

Harbor Dental

Facebook & Instagram ads performance

Oct 10 – Oct 16, 2026

Compared with the previous 7 days

AMOUNT SPENT

€820

Same as last week



LEADS

50

▼ 18% vs last week

COST PER LEAD

€16.40

▲ 22% vs last week

IMPRESSIONS

63,000

▲ 5% vs last week

LINK CLICKS

910

▼ 9% vs last week

CLICK-THROUGH RATE

1.44%

▼ 0.22 pts

“ The week in one read

Leads fell 18% to 50 while spend stayed flat at €820, so cost per lead rose 22% to €16.40. Click-through rate dropped from 1.66% to 1.44%, which points to tired creative on the Implants lead form.

Where the budget went

Top 5 campaigns by spend this week

#	CAMPAIGN	SPEND	RESULTS	COST / RESULT	ROAS
01	Implants – Lead form	€640	41	€15.61	–
02	Whitening – Retargeting	€180	9	€20.00	–

Next week's plan

01

Launch two new Implants ads with a patient-result hook to lift CTR back above 1.6%.

02

Cap Whitening retargeting at €120 until cost per lead drops under €17.

03

Move the €60 saved into the Implants lead form, which has the lowest cost per lead.

About this report

Numbers come from Meta Ads Manager for the last 7 days and are compared with the 7 days before. Results count the conversion event set on each campaign. ROAS is purchase value divided by spend.