

☐	Off / On	Ad	Amount spent	Budget Ad set	Delivery ↑	Recommendations	Results	Cost per result
☒	☒	 Macy's	\$419.05	Using campaign...	☒ Campaign off	—	 367 Meta leads	\$1.14 Per Meta lead
		Text "California law prohibits the collection of ce...	\$2.75				2	\$1.38
		Text "If you have visited the Macys website, spe...	\$37.01				30	\$1.23
		Text "California law prohibits the collection of ce...	\$379.29				335	\$1.13
☐	☒	 Macy's	\$3.45	Using campaign...	☒ Ad set off	—	 1 Meta leads	\$3.45 Per Meta lead
		Text "California law prohibits the collection of ce...	\$0.38				—	—
		Text "If you have visited the Macys website, spe...	\$1.32				1	\$1.32
		Text "California law prohibits the collection of ce...	\$1.75				—	—

☐	☒	Hewlett Packard	☒ Off	—	7-day click or ... All conversions	166 Leads (Form)	74,165	2.14	\$20.87 Per Lead (Form)
☐	☒	Urban Outfitters AZ Email Marketing - Lead ...	☒ Off	—	7-day click or ... All conversions	148 Leads (Form)	69,898	2.86	\$22.16 Per Lead (Form)
☐	☒	General NYLL - Lead Gen	☒ Off	—	7-day click or ... All conversions	142 Leads (Form)	27,209	1.29	\$6.22 Per Lead (Form)
☐	☒	Vegas.com - Lead Gen	☒ Off	—	7-day click or ... All conversions	138 Leads (Form)	71,672	2.24	\$19.76 Per Lead (Form)
☐	☒	Newsweek PRTT - Lead Gen	☒ Off	—	7-day click or ... All conversions	138 Leads (Form)	72,249	2.57	\$67.83 Per Lead (Form)
☐	☒	Quicken Loans	☒ Off	—	7-day click or ... All conversions	136 Leads (Form)	16,438	2.34	\$15.31 Per Lead (Form)
☐	☒	StubHub - Lead Gen	☒ Off	—	7-day click or ... All conversions	132 Leads (Form)	37,542	3.41	\$20.51 Per Lead (Form)
☐	☒	HotelsTonight - Lead Gen	☒ Off	—	7-day click or ... All conversions	127 Leads (Form)	72,944	1.87	\$18.04 Per Lead (Form)
☐	☒	KOS Organic Plant Protein Powder	☒ Off	—	7-day click or ... All conversions	124 Leads (Form)	50,375	1.64	\$9.34 Per Lead (Form)
☐	☒	Stance Socks	☒ Off	—	7-day click or ... All conversions	123 Leads (Form)	58,796	1.78	\$16.45 Per Lead (Form)
☐	☒	Invoca DirecTV CIPA - Lead Gen	☒ Off	—	7-day click or ... All conversions	119 Leads (Form)	24,505	2.20	\$8.45 Per Lead (Form)
☐	☒	Pacific Seafood - Lead Gen	☒ Off	—	7-day click or ... All conversions	118 Leads (Form)	67,891	4.23	\$59.14 Per Lead (Form)

☐	☒	Synchrony Bank	☒ Off	—	7-day click or ... All conversions	 1,093 Leads (Form)	55,192	2.49	\$1.72 Per Lead (Form)
☐	☒	Nordstrom Rack False Sales	☒ Off	—	7-day click or ... All conversions	 1,082 Leads (Form)	60,029	2.07	\$1.87 Per Lead (Form)
☐	☒	Levoit 300	☒ Off	—	7-day click or ... All conversions	 948 Leads (Form)	162,485	1.61	\$2.67 Per Lead (Form)
☐	☒	HBO Max	☒ Off	—	7-day click or ... All conversions	 909 Leads (Form)	151,728	2.76	\$6.25 Per Lead (Form)
☐	☒	Stop & Shop Wipes - Lead Gen	☒ Off	—	7-day click or ... All conversions	 742 Leads (Form)	205,686	2.79	\$14.13 Per Lead (Form)

☐	☒	Emeril's Marinara Sauce 	☒ Off	—	7-day click or ... All conversions	 539 Leads (Form)	186,088	2.29	\$14.68 Per Lead (Form)
☐	☒	Harley Davidsons - 3/23    ...	☒ Off	—	7-day click or ... All conversions	526 Harley Davidson_3/23	119,023	2.53	\$9.33 Per Harley Davidson_...
☐	☒	Broadway Plaza ALPR	☒ Off	—	7-day click or ... All conversions	 488 Leads (Form)	93,836	2.19	\$4.26 Per Lead (Form)
☐	☒	Macy's - 7/10	☒ Off	—	7-day click or ... All conversions	 368 Leads (Form)	15,620	1.70	\$1.15 Per Lead (Form)
☐	☒	Museum of Ice Cream - 12/30/24	☒ Off	—	7-day click or ... All conversions	 354 Leads (Form)	129,136	2.25	\$8.34 Per Lead (Form)
☐	☒	Ticketmarter.com - Lead Gen	☒ Off	—	7-day click or ... All conversions	 285 Leads (Form)	95,792	2.46	\$14.26 Per Lead (Form)

☐	☒	Relaxium - Lead Ads 	☒ Off	—	7-day click or ... All conversions	 262 Leads (Form)	41,795	1.88	\$10.87 Per Lead (Form)
☐	☒	Bass Pro - Lead Gen    ...	☒ Off	—	7-day click or ... All conversions	 254 Leads (Form)	110,544	3.28	\$27.51 Per Lead (Form)
☐	☒	CVS Retirement	☒ Off	—	7-day click or ... All conversions	252 Leads (Form)	112,647	2.43	\$14.12 Per Lead (Form)
☐	☒	SkinnyRX	☒ Off	—	7-day click or ... All conversions	 247 Leads (Form)	40,509	2.15	\$14.06 Per Lead (Form)
☐	☒	Live Games and Scores VPPA - Lead Gen	☒ Off	—	7-day click or ... All conversions	245 Leads (Form)	67,972	2.28	\$9.06 Per Lead (Form)
☐	☒	Band-aids PFAS	☒ Off	—	7-day click or ... All conversions	238 Leads (Form)	31,038	2.16	\$10.56 Per Lead (Form)

☐	☒	Four Credit Card Companies - Lead Gen	☒ Off	—	7-day click or ... All conversions	209 Leads (Form)	35,816	2.59	\$16.27 Per Lead (Form)
☐	☒	Univ. of Rochester Data Breach	☒ Off	—	7-day click or ... All conversions	198 Leads (Form)	24,570	3.64	\$6.30 Per Lead (Form)
☐	☒	StubHub Lead Ads	☒ Off	—	7-day click or ... All conversions	183 Leads (Form)	65,424	2.46	\$9.66 Per Lead (Form)
☐	☒	Carbon Health CMIA - Lead Gen - Copy	☒ Off	—	7-day click or ... All conversions	181 Leads (Form)	121,410	3.59	\$61.37 Per Lead (Form)
☐	☒	Lucky Salmon	☒ Off	—	7-day click or ... All conversions	 175 Leads (Form)	65,803	1.85	\$11.64 Per Lead (Form)
☐	☒	Zumiez CIPA - Lead Gen	☒ Off	—	7-day click or ... All conversions	173 Leads (Form)	221,510	3.33	\$57.29 Per Lead (Form)