

875 The Queensway



by Equiton Developments

Digital Performance Report

Mar 2025 - Apr 2025

Executive Summary

In our third month of optimization, we've achieved a **35.5% drop in cost per lead** while **conversion rate climbed 63.5%**, confirming we're channeling budget toward higher-intent clicks. Lead volume reflects this shift: Google generated **98 leads (+81.5% MoM)**, whereas Meta produced **56 leads (-34.9% MoM)**.

The Meta decline isn't worrisome—ad spend on that platform fell **38.4%**, yielding a lower CPA. Meanwhile, Google is propelling performance overall; the Google Display campaign is delivering clicks for just **\$1.69 CPC** and converting at **13.37% CVR**.

To sharpen our focus on value, please share a lead-qualification report at your earliest convenience so we can optimize for lead quality as effectively as we're improving lead quantity.

Overview

2025.03.14 - 2025.04.13 vs 2025.02.14 - 2025.03.13



Leads (Weekly Breakdown)

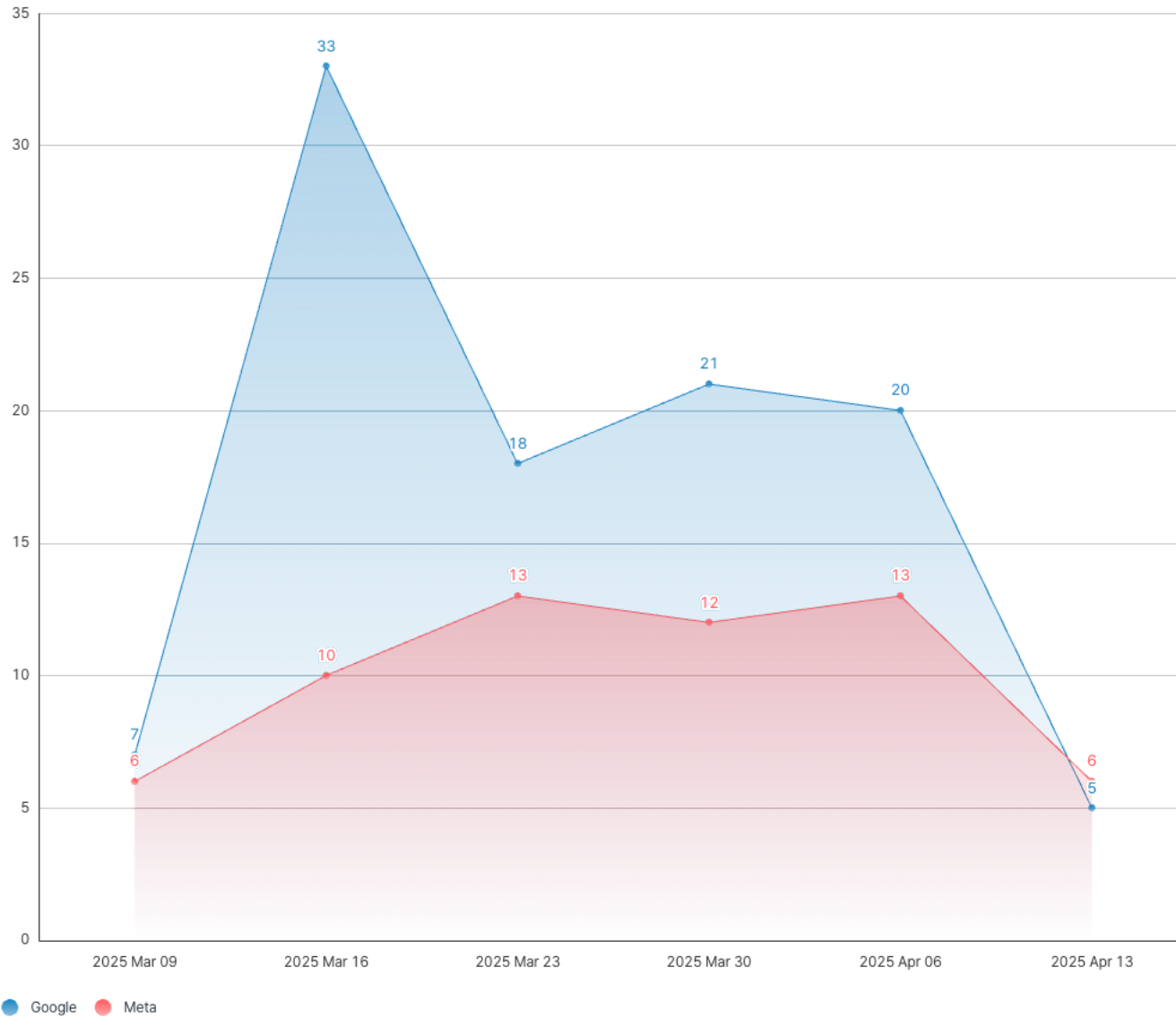
2025.03.14 - 2025.04.13

Y. Total Leads_875 Queen...

X. Weekly breakdown (Sta...

By. Channel

Total Leads_875 Queensway



Google Ads - Ad spend

2025.03.14 - 2025.04.13 vs 2025.02.14 - ...

CA\$2,782.46

-17.18 % ↓

Meta - Ad spend

2025.03.14 - 2025.04.13 vs 2025.02.14 - ...

CA\$2,646.7

-38.4 % ↓

Google Leads

2025.03.14 - 2025.04.13 vs 2025.02.14 - ...

98

+81.5 % ↑

Meta Leads

2025.03.14 - 2025.04.13 vs 2025.02.14 - ...

56

-34.9 % ↓

Google CPA

2025.03.14 - 2025.04.13 vs 2025.02.14 - ...

CA\$29.9

-51.9 % ↓

Meta CPA

2025.03.14 - 2025.04.13 vs 2025.02.14 - ...

CA\$47.26

-5.4 % ↓

Google CVR

2025.03.14 - 2025.04.13 vs 2025.02.14 - ...

7.49%

+180.52 % ↑

Meta CVR

2025.03.14 - 2025.04.13 vs 2025.02.14 - ...

5.04%

-13.3 % ↓

Platform Breakdown

Ads

Channel	Conversions
Results from Channel	201
Facebook	114
Google	84



Cross-Platform Dashboard

Made by [Adriel](#)

Overall Meta Performance

Ads

2025.03.14 - 2025.04.13

W	Results from Weekly breakdown (Start: Sun)	2025-03-09 - 2025-03-15	2025-03-16 - 2025-03-22	2025-03-23 - 2025-03-29	2025-03-30 - 2025-04-05	2025-04-06 - 2025-04-12
	\$ 2,646.65	\$ 592.52	\$ 591.23	\$ 590.16	\$ 609.32	\$ 592.83
l	68,931	16,302	15,134	14,415	18,448	14,141
1	1,111	256	203	244	276	266
1	2%	2%	1%	2%	1%	2%
1	\$ 2	\$ 2	\$ 3	\$ 2	\$ 2	\$ 2
1	56	6	10	13	12	13
1	\$ 47	\$ 99	\$ 59	\$ 45	\$ 51	\$ 46
1	5%	2%	5%	5%	4%	5%

Overall Meta Performance

Ads

C.	Instant Forms Campaign
I	174,051
T	2,504
M	1%
C	\$ 2
T	36
M	1%

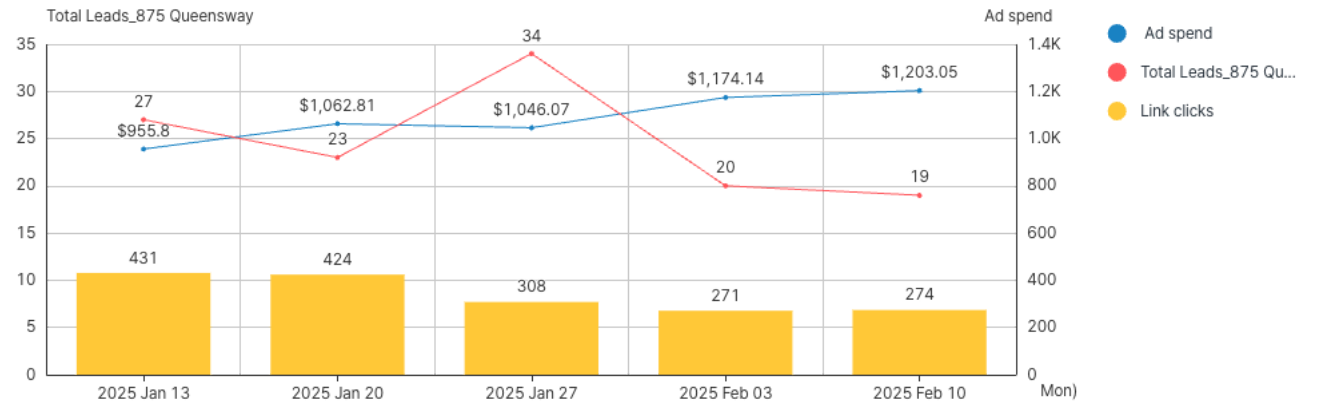
Weekly Performance

Y1. Meta Ads: Ad spend

Y2. Total Leads_875 Queen...

Y3. Link clicks

By. Weekly breakdown (Sta...



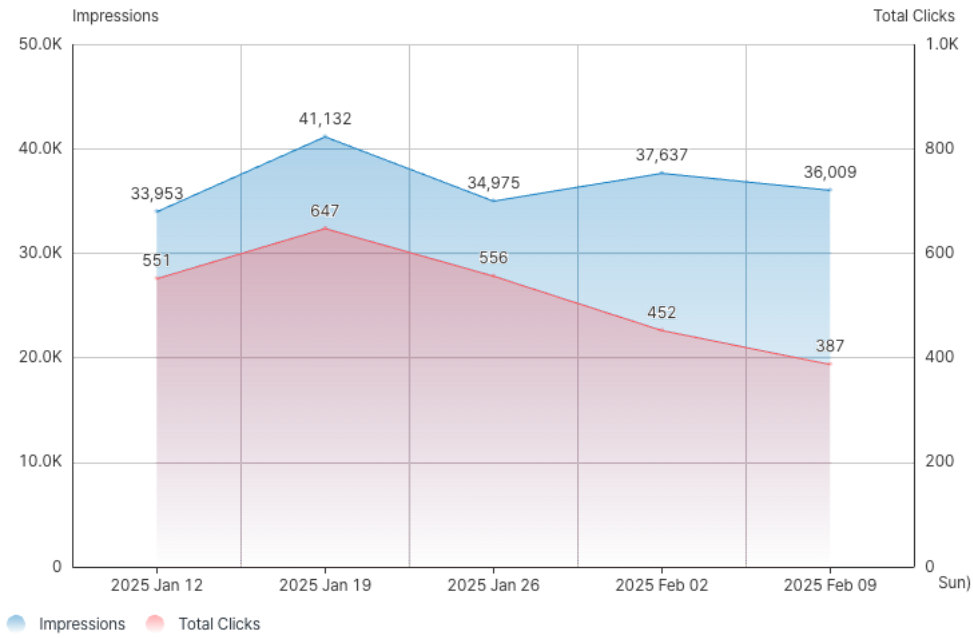
Placement Report

Ads

Platform	Ad Spend (USD - Actual)	Impressions	Total Clicks	Meta CTR_875 Queensway
Results from Platform	\$ 4,915.07	174,051	2,504	1.44%
Instagram	\$ 2,875.75	115,451	1,361	1.18%
Facebook	\$ 2,039.32	58,600	1,143	1.95%
Facebook_undetermined	0	0	0	-

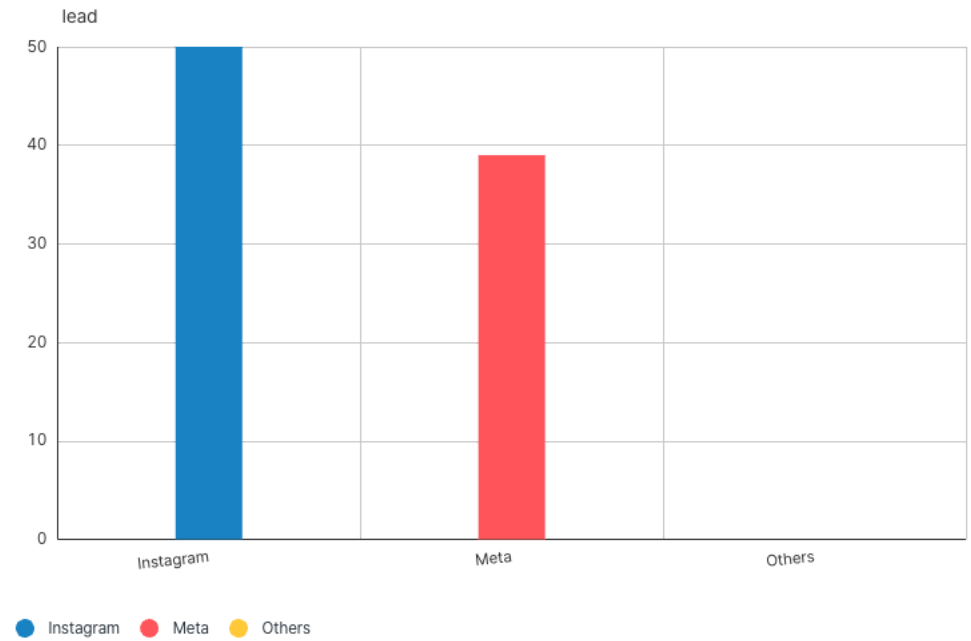
Impressions vs Link Clicks

Y1. Impressions Y2. Total Clicks Y3. None By. Weekly breakdown (Sta...



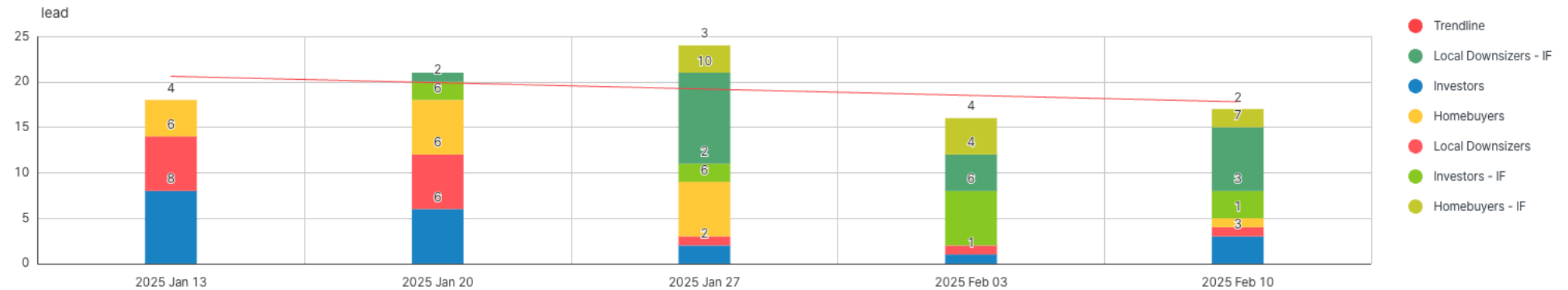
Leads by placement

Y. Meta Ads: lead X. Platform By. No grouping



Leads by Ad sets

Y. Meta Ads: lead X. Weekly breakdown (Sta...) By. Ad set








Ad set Performance

Ads

Ad set	Ad spend	Impressions	Total Clicks	Meta CTR_875 Queensway	CPC (All)
Results from Ad set	\$ 4,915.07	174,051	2,504	1.44%	\$ 1.96
Local Downsizers - IF	\$ 432.12	15,378	207	1.35%	\$ 2.09
Investors	\$ 1,245.45	44,617	657	1.47%	\$ 1.90
Homebuyers	\$ 1,083.38	38,765	628	1.62%	\$ 1.73
Local Downsizers	\$ 1,296.26	51,298	709	1.38%	\$ 1.83
Investors - IF	\$ 428.35	12,368	155	1.25%	\$ 2.76

Ads Performance

Ads

Ad	Ad spend	Impressions	Total Clicks	Meta CTR_875 Queensway	CPC (All)
Results from Ad	\$ 4,915.07	174,051	2,504	1.44%	\$ 1.96
 Maximum Amenities - LD - IF - Copy	\$ 328.04	12,435	161	1.29%	\$ 2.04
 Maximum Space - Investors	\$ 563.72	21,331	351	1.65%	\$ 1.61
 Maximum Space - Buyers	\$ 622.06	22,583	376	1.66%	\$ 1.65
 Maximum Space - LD	\$ 621.71	27,762	401	1.44%	\$ 1.55
 Maximum Space - LD - IF - Copy 2	\$ 214.94	6,152	93	1.51%	\$ 2.31

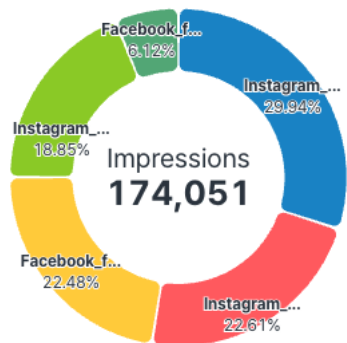
Best Performing Ads

Sort descending ▾ Ranked by Meta Ads: lead ▾ Grouped by Ad ▾

Rank	Thumbnail	Ad Name	Ad Spend (USD - Actual)	Impressions	Link clicks	Meta CTR_875 Queensway	CPC (All)	lead	lead: CPA	Meta CVR_875 Queensway
1		Maximum Amenities - LD - IF - Copy	\$ 328.04	12,435	89	1.29%	\$ 2.04	15	\$ 21.87	0
2		Maximum Space - Investors	\$ 563.72	21,331	225	1.65%	\$ 1.61	13	\$ 43.36	0
3		Maximum Space - Buyers	\$ 622.06	22,583	241	1.66%	\$ 1.65	10	\$ 62.21	0
4		Maximum Space - LD	\$ 621.71	27,762	301	1.44%	\$ 1.55	9	\$ 69.08	0
5		Maximum Space - LD - IF - Copy 2	\$ 214.94	6,152	57	1.51%	\$ 2.31	6	\$ 35.82	0

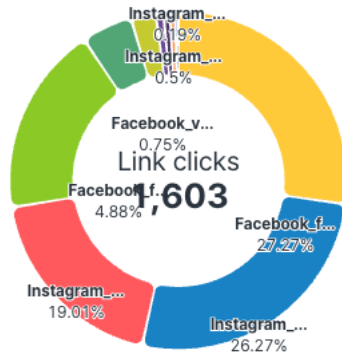
Impressions by Placement

Sort order Descending Metric Impressions By. Placement



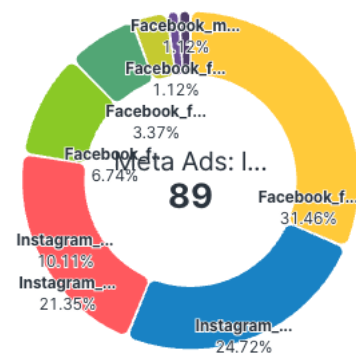
Link Clicks by Placement

Sort order Descending Metric Link clicks By. Placement



Leads by Placement

Sort order Descending Metric Meta Ads: lead By. Placement

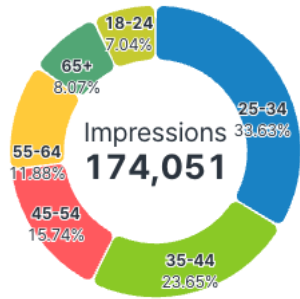


Impressions by Age Group

Sort order Descending

Metric Impressions

By. Age

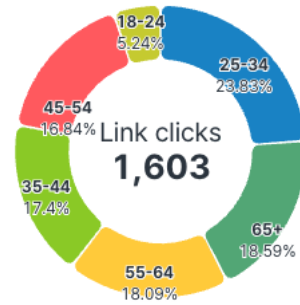


Link Clicks by Age Group

Sort order Descending

Metric Link clicks

By. Age

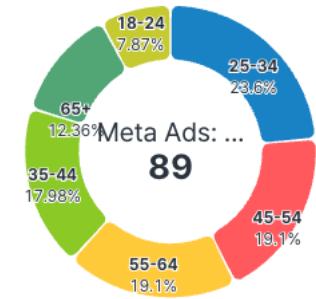


Leads by Age Group

Sort order Descending

Metric Meta Ads: lead

By. Age

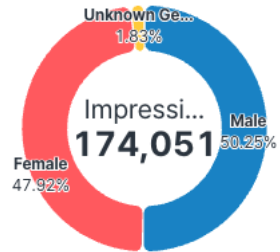


Impressions by Gender

Sort order Descending

Metric Impressions

By. Gender

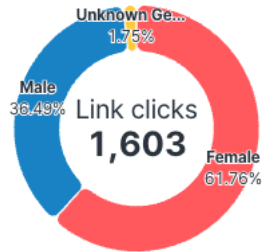


Link Clicks by Gender

Sort order Descending

Metric Link clicks

By. Gender

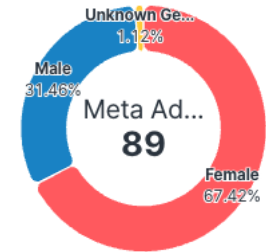


Leads by Gender

Sort order Descending

Metric Meta Ads: lead

By. Gender





Cross-Platform Dashboard

Made by [Adriel](#)

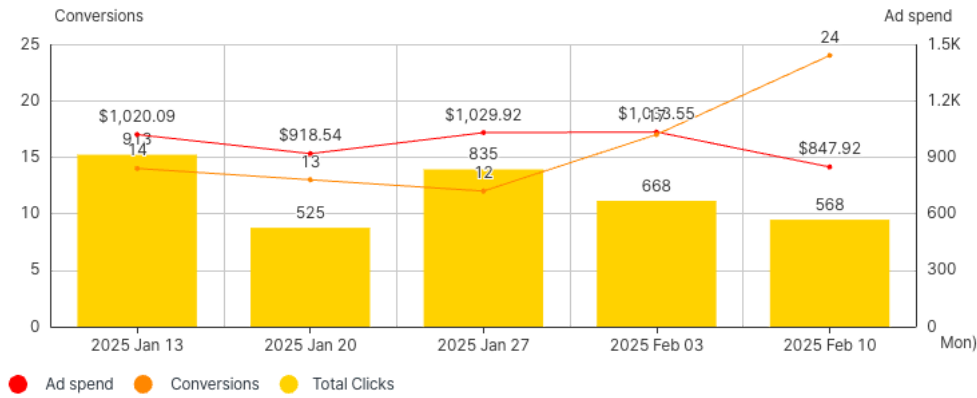
Overall Google Performance

Ads

Weekly breakdown (Star...	Ad spend	Impressions	Link clicks	CPC	CTR	875 Queensway (web) for...	875 Queensway (web) for...
Results from Weekly breakdown (Start: Mon)	\$ 4,489.01	369,634	3,281	\$ 1.37	0.89%	74	\$ 60.66
2025-02-10 - 2025-02-16	\$ 847.92	54,359	568	\$ 1.49	1.04%	24	\$ 35.33
2025-02-03 - 2025-02-09	\$ 1,033.55	67,799	668	\$ 1.55	0.99%	17	\$ 60.8
2025-01-27 - 2025-02-02	\$ 1,029.92	93,548	835	\$ 1.23	0.89%	12	\$ 85.83
2025-01-20 - 2025-01-26	\$ 918.54	44,875	525	\$ 1.75	1.17%	13	\$ 70.66
2025-01-13 - 2025-01-19	\$ 1,020.09	128,989	913	\$ 1.12	0.71%	14	\$ 72.86

Weekly Performance - Google

Y1. Google Ads: Ad spend Y2. Google Ads: Conversions Y3. Total Clicks By. Weekly breakdown (Sta...



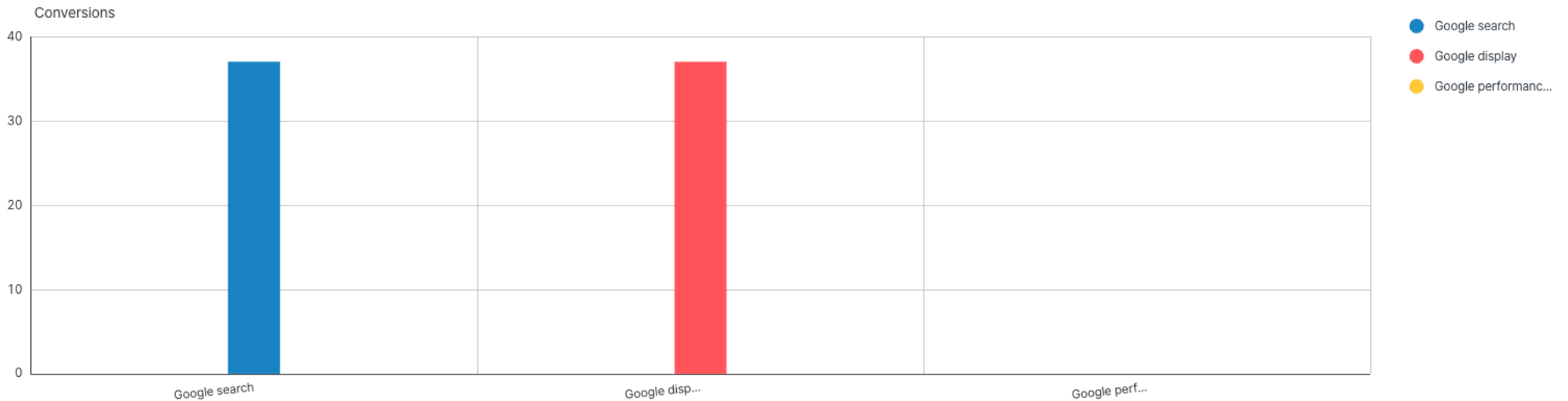
Placement Report - Google

Ads

Platform	Impressions	Total Clicks	CTR	CPC	Conversions	Conversions
Results from Platform	369,634	3,281	0.89%	\$ 1.37	74	\$ 60
Google search	84,819	1,124	1.33%	\$ 2.96	37	\$ 89
Google display	284,815	2,157	0.76%	\$ 0.54	37	\$ 31
Google performan...	0	0	-	-	0	

Leads by placement- Google

Y. Google Ads: Conversions X. Platform By. No grouping



Campaign Performance

Ads

Campaign	Ad spend	Impressions	Link clicks	CPC	CTR
Results from Campaign	\$ 4,489.01	369,634	3,281	\$ 1.37	0.89%
875 Queensway Display	\$ 1,162.94	284,815	2,157	\$ 0.54	0.76%
875 Queensway Search Non-Branded Investors	\$ 1,362.07	34,168	423	\$ 3.22	1.24%
Equiton- 875 Search Non-Branded Buyers	\$ 1,307.03	26,635	428	\$ 3.05	1.61%
875 Queensway Search - Branded	\$ 399.38	4,573	30	\$ 13.31	0.66%
Equiton- 875 Search Non-Branded Price	\$ 171.67	18,286	229	\$ 0.75	1.25%

Ad Group Performance

Ads

Ad set	Campaign name	Ad spend	Impressions	Link clicks	CPC	CTR
Results from Ad set	-	\$ 4,489.01	369,634	3,281	\$ 1.37	0.89%
Investors	875 Queensway Display	\$ 730.94	180,336	1,348	\$ 0.54	0.75%
First time investors	875 Queensway Search Non-Branded Investors	\$ 1,317.13	24,180	397	\$ 3.32	1.64%
Buyers	875 Queensway Display	\$ 432	104,479	809	\$ 0.53	0.77%
Homebuyers	Equiton- 875 Search Non-Branded Buyers	\$ 815.48	22,970	243	\$ 3.36	1.06%
Local Level-Uppers	Equiton- 875 Search Non-Branded Buyers	\$ 488.85	3,388	182	\$ 2.69	5.37%
Branded	875 Queensway Search - Branded	\$ 399.38	4,573	30	\$ 13.31	0.66%
Price	Equiton- 875 Search Non-Branded Price	\$ 171.67	18,286	229	\$ 0.75	1.25%
MLS	Equiton- 875 Search Non-Branded MLS	\$ 85.93	1,157	14	\$ 6.14	1.21%
Avid Investors	875 Queensway Search Non-Branded Investors	\$ 44.94	9,988	26	\$ 1.73	0.26%
Price	Equiton- 875 Search Non-Branded Buyers	\$ 1.69	166	2	\$ 0.85	1.2%

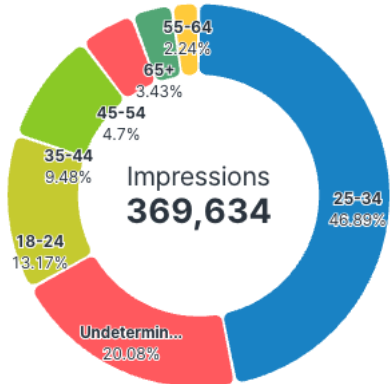
Keyword Performance

Ads

Keyword	Ad spend	Impressions	Link clicks	CPC	CTR
Results from Keyword	\$ 4,489.01	369,634	3,281	\$ 1.37	0.89%
purchase condo toronto	\$ 1,088.88	10,469	326	\$ 3.34	3.11%
Queensway condos for sale	\$ 157.86	325	68	\$ 2.32	20.92%
buying property in toronto	\$ 214.07	13,231	67	\$ 3.2	0.51%
toronto condominium	\$ 228.02	6,389	82	\$ 2.78	1.28%
equiton developments	\$ 187.67	48	9	\$ 20.85	18.75%
pre construction condominium	\$ 71.74	262	15	\$ 4.78	5.73%
condos west toronto	\$ 67.27	469	21	\$ 3.2	4.48%
pre construction toronto	\$ 58.21	123	10	\$ 5.82	8.13%
condos for sale toronto	\$ 39.01	603	13	\$ 3	2.16%
toronto pre construction condos	\$ 32.04	130	5	\$ 6.41	3.85%

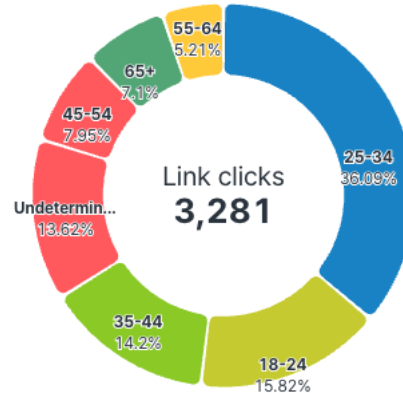
Impressions by Age

Sort order Descending Metric Impressions By. Age



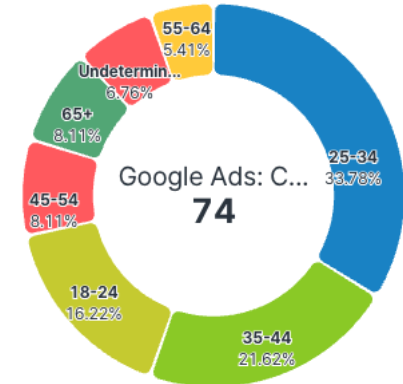
Link Clicks by Location

Sort order Descending Metric Link clicks By. Age



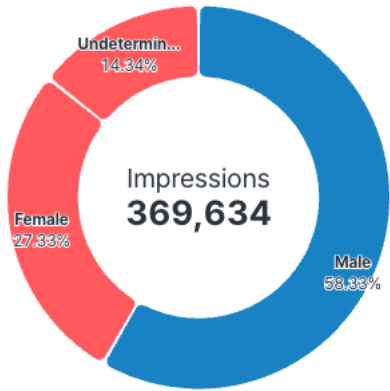
Leads by Age

Sort order Descending Metric Google Ads: Conversions By. Age



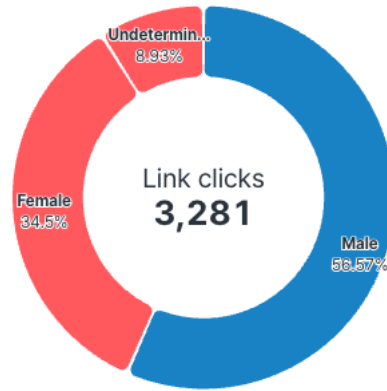
Impressions by Gender

Sort order Descending Metric Impressions By. Gender



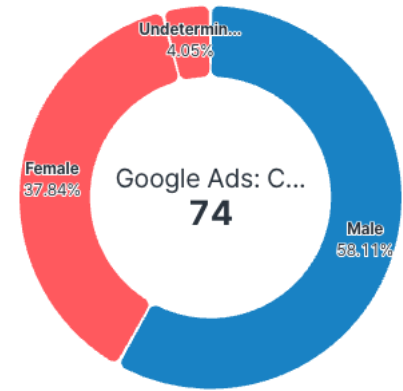
Link Clicks by Gender

Sort order Descending Metric Link clicks By. Gender



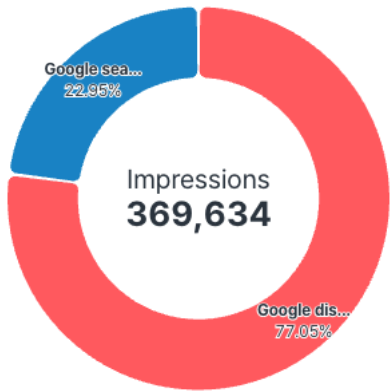
Leads by Gender

Sort order Descending Metric Google Ads: Conversions By. Gender



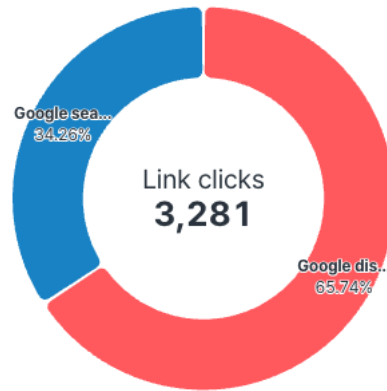
Impressions by Platform

Sort order Descending Metric Impressions By. Platform



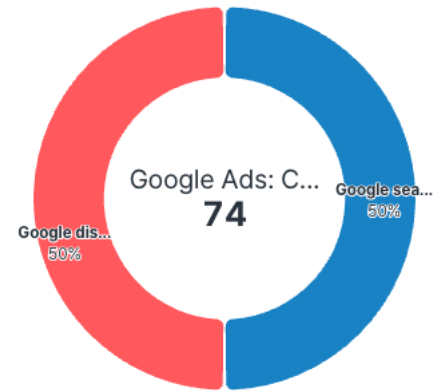
Link Clicks by Platform

Sort order Descending Metric Link clicks By. Platform



Leads by Platform

Sort order Descending Metric Google Ads: Conversions By. Platform



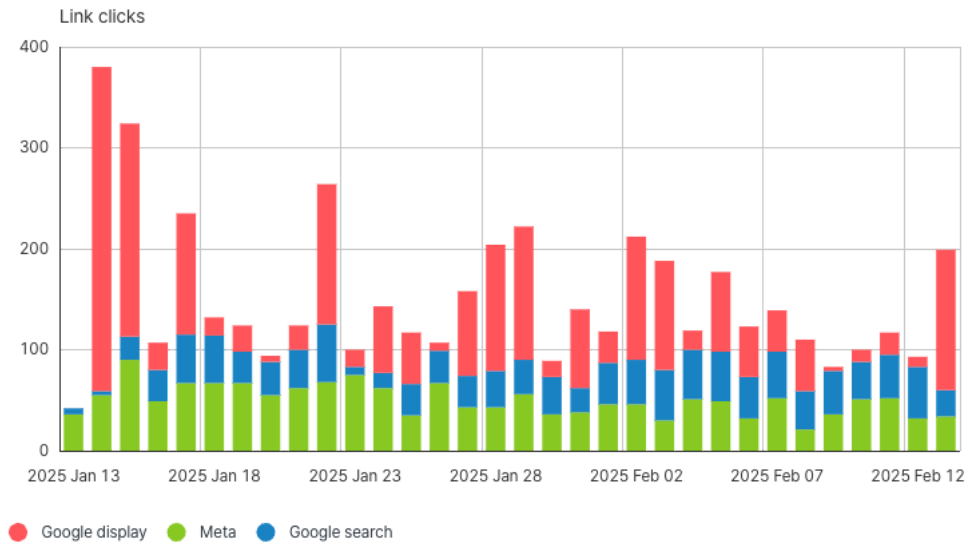
Conversions by creative word

Colored by: Google Ads: Conversions



Link clicks grouped by Channel

Y. Link clicks X. Auto time breakdown By. Channel



Ad spend per channel - Weekly evolution

Y. Total Ad Spend _ 875 Q... X. Weekly breakdown (Sta... By. Channel

