Mon 01 – Oct 27, 2026 · compared to Oct 14 – Oct 26, 2026

KPI Tracker - Daily

Daily Weekly Month

METRIC	OCT 27	OCT 26	OCT 25	OCT 24	OCT 23	OCT 22	OCT 21	TOTAL	CHANGE	TREND
SPEND										
Spend	NZ$0.00	NZ$0.00	NZ$33.92	NZ$14.76	NZ$19.64	NZ$33.92	NZ$34.89	NZ$103.95	–	
ENGAGEMENT										
Clicks	0	0	22	17	38	40	27	177	–	
CTR	–	–	6.94%	8.50%	8.92%	7.94%	7.29%	7.71%	–	
CPC	–	–	NZ$0.00	NZ$0.00	NZ$0.00	NZ$0.00	NZ$0.00	NZ$0.00	–	
Landing page clicks	0	0	21	14	34	34	22	155	–	
Cost per landing page click	–	–	NZ$0.71	NZ$1.63	NZ$0.00	NZ$0.71	NZ$0.73	NZ$0.00	–	
Engagements	0	0	24	21	44	42	24	176	–	
Engagement rate	–	–	6.55%	8.33%	8.92%	7.98%	7.29%	7.76%	–	

CAMPAIGNS

SPEND, RESULTS AND COST PER RESULT BY PERIOD

SPEND ⓘ	CONVERSIONS ⓘ	COST PER CONVERSION ⓘ	LEADS ⓘ
NZ$103.95	0	—	0

COST PER LEAD ⓘ	CLICKS ⓘ	CTR ⓘ	IMPRESSIONS ⓘ
—	177	7.71%	2,296

SPEND BY DAY ⓘ

Spend NZ$103.95 in the period, highest day: Oct 27 (NZ$34.89)



IMPRESSIONS TO CONVERSIONS IN FUNNEL STEP ⓘ

Biggest drop: landing page clicks to conversions, 0.00% continue



COSTS PER CLICK AND IMPRESSION, AND RATES, BY PERIOD

AVG. CPC ⓘ	COST PER 1,000 IMPRESSIONS ⓘ	CTR ⓘ	CONVERSION RATE ⓘ	COST PER LANDING PAGE CLICK ⓘ	LANDING PAGE CLICKS ⓘ
NZ$45.27	NZ$0.59	7.71%	0.00%	NZ$0.68	153

SPEND BY CAMPAIGN GROUP ⓘ

Campaign group "–" spends nearly with 100.0% of spend across 1 campaign group.

CAMPAIGN GROUP	SPEND	IMPRESSIONS	CLICKS	CTR	CPC	CONVERSIONS	COST PER CONVERSION	LEADS	COST PER LEAD
ads4.my ********** Group	NZ$103.95	2,296	177	7.71%	NZ$0.59	0	–	0	–
Total	**NZ$103.95**	**2,296**	**177**	**7.71%**	**NZ$0.59**	**0**	**–**	**0**	**–**

SPEND BY OBJECTIVE ⓘ

Engagement takes 100.0% of spend



CONVERSIONS BY CAMPAIGN ⓘ

ads4.my ********** Only has the highest Conversions: 0.

ads4.my ********** Only

Conversions

SPEND BY CAMPAIGN ⓘ

ads4.my ********** Only leads with 100.0% of spend across 1 campaign.

CAMPAIGN	CAMPAIGN GROUP	OBJECTIVE	STATUS	SPEND	IMPRESSIONS	CLICKS	CTR	CPC	CPM	CONVERSIONS	CONVERSION RATE	COST PER CONVERSION	LEADS	COST PER LEAD
ads4.my ********** Only	ads4.my ********** Group	Engagement	Active	NZ$103.95	2,296	177	7.71%	NZ$0.59	NZ$45.27	0	0.00%	–	0	–
Total				**NZ$103.95**	**2,296**	**177**	**7.71%**	**NZ$0.59**	**NZ$45.27**	**0**	**0.00%**	**–**	**0**	**–**

SPEND & BUDGET

SPEND AND COST PER RESULT BY PERIOD

SPEND ⓘ	COST PER CONVERSION ⓘ	COST PER LEAD ⓘ	CPC ⓘ	SPEND ⓘ
NZ$103.95	—	—	NZ$0.59	NZ$45.27

SPEND BY DAY ⓘ

Spend NZ$103.95 in the period, highest day: Oct 27 (NZ$34.89)



SPEND VS DAILY BUDGET BY CAMPAIGN ⓘ

CAMPAIGN	STATUS	SPEND	AVG. DAILY SPEND	DAILY BUDGET	DAILY PACE	LIFETIME BUDGET
ads4.my ********** Only	Active	NZ$103.95	NZ$3.45	–	–	NZ$100.00

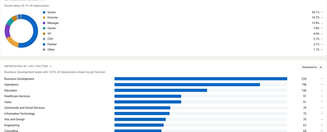
LEADS

LEADS FORM RATES AND COST PER LEAD BY PERIOD

LEADS ⓘ	COST PER LEAD ⓘ	FORM COMPLETION RATE ⓘ	LEAD FORM OPENS ⓘ	LEAD RATE ⓘ	SPEND ⓘ
0	—	0	0	0.00%	NZ$103.95

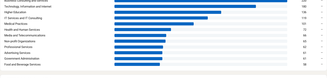
LEADS BY DAY ⓘ

Leads 0 in the period, highest day: Oct 23 (0)



IMPRESSIONS TO LEADS BY FUNNEL STEP ⓘ

Biggest drop: clicks to lead form opens, 0.00% continue



LEADS BY CAMPAIGN ⓘ

ads4.my ********** Only ranks first in Leads (0).

CAMPAIGN	LEADS	COST PER LEAD	LEAD FORM OPENS	FORM COMPLETION RATE	SPEND	CLICKS	LEAD RATE
ads4.my ********** Only	0	–	0	–	NZ$103.95	177	0.00%
Total	**0**	**–**	**0**	**–**	**NZ$103.95**	**177**	**0.00%**

ENGAGEMENT & VIDEO

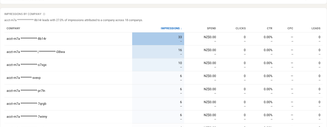
ENGAGEMENTS AND COST PER ENGAGEMENT BY PERIOD

ENGAGEMENTS ⓘ	ENGAGEMENT RATE ⓘ	COST PER ENGAGEMENT ⓘ	REACTIONS
178	7.75%	NZ$0.58	6

COMMENTS	SHARES	FOLLOWS
0	0	0

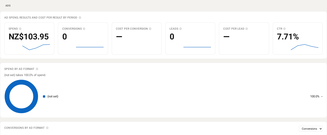
ENGAGEMENTS BY DAY ⓘ

Engagements 178 in the period, highest day: Oct 26 (42)



SOCIAL ACTIONS BY TYPE ⓘ

Other engagements make 72.0% of social actions.



REACH, FREQUENCY AND COST PER LEAD REACHED BY PERIOD

REACH ⓘ	FREQUENCY ⓘ	COST PER LEAD REACHED ⓘ
2,113	1.09	NZ$49.19

VIDEO VIEWS, VIEW RATE AND COST PER VIEW BY PERIOD

VIDEO VIEWS ⓘ	VIEW RATE ⓘ	COST PER VIEW ⓘ	COMPLETION RATE ⓘ
0	0.00%	—	—

VIDEO PLAYS BY POINT REACHED ⓘ

No video starts in this date range.

JOB PROFILE

IMPRESSIONS BY SENIORITY ⓘ

Senior-level (S+) 71.1% of impressions.

IMPRESSIONS BY JOB FUNCTION ⓘ

Business Development leads with 19.9% of impressions shown by job function.

IMPRESSIONS BY INDUSTRY ⓘ

Business Consulting and Services leads with 7.4% of impressions shown by industry.

IMPRESSIONS BY COMPANY SIZE ⓘ

11-50 leads with 17.9% of impressions shown by company size.

IMPRESSIONS BY JOB TITLE ⓘ

JOB TITLE	IMPRESSIONS	SPEND	CLICKS	CTR	CPC	LEADS
Director	75	NZ$0.00	0	0.00%	–	0
Owner	50	NZ$0.00	6	14.00%	NZ$0.00	0
Managing Director	29	NZ$0.00	0	7.94%	NZ$0.00	0
Manager	28	NZ$0.00	0	0.00%	–	0
Founder	23	NZ$0.00	0	0.00%	–	0
Chief Executive Officer	20	NZ$0.00	0	0.00%	–	0
Registered Nurse	17	NZ$0.00	0	0.00%	–	0
Consultant	17	NZ$0.00	0	0.00%	–	0
Lecturer	15	NZ$0.00	0	0.00%	–	0

Show more (24 left)

COMPANIES & PLACES

IMPRESSIONS BY COUNTRY ⓘ

New Zealand leads with 58.1% of impressions shown by country.

IMPRESSIONS BY REGION ⓘ

Auckland Metropolitan Area leads with 58.1% of impressions shown by region.

IMPRESSIONS BY COMPANY ⓘ

********** leads with 27.0% of impressions attributed to a company across 19 companies.

COMPANY	IMPRESSIONS	SPEND	CLICKS	CTR	CPC	LEADS
********** de la	20	NZ$0.00	0	0.00%	–	0
********** Others	19	NZ$0.00	0	0.00%	–	0
********** Lingo	10	NZ$0.00	0	0.00%	–	0
********** *****	6	NZ$0.00	0	0.00%	–	0
********** ec*lo	6	NZ$0.00	0	0.00%	–	0
********** Tangi	6	NZ$0.00	0	0.00%	–	0
********** Tuning	6	NZ$0.00	0	0.00%	–	0
********** gaufo	4	NZ$0.00	0	0.00%	–	0
********** Glory	4	NZ$0.00	0	0.00%	–	0

Show more (3,447)

ADS

AD SPEND, RESULTS AND COST PER RESULT BY PERIOD

SPEND ⓘ	CONVERSIONS ⓘ	COST PER CONVERSION ⓘ	LEADS ⓘ	COST PER LEAD ⓘ	CTR ⓘ
NZ$103.95	0	—	0	—	7.71%

SPEND BY AD FORMAT ⓘ

Dark ads1 takes 100.0% of spend

CONVERSIONS BY AD FORMAT ⓘ

Conversions

No conversions by ad format in this date range.

CONVERSIONS AND COST PER CONVERSION BY AD ⓘ

Conversions Leads

No ads with conversions in this date range.

SPEND BY AD ⓘ

********** leads with 100.0% of spend across 1 ad.

AD	SPEND	IMPRESSIONS	CLICKS	CTR	CONVERSIONS	COST PER CONVERSION	POST-VIEW CONVERSIONS	LEADS	COST PER LEAD
ads4.my ********** Only	NZ$103.95	2,296	177	7.71%	0	–	0	0	–
Total	**NZ$103.95**	**2,296**	**177**	**7.71%**	**0**	**–**	**0**	**0**	**–**

CONVERSIONS

CONVERSIONS, VALUE AND COST PER CONVERSION BY PERIOD

CONVERSIONS ⓘ	COST PER CONVERSION ⓘ	CONVERSION RATE ⓘ	POSTVIEW CONVERSIONS ⓘ
0	—	0.00%	0

POSTVIEW CONVERSIONS ⓘ	CONVERSION VALUE ⓘ	RETURN ON AD SPEND ⓘ
0	NZ$0.00	0.00x