

THE MARKETING MAVERICKS™

META ADS • GOOGLE ADS • SEO • WEBSITE • BRANDING • SOCIAL MEDIA

← USA • LONDON • DUBAI • INDIA • AUSTRALIA • CANADA • NEW ZEALAND →

META ADS PORTFOLIO

Engagement, Leads, Sales, Traffic & More!

\$5M Ad Spend | 600% Target ROAS | 35+ Countries





Our
Clients & Brands



2 selected x Ad sets 2 selected x Ads for 2 Ad sets 1 Apr 2025 - 25 May 2025

Duplicate Edit A/B test More Columns: MAVERICKS Breakdown Reports Export Char

Ad set	Budget	Adds to cart	Purchase ROAS (return on ad...)	Amount spent	Purchases	Cost per result	CTR (all)	Clicks (all)
Advantage+ shopping campaign Ad Set	\$80.00 Daily	679	39.96	\$2,450.75	138	\$17.76 Per purchase (Meta and ...)	1.72%	2,367
Mavericks (May'25) Sales Ad	\$80.00 Daily	1,392	49.37	\$5,219.66	272	\$19.19 Per purchase (Meta and ...)	1.35%	5,338
Results from 2 ad sets		2,071 Total	46.37 Average	\$7,670.41 Total Spent	410 Total	\$18.71 Per purchase (Meta and ...)	1.44% Per Impressions	7,705 Total

👉 **Date Range (Apr 1 – May 25, 2025)**

Performance Summary:

Ad Spend: **\$7,670.41**

Total Adds To Cart: **2,071**

Orders From Meta Ads: **410**

ROAS (Return On Ad Spend): **45.37x**

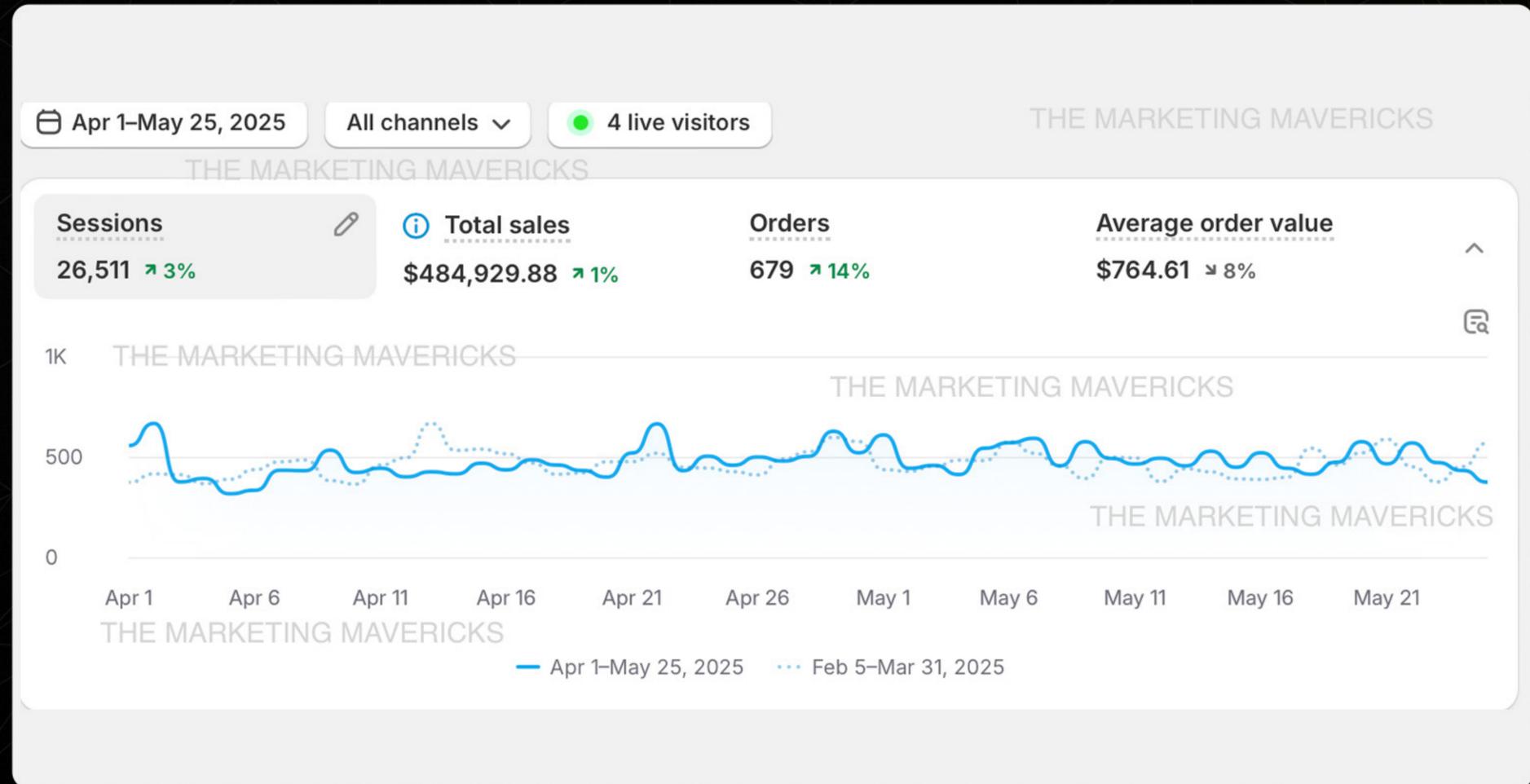
Shopify Total Orders: **679**

Shopify Total Sales: **\$484.9k**

👉 **Meta Ads Contribution to Shopify**

Order Contribution: **60.4%** Of Total Orders

Revenue Contribution: **71.75%** Of Total Sales



3 active campaigns

1 Jan - 31 Mar Status

Campaigns

Advantage+ shopping May'25 Campaign
Active • Sales

183 Purchases (Meta and website)	\$30.57 Cost per Purchase (Meta and website)	\$5,593.72 Spent
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1 recommendation +17 points

Mavericks Best seller 2 (DT)
Active • Sales

278 Purchases (Meta and website)	\$28.61 Cost per Purchase (Meta and website)	\$7,953.71 Spent
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1 recommendation +17 points

Feb'25 Sales Ads (DT only)
Off • Sales

111 Purchases (Meta and website)	\$24.66 Cost per Purchase (Meta and website)	\$2,737.52 Spent
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Q1 2025 Jan 1-Mar 31, 2024

Gross sales
\$110,469.07 ↗ 109%

Returning customer rate
22.38% ↘ 21%

Orders fulfilled
2,043 ↗ 76%

Orders
1,935 ↗ 64%

Total sales over time
\$102,770.30 ↗ 73%

Total sales by sales channel

Online Store	\$83.6K ↗ 58%
Facebook & Ins...	\$11.7K ↗ 2.7K%
Shop	\$4.4K ↗ 147%
Marketplace Co...	\$3K ↘ 32%

+1 more

Average order value over time

\$46.78 ↗ 8%

👉 **Date Range: Jan 1 – Mar 31, 2025 (Q1 2025)**

Performance Summary:

Total Ad Spend: **\$16,285**

Total Purchases: **572**

Average Cost Per Purchase: **\$28.47**

Total Sales Over Time: **\$102.7k (up 73%)**

Orders: **1,935 (up 64%)**



THE MARKETING MAVERICKS

Active Campaigns

1 Apr - 30 May Active

Total amount spent **\$10,498.26** No spending limit

Campaigns

- Mavericks Summer Collection**
 Active • Sales
 21 Purchases (Meta and website) | **\$49.23** Cost per Purchase (Meta and website) | **\$1,033.93** Spent
 1 recommendation +17 points
- Advantage+ shopping May'25 Campaign**
 Active • Sales
 67 Purchases (Meta and website) | **\$41.12** Cost per Purchase (Meta and website) | **\$2,755.09** Spent
 1 recommendation +17 points
- Mavericks Best seller 2 (DT)**
 Active • Sales
 281 Purchases (Meta and website) | **\$23.64** Cost per Purchase (Meta and website) | **\$6,643.38** Spent
 1 recommendation +17 points

Apr 1-May 30, 2025 Apr 1-May 30, 2024

Gross sales
\$57,578.67 ↗ 20%

Returning customer rate
 25.8% ↗ 11%

Orders fulfilled
 941 ↗ 9%

Orders
 951 ↗ 16%

Total sales over time
\$57,793.63 ↗ 9%

Total sales by sales channel

\$57.8K ↗ 9%

- Online Store \$49.5K ↗ 23%
- Shop \$3.2K ↗ 508%
- Marketplace Co... \$2.5K ↘ 54%
- Facebook & Inst... \$2.5K ↘ 63%

+1 more

Average order value over time

\$53.15 ↘ 5%

👉 **Date Range - April 1 to May 30, 2025**

Performance Summary:

Total Spend: **\$10,432.40**

Total Sales From Campaigns: **369**

Cost Per Purchase: **\$28.45**

Total Sales (Shopify): **\$57,793.63 (Up 9%)**

Total Orders: **951 (up 16%)**

Average Order Value: **\$53.15**



👉 **Time Duration: Nov 1, 2024 – Jan 31, 2025**

Performance Summary:

Total Amount Spent: **\$4,107.38**

Leads Generated: **453**

Average Cost Per Lead: **\$5.26**

CPM: **\$3.51**

👉 **TREND INSIGHT:**

- Message ads drove strong volume at a decent cost per conversation.
- Video engagement campaigns delivered high link clicks at low cost.
- Awareness campaign ensured wide reach with efficient CPM, boosting top-of-funnel visibility.

The screenshot displays a marketing dashboard with the following elements:

- Filters:** A menu icon with '1', a date range '1 Nov 2024 - 31 Jan 2025', and a 'Status' dropdown.
- Summary Card:** 'Total amount spent' **\$4,107.38** and 'No spending limit'.
- Campaigns Section:** A list of three campaigns, each with a search icon and a list view icon.
- Campaign 1 (Red border):** 'Mavericks Message Ads Campaign' (Off, Engagement). Metrics: 453 Messaging conversations started, \$5.26 Cost per Messaging conversation started, \$2,384.04 Spent.
- Campaign 2 (Orange border):** 'video engagement ads' (Off, Engagement). Metrics: 8,646 Link Clicks, \$0.15 Cost per Link click, \$1,339.77 Spent.
- Campaign 3 (Yellow border):** 'posts - awareness' (Off, Awareness). Metrics: 109,374 Reach, \$3.51 Cost per 1,000 people reached, \$383.57 Spent.

☰ **1 Jan 2025 - 10 Feb 2025** Status ▾

Total amount spent **\$1,677.77** No spending limit >

Campaigns

📄 **New leads**

Prospecting - Simple Trick Sleep Calculator New Leads Campaign
Active • Leads

1,565 On-Facebook leads	\$0.77 Cost per On-Facebook lead	\$1,200.59 Spent
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Sleep Engagement campaign – Variation 5
Active • Engagement

4,586 Follows or likes	\$0.10 Cost per Follow or like	\$477.18 Spent
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👉 **Time Duration: 1 Jan 2025 – 10 Feb 2025**

Performance Summary:

Total Amount Spent: **\$1,677.77**

Leads Generated: **1,565**

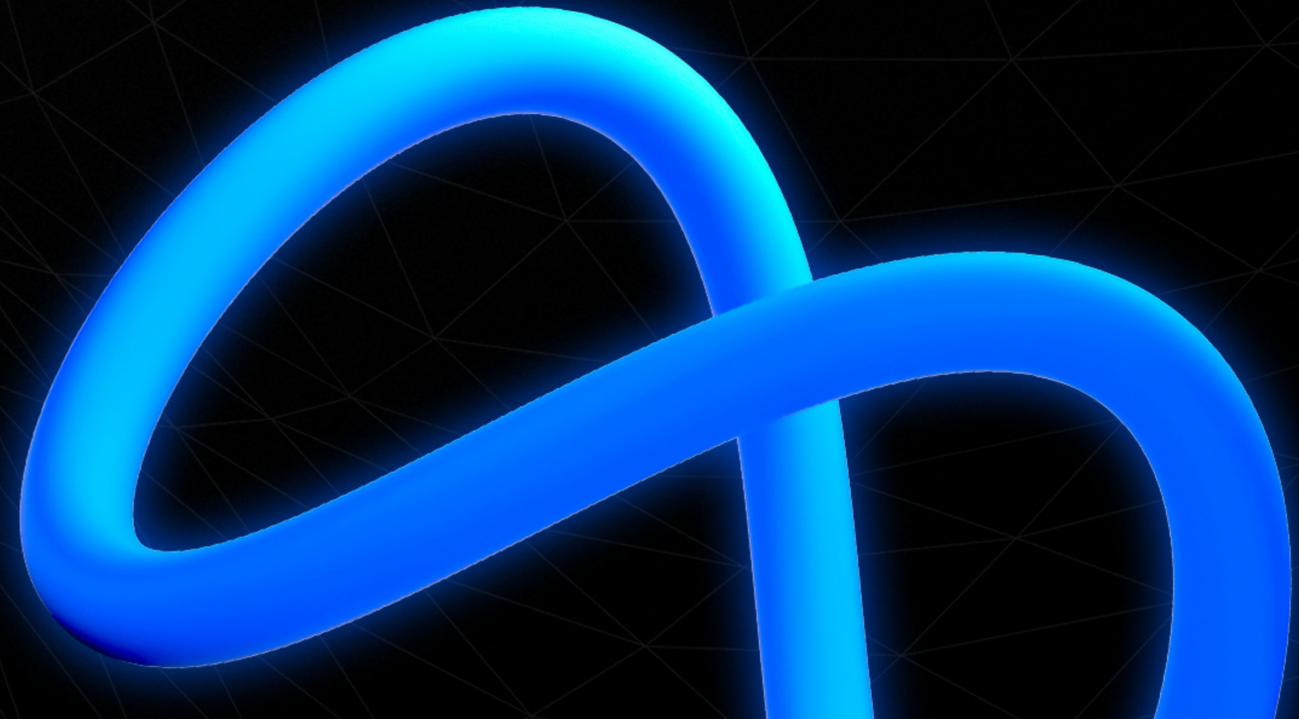
Average Cost Per Lead: **\$0.77**

Follows/Likes: **4,586**

Cost per Follow/Like: **\$0.10**

👉 **TREND INSIGHT:**

- Lead cost was economical at \$0.77, showing good efficiency.
- High engagement seen with 4.5K+ follows/likes at \$0.10 each.
- Overall, strong performance with optimized spend and relevant reach.



1 Sep 2024 - 31 Oct 2024

1st Sept - 31st Oct 2024

Off/On	Ad	Reach	Impressions	Cost per result	Amount spent	Purchase ROAS (return on ad...)	Purchases	Adds of payment info	Adds to cart	Website purchase RO
<input type="checkbox"/>	Paper Cover Ad	9,478	18,733	£6.11 [2] Per purchase	£103.86	3.66 [2]	17 [2]	20 [2]	53 [2]	
<input type="checkbox"/>	Light Blue 4D Ad	23,782	34,929	£9.68 [2] Per purchase	£106.52	3.49 [2]	11 [2]	16 [2]	26 [2]	
<input type="checkbox"/>	4D Features	388,391	959,462	£11.60 [2] Per purchase	£4,221.85	3.16 [2]	364 [2]	460 [2]	932 [2]	
<input type="checkbox"/>	Pink text blue background features ad	63,011	145,678	£9.41 [2] Per purchase	£620.87	3.15 [2]	66 [2]	65 [2]	131 [2]	
<input type="checkbox"/>	Quote, Insta, Plates Ad	65,541	145,926	£11.56 [2] Per purchase	£728.17	3.10 [2]	63 [2]	76 [2]	145 [2]	
<input type="checkbox"/>	Car 4D Plate Styles Ad	24,534	37,720	£12.39 [2] Per purchase	£123.89	3.03 [2]	10 [2]	15 [2]	28 [2]	
<input type="checkbox"/>	Us vs Them	600,635	1,632,207	£12.81 [2] Per purchase	£7,735.66	2.87 [2]	604 [2]	774 [2]	1,665 [2]	
<input type="checkbox"/>	Plate Selection	66,410	135,123	£12.29 [2] Per purchase	£557.53	2.87 [2]	45 [2]	52 [2]	141 [2]	
<input type="checkbox"/>	Elevate Ad Features Reviews Phone Car T...	19,613	41,371	£10.16 [2] Per purchase	£162.57	2.57 [2]	16 [2]	12 [2]	30 [2]	
Results from 30 ads Excludes deleted items		993,695	3,608,106	£12.09 [2] Per purchase	£15,859.25 Total Spent	2.90 [2] Average	1,312 [2] Total	1,611 [2] Total	3,635 [2] Total	

👉 Date Range: 1st Sept 2024 - 31st Oct 2024

Overall Performance Summary:

Total Reach: **993,695**

Total Amount Spent: **£15,859.25**

Total Purchases: **1,312**

Average Cost Per Sale: **£12.09**

Average Purchase ROAS: **2.90**

Add of Payment Info: **1,611**

Add to Cart: **3,635**

👉 Date Range: 1st Nov 2024 - 29th Nov 2024

Overall Performance Summary:

Total Reach: **337,518**

Total Amount Spent: **£5,119.37**

Total Purchases: **433**

Average Cost per Sale: **£11.82**

Average Purchase ROAS: **2.96**

Add of Payment Info: **518**

Add to Cart: **1,074**

This month: 1 Nov 2024 - 29 Nov 2024

1st NOV - 29th NOV 2024

Off/On	Ad	Reach	Impressions	Cost per result	Amount spent	Purchase ROAS (return on ad...)	Purchases	Adds of payment info	Adds to cart	Website purchase RO
<input type="checkbox"/>	Mavericks New Ads (C2)	3,567	4,809	£9.42 [2] Per purchase	£47.11	4.86 [2]	5 [2]	4 [2]	9 [2]	
<input type="checkbox"/>	3mm 5mm Ad	12,497	24,988	£6.77 [2] Per purchase	£101.53	3.97 [2]	15 [2]	18 [2]	26 [2]	
<input type="checkbox"/>	Pink text blue background features ad	83,930	196,579	£9.20 [2] Per purchase	£809.77	3.92 [2]	88 [2]	101 [2]	193 [2]	
<input type="checkbox"/>	Mavericks New Ads (C1)	10,428	20,552	£12.29 [2] Per purchase	£172.02	3.36 [2]	14 [2]	17 [2]	38 [2]	
<input type="checkbox"/>	Elevate Ad Features Reviews Phone Car H...	20,694	45,697	£8.35 [2] Per purchase	£208.73	3.32 [2]	25 [2]	25 [2]	51 [2]	
<input type="checkbox"/>	Us vs Them	279,158	636,624	£12.86 [2] Per purchase	£3,048.45	2.73 [2]	237 [2]	281 [2]	605 [2]	
<input type="checkbox"/>	Quote, Insta, Plates Ad	30,643	97,401	£13.80 [2] Per purchase	£565.66	2.62 [2]	41 [2]	62 [2]	110 [2]	
<input type="checkbox"/>	4D Features	6,785	12,002	£19.30 [2] Per purchase	£77.19	2.23 [2]	4 [2]	5 [2]	10 [2]	
<input type="checkbox"/>	Main Plate Styles	16,285	28,694	£22.19 [2] Per purchase	£88.77	1.12 [2]	4 [2]	5 [2]	32 [2]	
Results from 30 ads Excludes deleted items		337,518	1,067,351	£11.82 [2] Per purchase	£5,119.37 Total Spent	2.96 [2] Average	433 [2] Total	518 [2] Total	1,074 [2] Total	

☰ 1 Dec 2024 - 31 Jan 2025 Status ▾

Total amount spent **£5,339.97** No spending limit >

New recommendation

Scale high-performing ad set by adding more budget

Potential outcome: **24% more conversions**

 Mavericks New Ads (lookalike 2% sales)

[Get started](#)

Campaigns 🔍 ☰

 **Mavericks Advantage+ shopping campaign**
Campaign
Active • Sales

56 Website purchases	£11.10 Cost per Website purchase	£621.86 Spent
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High performing

 **Mavericks New Ads**
Active • Sales

464 Website purchases	£10.17 Cost per Website purchase	£4,718.11 Spent
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[1 high-performing ad set](#)
1 recommendation >

👉 Ad Campaign Summary (Dec 1, 2024 – Jan 31, 2025)

Total Spend: £5,339.97

👉 Mavericks New Ads (High Performing)

Website Purchases: **464**

Cost per Purchase: **£10.17**

Total Spent: **£4,718.11**

👉 Mavericks Advantage+ Shopping Campaign (Supporting Campaign)

Website Purchases: **56**

Cost per Purchase: **£11.10**

Total Spent: **£621.86**

👉 Summary

The **“Mavericks New Ads”** Campaign delivered better performance with higher volume and lower costs, while the other campaigns complemented these results by utilizing Advantage+ targeting.

2 active campaigns

1 Oct - 31 Dec

Status

Total amount spent **\$14,349.20** No spending limit

Campaigns

Mavericks (May'25) Sales Ad
Active • Sales

108 Purchases (Meta and website) | \$37.63 Cost per Purchase (Meta and website) | \$4,063.59 Spent

Mavericks Conversions Ad Campaigns
Off • Sales

286 Purchases (Meta and website) | \$35.96 Cost per Purchase (Meta and website) | \$10,285.61 Spent

Oct 1-Dec 31, 2024 | Jul 1-Sep 30, 2024

Gross sales
\$454,196.68 ↗ 24%

Returning customer rate
66.16% ↗ 16%

Orders fulfilled
676 ↗ 38%

Orders
666 ↗ 36%

Total sales over time
\$409,089.08 ↗ 23%

Total sales by sales channel

\$409.1K ↗ 23%

- Online Store: \$255.7K ↗ 9%
- Draft Orders: \$146K ↗ 247%
- Shop: \$7K ↗ 596%
- Facebook & In...: \$200.34 ↗ 163%

+1 more

Average order value over time

\$635.06 ↗ 10%

👉 **Date Range - Oct 1 to Dec 31, 2024 (Q4 2024)**

Performance Summary From campaigns:
 Total Sales (Purchases): **394**
 Cost Per Purchase (Average): **\$36.42**
 Total Spend: **\$14,349.20**

Performance Summary From Shopify:
 Total Sales: **\$409,089.08**
 Total Orders: **666**
 Average Order Value: **\$635.06**

Off/On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	Facebook Leads (Forms) - Location 1	23 Meta leads	12,787	22,005	₹637.65 Per Meta lead	₹14,666.06
<input checked="" type="checkbox"/>	Instagram Leads (Forms) - Location 2	19 Meta leads	31,188	59,716	₹1,150.54 Per Meta lead	₹21,860.18
<input checked="" type="checkbox"/>	Facebook Leads (Forms) - Location 3	31 Meta leads	9,644	19,596	₹474.58 Per Meta lead	₹14,712.13
<input checked="" type="checkbox"/>	Instagram Leads (Forms) - Location 4	46 Meta leads	24,239	48,730	₹529.30 Per Meta lead	₹24,347.90
	Results from 4 ad sets ⓘ	119 Meta leads	67,307 Accounts Centre acc...	150,047 Total	₹635.18 Per Meta lead	₹75,586.27 Total Spent

👉 **Ad Goal – To Generate Quality Leads From META Platforms For a Real Estate Broker**

Performance Summary From campaigns:

Total Leads: **119**
 Total Reach: **67,307**
 Total Impressions: **150,047**
 Average Cost per Lead: **₹635.18**
 Total Spent: **₹75,586.27**

👉 **TREND INSIGHT:**

- Generated 119 quality leads with focused targeting.
- Achieved strong visibility with 67K+ reach and 1.5L impressions.
- Invested ₹75K+ to build brand presence and gather valuable data for future optimization.

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Let's Get Started *Today!*