

MONTHLY REPORT · RESULTS AND INSIGHTS

Your Brand · September 2026

Your best month of the year for bookings through ads.

Meta return on ad spend, this month

8.4x

Platform-reported. Reconciled against GA4 on the next page.

RESULTS

Your best month of the year for bookings through ads.

\$24.6K

Media spend

\$154K

Revenue (platform)

6.3x

Blended return

Meta says

\$154K revenue

GA4 says

\$131K revenue

Why they differ

Meta counts people who saw an ad and bought later. GA4 counts the last click. Both are shown, every month.

Five things to know

- 1 Twice the bookings per dollar compared with the same month last year.
- 2 759 bookings and calls came from people who saw the display ads first.
- 3 About 1,800 more bookings were within reach, held back by two stock gaps.
- 4 Nearly 1 in 10 website visits ended in a booking.
- 5 Posting restarted, and Facebook reach jumped from 437 to 10,251.

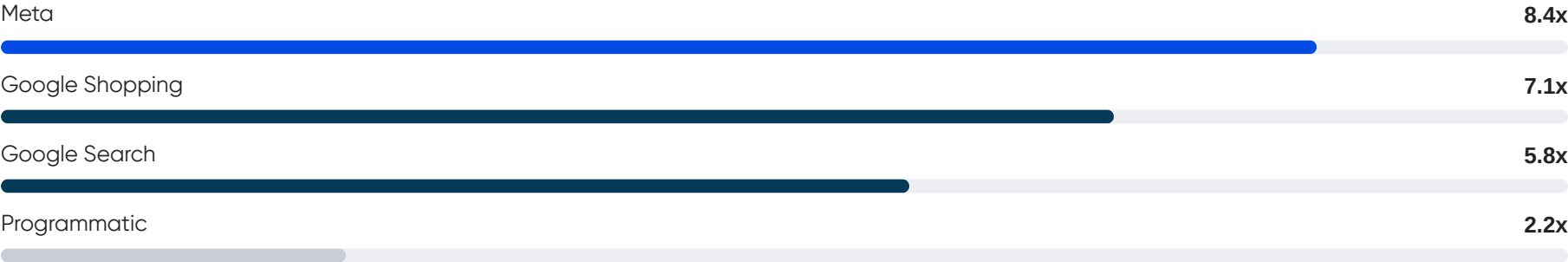
ANNUAL TRENDS

Twice the bookings per dollar compared with September last year.

Bookings from ads, last 12 months



Return by channel



WEBSITE

Nearly 1 in 10 website visits ended in a booking.

41,200

Visits, up 18% on August

9.4%

Visit to booking rate

2.1s

Mobile load time, was 3.8s

About 1,800 more bookings were within reach this month, held back by two products showing out of stock. We have flagged both with your team.

SOCIAL

Posting restarted, and Facebook reach jumped from 437 to 10,251.

10,251

Facebook reach

12

Posts published

+312

New followers

Best post: the behind-the-scenes packing video. We are turning it into an ad for October.

OUR WORK

What we did in September, and what is coming up.

Done

- Three new Meta statics live, product shot beat lifestyle again
- Google Shopping feed cleaned, 140 products re-approved
- Programmatic moved to a sharper audience
- Mobile speed fixes shipped on the booking page

Next

- Budget up 15% on Meta while return holds
- Packing video cut into three ads
- Stock alerts wired to pause ads on sold-out lines

Reviewed and approved by a director before sending.

FULL DETAIL

Every campaign, every number.

CAMPAIGN	SPEND	REVENUE (PLATFORM)	RETURN	BOOKINGS
Meta Advantage+ sales	\$9,800	\$82,300	8.4x	412
Meta remarketing	\$2,400	\$21,100	8.8x	118
Google Shopping	\$6,100	\$43,300	7.1x	231
Google Search, brand	\$1,900	\$18,200	9.6x	96
Google Search, generic	\$2,600	\$9,400	3.6x	51
Programmatic display	\$1,800	\$3,900	2.2x	24

Illustrative figures. Platform-reported revenue, reconciled against GA4 on page two.