

Campaign Details

- **Time Period:** 6 month (first half of 2025)
- **Platform:** Facebook
- **Ad Format:** Carousell
- **Audience:** Men 25-64
- **Interests:** Manufacturing
- **Industry:** Architecture and Engineering, Construction and Extraction, Production or Installation and Repair Services
- **Geographic Targeting:** Australia and parts of the EU (Austria, Belgium, Switzerland, Czech Republic, Germany, Denmark, Estonia, Finland, United Kingdom, Greece, Croatia, Ireland, Italy, Lithuania, Luxembourg, Latvia, Netherlands, Norway, Poland, Sweden, Slovenia, Slovakia)
- **Budget:** \$5000 for Project

Off / On	Ad Set	Results	Reach	Impressions	Cost per result	Amount spent
<input checked="" type="checkbox"/>	AU - Production & Manufacturing	525 On-Facebook Leads	155,616	552,579	\$5.29 Per On-Facebook L...	\$2,775.65
<input type="checkbox"/>	EU - Production & Manufacturing	523 On-Facebook Leads	171,552	475,101	\$2.21 Per On-Facebook L...	\$1,154.96
<input type="checkbox"/>	EU	8 On-Facebook Leads	6,982	8,656	\$2.84 Per On-Facebook L...	\$22.74
<input type="checkbox"/>	AU	25 On-Facebook Leads	7,692	14,315	\$3.77 Per On-Facebook L...	\$94.33
Results from 4 ad sets		1,081 On-Facebook Leads	334,336 People	1,050,651 Total	\$3.74 Per On-Facebook Le...	\$4,047.68 Total Spent