

01 / Campaign evidence

Innovosens / HydroSense

US Meta lead-generation campaign

Delivery: 25 March - 25 April 2025

Snapshot: 3 September 2026 | Currency: USD

Spend: \$1,616.59

Meta-reported leads: 452

Cost per reported lead: \$3.58

Impressions: 49,325

Link clicks: 3,240

Link CTR: 6.57%

Landing-page views: 2,527

Campaign ID: 120219965067280017

Sources: campaign_performance_enriched.csv; insights_daily_ad.csv; insights_breakdown_country.csv. Figures were reconciled across the campaign and daily export. These are reported totals, not a person-level tracked funnel.

02 / Scope and interpretation

Wider account, not the 452-lead campaign

26 November 2024 - 3 September 2026 | All geographies

Total account spend: \$7,073.59

United States spend: \$6,180.93

Meta-reported leads: 509

Attributed purchases: 18

Reported purchase value: \$1,685

Tracked purchase ROAS: 0.24x

The account-wide purchase outcome is weaker than the US lead-generation outcome. Lead counts do not certify qualification, meetings, sales or profit. CRM qualification, offline revenue, refunds and margins are not in this export.

Sources: insights_lifetime_account.csv; country_performance_summary.csv; 00_EXECUTIVE_SUMMARY.md. September 3 verified snapshot; lifetime reporting scope.

The four audience routes on the page are reconstructed from ad-set configurations and original campaign copy. Later strategy recommendations are not represented as completed campaign results.

03 / Creative provenance

Selected delivered ads | US campaign
Export scope: 26 November 2024 - 3 September 2026

The product, up close
Ad 120221542308870017 / Creative 679679537787127
Spend \$571.89; reported leads 222

A performance-first message
Ad 120220047781870017 / Creative 1111668346995115
Spend \$99.84; reported leads 17

Make the mechanism visible
Ad 120221099059880017 / Creative 2869117016602381
Spend \$51.70; reported leads 9

Hydration, made tangible
Ad 120220138854650017 / Creative 646761924617791
Spend \$43.48; reported leads 7

Source: creative_performance_enriched.csv joined to adcreatives.csv and media_manifest.csv.
Ad-level metrics can include multiple placement crops; they are not variant-level experiments.

Two library films are shown without performance claims. Matching originals for the historical runner, team and gym videos were not found; only archived previews are shown.