



Ad Score

Your ads returned **4.2x** on **\$11,176.00** spent this month — ahead of your **3.0x** target and volume increased **27.4%** month on month.

Invested

\$11,176

+9% vs last month

Results

525

Purchases
↑ +27.4% vs last month

Efficiency

4.2x

ROAS
↑ +23.5% vs last month

- **What's working:** Prospecting — lookalike 1% returned 6.1x on \$1,826.50, delivering 130 purchases.
- **Needs attention:** Retargeting — cart abandoners spent \$971.00 for 29 purchases at 2.2x each.
- **Recommendation:** Target met at 4.2x against 3.0x. Scale Prospecting — lookalike 1% gradually and hold the rest steady.

What the data is telling us

Your return on ad spend came in at **4.2x** this month, above your **3x** target and up from **3.4x** last month. You spent **9%** more and took **£46,939** in revenue, **113 more purchases** than last month.

The gain is coming from the top of the funnel. Your **lookalike 1%** campaign returned **6.1x** on **£1,826** of spend, and its cost per purchase fell as the audience matured. **Cart abandoners** is the one drag at **2.2x**, but it is small enough that it costs you roughly **0.3x** of blended return rather than the month.

Hold the **lookalike** budget where it is for one more cycle and rebuild the **cart abandoner** creative before adding to it. The audience is converting; the ads shown to it are three months old and frequency is climbing. If the refresh lands anywhere near your account average, blended return clears **4.5x** without a single pound of extra spend.