



PAID MEDIA PERFORMANCE

August 2026

Performance Report

Google Ads, Meta Ads and CRM-attributed outcomes

ACCOUNT DETAILS

Reporting period	01-31 August 2026
Comparison	01-31 July 2026
Prepared for	Marketing Director
Data refreshed	02 September 2026, 08:15

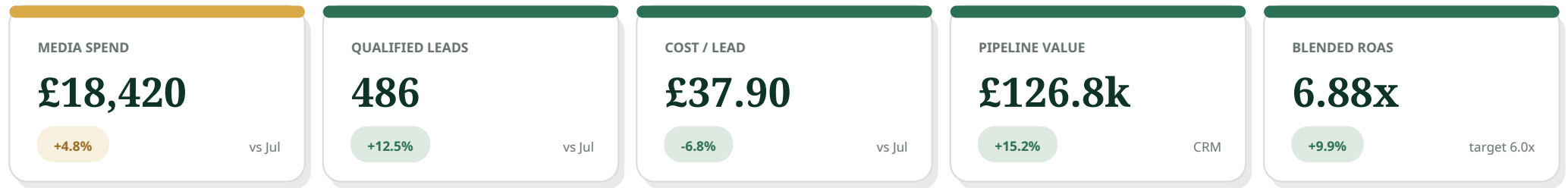
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AUGUST / 2026

01 / EXECUTIVE SUMMARY

Monthly performance summary

The commercial picture, account context and decisions requiring attention.



ACCOUNT DIRECTOR SUMMARY

Lead volume increased without a corresponding rise in CPL.

- Google Search generated most of the incremental volume, led by the non-brand installation campaigns.
- Meta prospecting recovered after July's creative refresh, although CRM reconciliation identified a 9% attribution gap.
- Pipeline value grew faster than spend. The next decision is whether to release a further £1,500 into the strongest search campaigns.

PERFORMANCE AGAINST PLAN

MEASURE	ACTUAL	PLAN	STATUS
Leads	486	450	108%
CPL	£37.90	<= £42	On target
Spend	£18,420	£18,000	+2.3%

DECISION REQUIRED

Approve £1,500 budget reallocation

Move budget from Meta retargeting into the two highest-converting non-brand search campaigns.

02 / CHANNEL PERFORMANCE

Where the result came from

Channel and campaign performance reconciled against the agreed reporting definitions.

CHANNEL PERFORMANCE

CHANNEL	SPEND	LEADS	CPL	CVR	PIPELINE	ROAS	MOM	STATUS
Google Search	£9,860	312	£31.60	5.9%	£84.2k	8.54x	+14%	Strong
Google PMax	£1,380	30	£46.00	3.1%	£8.6k	6.23x	+3%	Stable
Meta prospecting	£4,120	89	£46.29	2.4%	£23.4k	5.68x	+21%	Check
Meta retargeting	£1,860	37	£50.27	4.7%	£7.1k	3.82x	-8%	Weak
LinkedIn	£1,200	18	£66.67	1.6%	£3.5k	2.92x	-4%	Watch

CAMPAIGN NOTES

Installation - Exact

+38 leads

Search impression share increased after the 12 August budget change.

Meta - Homeowners V3

£42.10 CPL

New proof-led creative is outperforming the legacy benefit-led ads by 27%.

Brand Search

92% IS

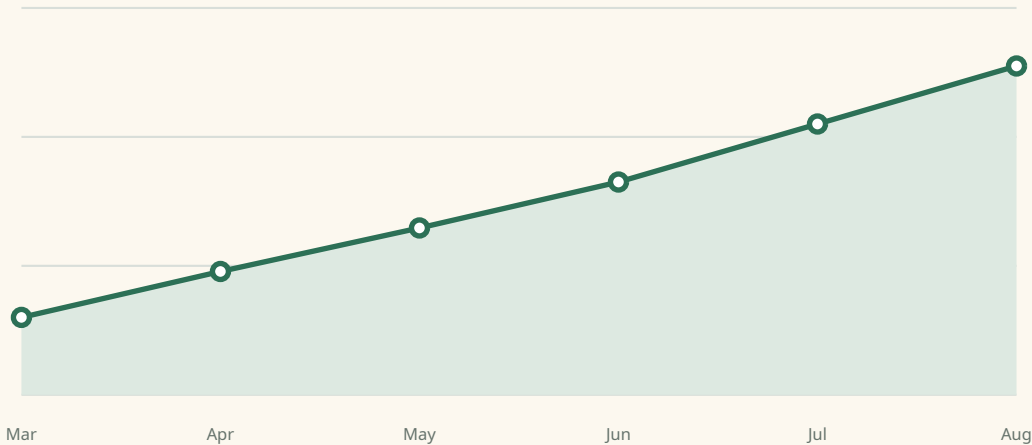
No material competitor pressure. CPC remains within the expected range.

03 / TRENDS AND EXCEPTIONS

Changes that need interpretation

Automated checks narrow the review to movements, anomalies and data-quality issues.

SIX-MONTH LEAD TREND



+27.2% over six months

Growth accelerated after the June search restructure and remained above 450 leads for the second consecutive month.

ATTRIBUTION NOTE

CRM values use first qualified opportunity within 30 days. Platform conversions are shown separately where reconciliation is incomplete.

EXCEPTIONS RAISED AUTOMATICALLY

01

Meta / CRM variance

High

Platform leads exceed CRM-qualified leads by 9.1%.

Owner: Paid Social Lead

Due: 04 Sep

02

Retargeting CPL

Medium

CPL has exceeded the £48 review threshold for 10 days.

Owner: Account Manager

Due: 05 Sep

03

Search budget constraint

Opportunity

Two non-brand campaigns lost 18% impression share to budget.

Owner: PPC Lead

Due: 04 Sep

04 / ACTIONS AND APPROVALS

What happens next

Actions agreed for the next optimisation cycle, with ownership and approval status recorded.

ACTION REGISTER

REF	ACTION	OWNER	DUE	IMPACT	STATUS
A-17	Validate Meta lead attribution against CRM source data	Paid Social Lead	04 Sep	Data quality	In progress
A-18	Move £1,500 to Search installation campaigns	Account Director	05 Sep	Lead volume	Approval
A-19	Pause two fatigued Meta retargeting ads	Paid Social Lead	03 Sep	CPL	Approved
A-20	Test proof-led landing page against current variant	CRO Lead	12 Sep	CVR	Planned
A-21	Review LinkedIn audience exclusions	PPC Lead	09 Sep	Efficiency	Planned

CLIENT DECISION

Budget reallocation awaiting approval

Approval requested by 5 September to allow the change to enter the next optimisation cycle.

DELIVERY RECORD

Report prepared	02 Sep 2026 - 08:15
Specialist review	02 Sep 2026 - 10:40
Client meeting	03 Sep 2026 - 09:30