FLOW DIGITAL · FREE RESOURCE

The Meta Ads numbers that matter

What each metric tells you, a rule of thumb to aim for, and what to do when it moves.

Metric	What it tells you	Rule of thumb	When it moves
Cost per result	What you pay for the action you actually want (lead, booking, purchase, conversation).	Set from your margins: what can you afford per customer?	Walk down the chain: spend pace, CTR, conversion rate, frequency.
Link CTR	Share of people who saw the ad and clicked through.	Around 1% or better for most local lead and booking campaigns	Refresh the hook: first 2 seconds of video, or the image headline.
CPC (link)	Price of each click.	Track as a trend, not a target	Rising with steady CTR: auction is busier. Rising with falling CTR: creative is stale.
Conversion rate	Share of clicks that become a result.	Depends on the offer and page	Check page speed, form length, ad-to-page match and tracking.
Frequency (7 days)	Average times each person saw the ad.	Prospecting: under about 2.5 to 3. Retargeting can run higher	Add fresh creative before changing the audience.
Spend pace	Month-to-date spend vs the plan.	Within about 10% of plan	Adjust budgets in steps of about 20%.
Lead quality	Share of leads that answer and fit.	Agree a definition with sales	Add a qualifying question; tighten targeting.

Read them as a chain

- ☐ Is spend on pace? If not, fix delivery first.
- ☐ Is CTR healthy? If not, fix the creative.
- ☐ Is conversion rate healthy? If not, fix the page, form or tracking.
- ☐ Is frequency climbing? Add new creative before results drop.

Rules of thumb are starting points from running local lead and booking campaigns. Your own history is the best benchmark: compare each week with your last four.

Want it done for you? Flow Digital runs websites, Google Ads, Meta Ads, SEO and email for growing businesses.
flowdgtl.com