicks**
**7,130**
+24.2% from September

**CTR**
**1.12%**
-0.6% from September

**CPC**
**1.18**
+0.6% from September

**CPM**
**13.25**
0.0% from September

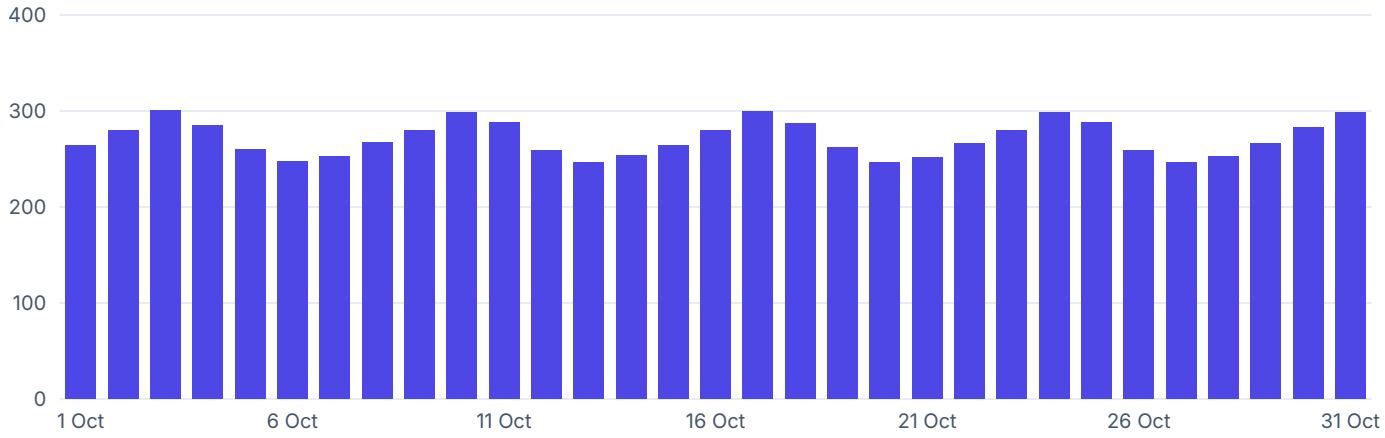
**Reach**
**195,164**
+25.0% from September

**Frequency**
**3.25**
0.0% from September

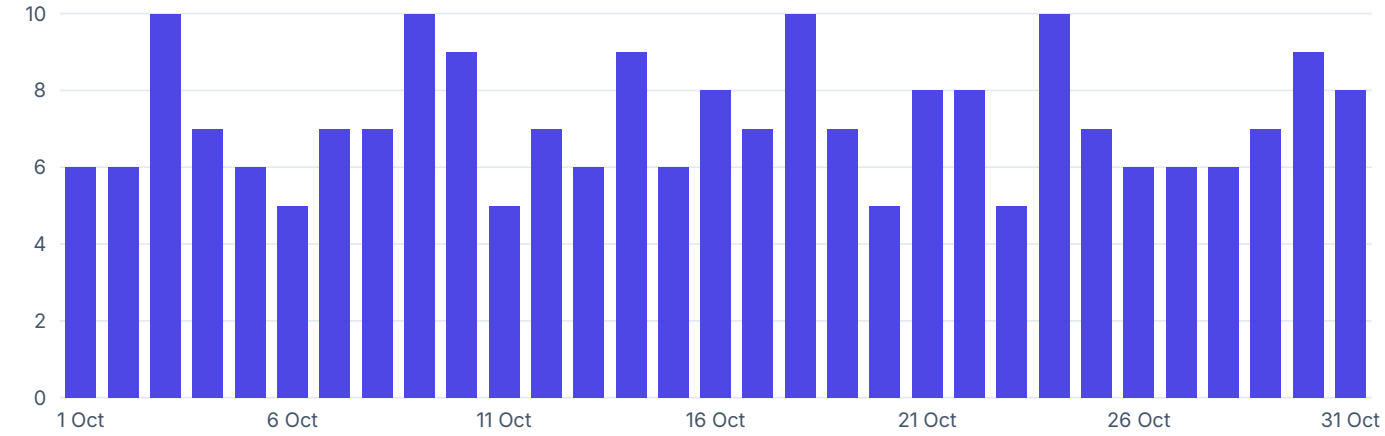
Reach is not added up. One person can appear in two rows, so adding rows counts them twice.

# Trend

## Spend per day (USD)




## Purchases per day




# Results by type

| Result type | Results | Spend of those campaigns | Cost per result |
|---|---|---|---|
| Website purchases | 223 | 8,405.30 | 37.69 |

Results of different kinds are not added together.

## Campaigns

| Campaign | Spend | Purchases | Purchase value | ROAS | Average order value | Cost per purchase | Link clicks | CTR |
|---|---|---|---|---|---|---|---|---|
| Demo Autumn Sale | 3,877.71 | 99 | 6,146.06 | 1.58 | 62.08 | 39.17 | 3,268 | 1.16% |
| Demo New Arrivals | 2,263.83 | 42 | 2,330.35 | 1.03 | 55.48 | 53.90 | 1,880 | 0.98% |
| Demo Retargeting Cart | 1,293.67 | 69 | 3,994.46 | 3.09 | 57.89 | 18.75 | 1,181 | 1.70% |
| Demo Gift Guide | 970.09 | 13 | 622.08 | 0.64 | 47.85 | 74.62 | 801 | 0.89% |
| **Total** | **8,405.30** | **223** | **13,092.95** | **1.56** | **58.71** | **37.69** | **7,130** | **1.12%** |

## Placements

| Placement | Spend | Purchases | Cost per purchase | Link clicks | CTR | CPM |
|---|---|---|---|---|---|---|
| Facebook: Feed | 2,773.53 | 89 | 31.16 | 2,525 | 1.35% | 14.87 |
| Instagram: Feed | 2,018.42 | 54 | 37.38 | 1,564 | 1.26% | 16.22 |
| Instagram: Instagram Reels | 1,428.97 | 35 | 40.83 | 1,334 | 0.95% | 10.14 |
| Instagram: Instagram Stories | 1,092.41 | 26 | 42.02 | 908 | 1.01% | 12.17 |
| Facebook: Facebook Reels | 755.85 | 15 | 50.39 | 613 | 0.88% | 10.81 |
| Instagram: Explore home | 336.12 | 4 | 84.03 | 186 | 0.82% | 14.87 |
| **Total** | **8,405.30** | **223** | **37.69** | **7,130** | **1.12%** | **13.25** |

## Next steps

1. Try moving some budget from Demo Gift Guide to Demo Retargeting Cart, and check ROAS after two weeks.
2. Test a new opening on the top ad in Demo Autumn Sale.
3. Check that the purchase numbers here match the shop's own order records.
4. Decide the budget for next month from the cost per purchase 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 fill the Monthly report tab of the example Excel file:
dashops.io/downloads/ecommerce-meta-ads-report-example.xlsx