FitForge Gym

Meta Ads
Client Campaign Report

JUNE 1–30, 2026 · USD

A clear view of June.
A practical plan for the next decision.

USD 4,800	240	USD 20.00
media spend	recorded lead events	cost per recorded lead

The message for the owner

June establishes a cost-and-volume baseline. The next priority is understanding which enquiries become useful conversations before deciding whether to increase spending.

Prepared for the FitForge owner or manager · Report reference FITFORGE-CR-2026-06 · Version 1.0 · Prepared 11 October 2026

This is a Prooflin authored sample report using a documented USD dataset. It is not a real customer result, Meta account export or live engine output. The full source files and definitions are included.

June in plain language

The June record shows USD 4,800 in media spend, 240,000 impressions, 4,320 link clicks and 240 recorded lead events. Those totals produce a cost per recorded lead of USD 20.00. The campaign objective is interest in a trial class or membership consultation; the data stops before confirming how those enquiries progressed.

WHAT TO TAKE AWAY	WHY IT MATTERS
A baseline we can inspect	The five source values reproduce the four core KPIs. Keep the same definitions for future reviews so changes can be interpreted fairly.
Enquiry volume is visible; commercial value is not	Recorded leads do not yet tell us how many people were contactable, qualified, attended or joined. The owner needs that distinction to judge value.
The next decision needs better evidence	Confirm reporting definitions and reconcile follow-up outcomes before treating the CPL as an affordable acquisition cost or an argument to scale.

There is no comparable previous period, agreed target or approved budget ceiling in the source. June therefore cannot be labelled an improvement, a decline, good value or poor value. It can still guide a useful next conversation: who will define a valuable enquiry, who will reconcile the outcomes, and what evidence will govern a test?

> **Owner decision**
>
> Approve the measurement and follow-up work first. Discuss any test, continuation or budget change with the campaign operator using the real account context. This report does not instruct an automatic pause or increase.

Evidence: S01/S02 · M01–M05 · K01–K04

What June covers

This report covers one aggregate Meta Ads campaign-period record for FitForge Gym, June 1–30, 2026. The objective is lead interest in a trial class or membership consultation. No particular offer, free-trial duration, membership price or campaign name is supplied.

ACCEPTED MEASURE	JUNE VALUE	PLAIN-LANGUAGE MEANING
M01 · Media spend	USD 4,800	Advertising spend in the record. Agency fees, production costs and taxes are not supplied.
M02 · Impressions	240,000	Served exposure events; a person may contribute more than one.
M03 · Link clicks	4,320	Link-click events, not all clicks, unique people, sessions or verified landing-page visits.
M04 · Recorded leads	240	Campaign lead events; validity, distinct people and subsequent outcomes are unverified.
M05 · Reach	96,000	One whole-period unique-reach value for this same scope. It must not be summed across detail rows.

The reporting period is a label, not a verified timezone cutoff. Attribution window, reporting timezone and conversion location are unavailable. No website or instant-form journey is assumed.

> **Reading this report**
>
> Read “recorded” as a count in the accepted source. Read “proposed” as a future human action. Neither label implies a campaign was changed or that a business outcome was verified.

Evidence: S01 single data row · S02 campaign context and metric definitions

The four KPIs, explained

These measures use the exact June totals. They show response and media cost from different angles. No target or previous-period status is attached because neither was supplied.

KPI / RESULT	EXACT DENOMINATOR	WHAT IT TELLS THE OWNER
K01 · Link CTR **1.80%**	4,320 link clicks ÷ 240,000 impressions × 100	The number of link-click events relative to impression events. It is not the percentage of distinct people who clicked.
K02 · Cost per link click **USD 1.11**	USD 4,800 ÷ 4,320 link clicks	Average media spend per link-click event, rounded from USD 1.111111…. It does not price a verified website visit.
K03 · CPM **USD 20.00**	USD 4,800 ÷ 240,000 impressions × 1,000	Media cost per 1,000 impression events. It describes delivery cost, not lead quality.
K04 · CPL **USD 20.00**	USD 4,800 ÷ 240 recorded lead events	Average media cost per recorded lead event. It is not cost per qualified lead or member.

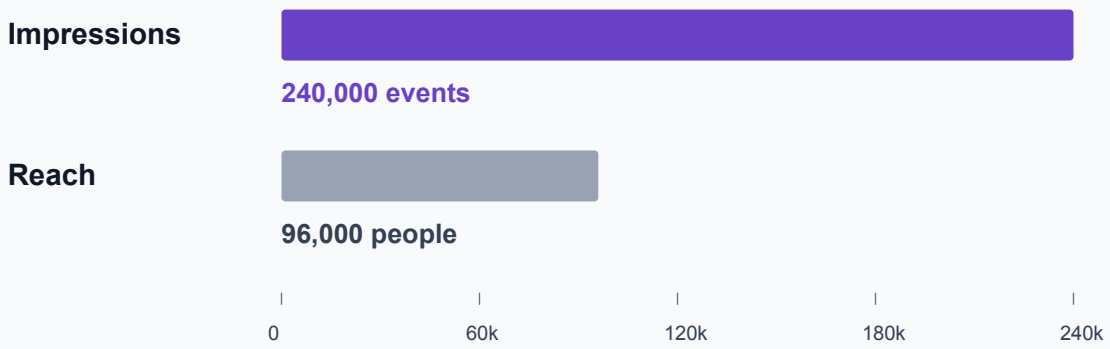
Use the full source values when calculating, then round for display. Averaging rounded daily or ad-set rates could produce a different answer. No such detail rows are included here.

> **How to use the result**
>
> USD 20.00 CPL is a useful starting point for a discussion about value. Its acceptability depends on real lead quality, follow-up outcomes, the business economics and an owner-approved target.

Evidence: S01/S02 · K01–K04; complete workings in the calculation appendix

Delivery & average exposure

DELIVERY TOTALS · JUNE 2026



Common numeric scale; different measures. Repeated exposures are included in impressions.

Source: S01 M02/M05. Bars begin at zero. Their measures differ and must not be added together.

The record contains 240,000 impression events and a whole-period reach of 96,000. Dividing impressions by reach gives an aggregate mean exposure of **2.50**. This is ordinary arithmetic across the accepted totals.

WHAT THE AVERAGE SUPPORTS	WHAT IT DOES NOT SUPPORT
A description of total exposure relative to reach	It does not show each person’s frequency, the spread of repeated exposure or how often any particular prospect saw an ad.
A starting point for future delivery questions	It does not establish ad fatigue, saturation, audience size, wasted impressions or a need to refresh a specific creative.

If exposure becomes a decision point, request compatible time and creative evidence, plus the relevant distribution of frequency. Keep reach as a correctly defined whole-period measure; adding daily or ad-set reach can double-count people.

Evidence: S01 M02/M05 · S02 C04 and K05

Response & recorded enquiries

RESPONSE COUNTS · SEPARATE OBSERVATIONS

Link clicks	Recorded leads
4,320	**240**
Link-click events, not unique visitors	Lead events, not verified members

Cards show counts; their area does not encode quantity.

No matched journey is supplied. Do not read this as a conversion funnel.

Source: S01 M03/M04. These are separate event totals, not a matched-person journey.

The 4,320 link-click events show link response within the reporting scope. The 240 lead events show the recorded enquiry volume. Together with impressions, the click total yields a 1.80% link CTR.

The source does not say whether a lead came through a website or an instant form, whether every lead followed a counted click, or whether the event attribution windows match. We therefore do not draw a click-to-lead conversion funnel or describe missing steps as drop-off.

> **Useful next question**
>
> Ask how “lead” is defined and where it is recorded. Keep that definition beside future exports and reports, so the campaign operator and gym team are discussing the same result.

Do not substitute all clicks for link clicks, or use recorded leads as purchases or memberships. These changes would alter the meaning of the report even if the figures looked similar.

Evidence: S01 M03/M04 · S02 C02/C03 and context

One spend total, three cost views

WHAT THE SAME USD 4,800 BOUGHT

Media delivery	**USD 20.00 CPM**	4,800 / 240,000 × 1,000
Link response	**USD 1.11 per link click**	4,800 / 4,320
Recorded enquiries	**USD 20.00 per lead**	4,800 / 240

Source: S01; formulas K02–K04. Each row uses the same spend with a different denominator.

These costs are different ways to describe the same USD 4,800. They are not three separate expenses to add together. The equal USD 20.00 figures for CPM and CPL are a numerical coincidence with different units: one prices 1,000 impressions; the other prices one recorded lead event.

CPC is shown to two decimals. Multiplying the displayed USD 1.11 by 4,320 does not exactly recreate the spend because the underlying cost is USD 1.111111…. Recalculate from the source totals when reconciling.

Commercial interpretation

Customer acquisition cost, membership CPA, revenue, ROAS and profitability are unavailable. Media spend is also narrower than total marketing cost because fees, taxes and production costs are not included.

Evidence: S01 M01–M04 · S02 spend definition and calculation rules

Highlights & opportunities

The useful highlights are the recorded activity and an inspectable baseline. They do not demonstrate a performance improvement or a winning audience or creative.

OBSERVATION	BALANCED INTERPRETATION	OPPORTUNITY
240 recorded lead events	An enquiry count is available, but distinct and useful prospects are not yet established.	Reconcile validity and follow-up outcomes so future reports can connect volume with business relevance.
Four KPIs reproduce from five inputs	The arithmetic is consistent. That is a reporting strength, not independent verification of the campaign or account.	Keep the June source and definitions unchanged as a reference for future reconciliations.
One shared period and USD currency	The report avoids combining incompatible periods or currencies.	Confirm timezone and attribution settings before adding a comparison month.
No detailed segment or creative evidence	No winner, weak segment or daily trend can be named fairly.	Collect compatible breakdowns only where they will inform an approved test or allocation decision.

The main challenge is outcome visibility. Additional clicks or cheaper lead events could still be accompanied by poor fit or incomplete follow-up. Conversely, the absence of those outcome records does not prove the campaign produced poor-quality enquiries.

> **Next reporting priority**
>
> Focus first on the information that would change a decision. A clear definition of a valuable enquiry and a reconciled follow-up view are more useful here than an unsupported “good” or “bad” label.

Evidence: S01/S02; missing outcomes, comparison and dimensions

Make lead quality discussable

The next report should help the owner distinguish an event count from a useful enquiry. The following is a proposed review process for the gym team and campaign operator; it is not a description of June outcomes or a connected CRM feature.

PROPOSED STEP	RESPONSIBLE ROLE	EVIDENCE TO RETAIN
Agree what qualifies	Gym owner / manager	A written, practical definition of valid contact and relevant trial-class or consultation interest. Do not assume every recorded event qualifies.
Define one cohort	Campaign operator + reporting analyst	Source period, attribution window, conversion location and a consistent rule for matching leads to follow-up records.
Record progress	Reception / sales lead	Aggregate counts for reached, pending, uncontactable, invalid or duplicate, qualified, attended and joined, with definitions and observation dates.
Reconcile exceptions	Reporting analyst + gym manager	Unmatched records, duplicate handling, missing statuses and pending outcomes. Retain unknowns instead of forcing a complete funnel.

Stages may overlap or occur at different times. Agree whether a count is a current status or a cumulative event before calculating a rate. A lead that is still pending should not be automatically classified as unsuccessful.

> **Practical handoff**
>
> Keep individual contact details in the business's authorized private process. This report needs aggregate, reconciled counts and definitions, not names, phone numbers or personal correspondence.

Once a defined cohort has compatible outcome evidence, a later reviewer may evaluate qualification or membership economics. June's source does not yet support those calculations.

Evidence: S02 missing lead outcomes and attribution; proposed response to those gaps

Work completed: what is documented

No campaign activity log or delivery notes were supplied for June. We cannot verify which ads were launched, budgets changed, audiences adjusted, enquiries contacted or tracking settings checked. The absence of a log does not mean no work occurred.

CAMPAIGN EXECUTION	PREPARATION OF THIS REPORT
Not documented in the supplied source. No media-buying or agency-work claim is made.	The approved source files were preserved, figures reconciled and ordinary KPIs calculated.
No completed creative test, optimization or follow-up activity can be attributed.	The report presents the confirmed meanings, relevant limitations, and proposed decisions and next-month work.
Any future claim of completed work needs a dated record and responsible person.	The charts explain the accepted numbers; they are not screenshots or evidence of account changes.

For the next reporting cycle, ask the operator for a brief dated change log: action, reason, responsible role, approval and the evidence used to review it. A change log should record what happened without automatically attributing a later result to that change.

> **Next handoff**
>
> When the work log arrives, add the verified activities as a separately sourced update. Keep this baseline intact and clearly label any new report version.

Evidence: S02 supplied-source boundary; no campaign work log

Five practical recommendations

These priorities preserve the June findings while making the next steps concrete. They are proposed work, not completed optimizations or guarantees.

PRIORITY / ACTION	WHY THIS COMES NEXT	COMPLETION EVIDENCE
R01 · Protect the baseline **Reporting analyst**	A change in definitions can look like a change in performance.	Frozen source retained; five measures and four KPIs independently reproduced; revisions versioned.
R02 · Confirm measurement **Campaign operator**	Attribution, timezone and conversion location determine whether counts can be compared.	Exact settings and event definitions documented with the reporting scope. Link clicks remain distinct from all clicks.
R03 · Reconcile lead outcomes **Gym manager + analyst**	CPL alone cannot show the usefulness of enquiries.	Agreed valid/qualified definitions and a reconciled cohort with pending, duplicate and unmatched records visible.
R04 · Prepare one bounded test **Operator + owner**	There is no evidence to name a winner or justify broad allocation changes.	A single hypothesis, confirmed offer, measurement plan, owner-approved spending authority and stop/review rules.
R05 · Review before scaling **Owner + operator**	No target, commercial outcome or approved ceiling supports a scale decision today.	Comparable evidence and business criteria reviewed together; decision and approval recorded.

R01–R03 are the immediate evidence priorities. R04 depends on those definitions and the actual account context. R05 is a decision gate, not a planned budget increase.

Evidence: S01/S02; accepted figures and documented evidence gaps

The decisions for the owner

The report supports an evidence plan now. It does not establish an appropriate budget, prove that the campaign should be paused, or provide a basis to scale.

DECISION	PROPOSED OWNER POSITION	BEFORE APPROVAL
Who owns the follow-up review?	Assign a gym contact and a campaign operator to agree definitions and reconcile outcomes.	Confirm responsibilities and access to the business's existing private records.
Should activity continue?	Review with the operator against the real account state and existing authority. June alone does not settle it.	Check current constraints, service capacity, approved spending authority and measurement reliability.
Is a test appropriate?	Consider a limited, clearly defined hypothesis after the evidence requirements are met.	Approve the offer, measurement, review point and spending controls. No amount is proposed here.
Should spending increase?	Defer a scale recommendation on this evidence.	Require meaningful outcome evidence, compatible comparison, business thresholds and a documented owner decision.

Approval boundary

No automated action is attached to this report. A person with account authority must approve and implement any test or spending change.

The business need is not simply "more leads." It is a better-supported decision about the relationship between media spend, relevant interest and the gym's ability to serve that interest. Define that standard before judging a future result.

Evidence: S02 unavailable targets, ceiling, lead outcomes and comparison

Next month: establish the foundation

The next reporting month means the cycle after this report is received and approved. These are proposed phases, not July results, calendar bookings or completed work. The first three priorities create the conditions for a useful review.

PRIORITY / OWNER	PROPOSED WORK AND DEPENDENCY	SUCCESS / DECISION CRITERION
P1 · Agree the reporting contract **Owner + campaign operator**	Before comparing or testing: confirm objective, period, timezone, attribution, lead event, conversion location and exact click type.	Both sides approve one set of definitions. If an item remains unknown, document the restriction and hold any conclusion that depends on it.
P2 · Preserve and reconcile **Reporting analyst**	Use the accepted June files and compatible next-cycle exports. Keep raw values, revisions and the same currency; reconcile totals before rates.	Totals and units reconcile; differences are explained. A mismatched definition triggers separate reporting, not a misleading trend.
P3 · Add outcome visibility **Gym manager + reception lead**	Agree a lead-quality definition and a private follow-up process. Analyst helps define one cohort and an observation cutoff.	Every reviewed record has a defined status or an explicit unknown; duplicates, pending and unmatched counts are retained. Missing does not become zero.

A complete evidence record is the success criterion for these preparation steps. A lower CPL is not the measure of whether the measurement work was completed correctly.

> **Practical scope**
>
> Start with the minimum information needed to change a decision. Do not collect personal details in the public report or add elaborate reporting that the gym cannot maintain.

Dependencies: owner/operator availability; access to authorized source settings and aggregate follow-up evidence. None of these inputs is represented as already collected.

Next month: test, then review

PROPOSED NEXT REPORTING MONTH · SEQUENCE, NOT A BOOKING

01 Agree	Definitions, responsibilities and spend authority
02 Connect	A reconciled lead-outcome view with pending states
03 Test	One approved hypothesis after the evidence gate
04 Review	Compatible results, then a documented decision

The order is conditional on evidence and human approval; no phase is scheduled automatically.

PRIORITY / OWNER	DEPENDENCY AND PROPOSED ACTION	DECISION CRITERION
P4 · Prepare one test **Operator + owner**	After P1–P3: confirm the real offer and select a single message-intent hypothesis. Agree measurement and account controls.	Brief approved before launch. If measurement or offer validity is unresolved, do not begin the test.
P5 · Review the evidence **Analyst + gym manager**	Collect compatible media totals, aggregate lead outcomes, pending states and a dated work log.	Distinguish a reporting change from a campaign change; mark insufficient or immature evidence as inconclusive.
P6 · Choose the next action **Owner + operator**	Use the agreed business criteria and actual account constraints to assess the evidence.	Record continue, revise, stop or further-observe with reasons. Scaling remains conditional on sufficient evidence and explicit approval.

The plan proposes no new budget amount, uplift promise or automatic optimization. Timing and test duration must reflect the actual volume, outcome lag and business capacity agreed by the people responsible.

Basis: R01–R05 and the source limitations

A proposed test brief

The objective includes two forms of interest: a trial class and a membership consultation. A useful hypothesis is that clearer enquiry intent may change both response and the usefulness of follow-up. No existing ad artwork or copy was supplied, so this is not a creative critique.

BRIEF ITEM	PROPOSED SPECIFICATION
Question	Does clearer trial-class or consultation intent help the gym understand and respond to enquiries?
Message directions	Trial-class interest: invite a question about trying a class. Consultation interest: invite a conversation about membership options. These are hypotheses, not approved offers or measured winners.
Before launch	The owner confirms what is genuinely available and approves wording. The operator defines the comparison, keeps other conditions as consistent as practical, and documents unavoidable differences.
Measures	Use the defined media KPIs alongside compatible validity, qualification and follow-up outcomes. Preserve pending and unmatched results.
Controls	Agree spending authority, observation window, sufficient evidence requirements, stop/review rules and responsible roles. No specific amount or performance threshold is invented here.
Interpretation	Compare like for like. If allocation or audiences differ materially, treat the result as observational rather than proof the wording caused a change.

Go / hold decision

If the prerequisites cannot be met, retain this as a proposal and improve the evidence first. Do not launch merely to populate the next report.

Evidence: S02 objective and missing creative/outcome context; proposed hypothesis

What the next review should resolve

The next meeting should end with a documented decision, even if the appropriate decision is to wait for better evidence. Use the following agenda to connect campaign reporting with the gym's actual needs.

REVIEW QUESTION	EVIDENCE REQUIRED	DECISION IT CAN SUPPORT
Are we comparing the same thing?	Same scope, currency, click/lead definitions, attribution and timezone; any change explained.	Accept the comparison, separate the periods or request a correction.
Are enquiries useful and followed up?	Defined cohort; aggregate valid/qualified/contacted outcomes; observation cutoff; pending and unmatched records.	Improve follow-up, refine qualification or gather more evidence.
Was proposed work actually done?	Dated log with action, responsible role, approval and review evidence.	Report verified work without inventing activity or claiming causation.
Did the test answer its question?	Approved brief, comparable data, outcome maturity and documented differences.	Continue, revise, stop or mark inconclusive against criteria agreed in advance.
Is a spending change justified?	Business target, meaningful outcome evidence, capacity, actual account constraints and approved ceiling.	Owner decision; no automatic scale recommendation from a cheaper CPL alone.

Prepare the media export, source definitions, aggregate outcome reconciliation and work log together. Label what is missing before the meeting so uncertainty is not mistaken for a zero result.

> **Decision discipline**
>
> If no meaningful comparison or outcome evidence is available, preserve June as a baseline and keep the next decision bounded. A clear "not yet established" is more useful than an unsupported success claim.

Evidence & source register

Two source files contain the complete accepted numerical record and definitions. They are reproduced in the following appendices and available as standalone downloads. No hidden campaign evidence supports a stronger conclusion.

SOURCE	CONTENT AND USE	DOWNLOAD
S01 · Frozen CSV	One header and one data row containing five aggregate measures. It supplies every observed June figure.	Download source CSV
S02 · Source record	Origin, campaign context, metric definitions, acceptance decisions, calculation rules and limitations.	Download source record

Open the complete source gallery

S01 SHA-256

`ed9ac95aef4fbc63a52ecb3654c52484ea05edd912eb8c05b2bfc612b372ff45`

S02 SHA-256

`7210e53e935b390893008849d5fd6fa5dea84648b3e872f92d66ec23fff5e721`

A hash identifies the exact file version; it does not verify that the values came from a real advertising account. S02 is an authored definition/confirmation record, not an application audit log.

The report distinguishes source totals (M01–M05), ordinary derived KPIs (K01–K05), interpretation and proposed actions (R01–R05; P1–P6). The actions do not add new measured evidence.

> **Source custody**
>
> If a source, definition or reporting scope changes, retain the original, explain the change and issue a new version for the affected conclusions.

Appendix · the complete CSV

S01 · FitForge-June-2026-USD-confirmed-metrics.csv

SPEND	IMPRESSIONS	LINK CLICKS	LEADS	REACH
4800	240000	4320	240	96000

This is the full data row, shown without display rounding. Spend is in USD; the other columns are counts. The CSV is preserved byte-for-byte from the approved June source.

SOURCE LABEL	INTERPRETATION RETAINED
Spend	Media spend only. No total marketing cost or customer-acquisition-cost claim.
Impressions	Exposure events, including possible repeated exposures.
Link clicks	Link-click events only. No substitution with all clicks, sessions or unique visitors.
Leads	Recorded campaign lead events; no substitution with purchases, qualified leads or memberships.
Reach	Whole-period reach in the same scope. Not an additive daily/ad-set metric.

There are no additional rows to rank by audience, ad set, placement, creative or date. A graph cannot recover a dimension that the source does not contain.

Download the original CSV bytes

S01 SHA-256

`ed9ac95aef4fbc63a52ecb3654c52484ea05edd912eb8c05b2bfc612b372ff45`

Appendix · source record, part 1

S02 · Complete original text, continued on the next page.

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FITFORGE — SOURCE DEFINITION AND CONFIRMATION RECORD
Record S02 | Version 1.0 | Authored 11 October 2026

ORIGIN
This is an authored sample dataset for a Prooflin sample report. It is not a
real Meta Ads Manager export, account screenshot, live result or customer case
study. Values were created in USD from first principles, not converted from another currency.
No source image, OCR run, model generation, platform verification or actual
campaign-management action is claimed. Meta does not endorse this sample.

CAMPAIGN CONTEXT
Business: FitForge Gym
Platform label: Meta Ads
Objective: leads — trial-class / membership-consultation interest
Reporting period: June 1–30, 2026, inclusive (reporting label)
Currency: USD; all monetary amounts are USD
Scope: one aggregate campaign-period record; no subtotal, total or detail mixture
Attribution window: not supplied
Reporting timezone: not supplied; no hourly or timezone-specific conclusions
Conversion location: not supplied; do not infer instant form or website funnel
Comparison period / business target / approved budget ceiling: not supplied

S01 FROZEN CSV / ACCEPTED VALUES
M01 Spend = 4800 USD, media spend only; taxes, agency fees and production costs
are not supplied. Do not call this total marketing cost or customer acquisition cost.
M02 Impressions = 240000 served impression events in this campaign-period scope.
Repeated exposures may contribute; this is not a unique-person count.
M03 Link clicks = 4320 link-click events. It is not all clicks, unique clicks,
landing-page views, sessions or confirmed website visitors. The accepted source meaning remains
link clicks throughout this report.
M04 Leads = 240 recorded campaign lead events. Distinct people, valid enquiries,
qualified prospects, attended trials, memberships and offline sales are unverified.
M05 Reach = 96000 whole-period unique-reach sample value in the same scope.
Do not sum reach across days, ad sets or creatives. No row-level reach supplied.
```

Appendix · source record, part 2

```
CONFIRMATION DECISIONS (AUTHORED RECORD, NOT AN APP AUDIT LOG)
C01 Accept the single CSV data row and the five meanings above for this sample.
C02 Keep Link clicks as the only clicks denominator; no all-click substitute.
C03 Do not enter Leads as Conversions or Purchases. Those outcomes are unknown.
C04 Accept Reach once at the whole-period level; no summed-reach calculation.
C05 Numerical corrections: none. The frozen row reconciles without editing values.
C06 Exclude unrelated datasets, claimed creative/ad-set winners and
unverified screenshot/OCR evidence. They are not sources for this USD audit.
C07 A changed source, period, currency or definition requires a new confirmation.

CALCULATION RULES
K01 Link CTR = M03 / M02 = 0.018 ratio = 1.80 percent.
K02 Cost per link click = M01 / M03 = 1.111111... USD, displayed USD 1.11.
K03 CPM = M01 / M02 * 1000 = 20 USD per 1000 impressions.
K04 CPL = M01 / M04 = 20 USD per recorded lead.
K05 Mean frequency = M02 / M05 = 2.50 impressions per reached person; this is an
aggregate average, not each person's exposure count or evidence of fatigue.
Do not calculate membership CPA, ROAS or a conversion rate without defined,
compatible and confirmed inputs. Missing outcomes are unavailable, never zero.

LIMITS
No actual creative assets, audience, placement, device, daily, landing-page,
CRM, revenue, attribution or account-settings evidence. No performance target,
comparable previous period, industry benchmark or causal experiment. All report
recommendations are proposed customer actions requiring human review.
```

Download the complete source record

Appendix · calculation workings

Calculate from the exact base totals, then round for display. Currency and rate presentation uses two decimal places. These are ordinary KPI formulas, not a proprietary score.

MEASURE	WORKING	DISPLAYED RESULT
K01 · Link CTR	4,320 ÷ 240,000 = 0.018 0.018 × 100	1.80%
K02 · Cost per link click	USD 4,800 ÷ 4,320 = USD 1.111111…	USD 1.11
K03 · CPM	USD 4,800 ÷ 240,000 × 1,000	USD 20.00 per 1,000 impressions
K04 · CPL	USD 4,800 ÷ 240	USD 20.00 per recorded lead
K05 · Mean exposure	240,000 ÷ 96,000	2.50 impressions per reached person

K05 is an aggregate average, not a frequency distribution or proof of fatigue. Every ratio uses the same accepted period-level scope; there is no average of detail-row ratios.

> **Why no click-to-lead conversion rate?**
>
> 240 ÷ 4,320 × 100 = 5.56% is only a same-period quotient. It is not a verified conversion rate because matched journeys, conversion location and compatible attribution definitions are missing. It is excluded from the headline KPI set.

Membership CPA needs a defined, compatible membership count; qualified-lead cost needs qualified leads; ROAS needs compatible revenue. Those inputs are unavailable. No value is calculated by treating missing data as zero.

Evidence: S01 totals · S02 K01–K05 and limits

Methodology & material limits

This report preserves the approved source definitions, reconciles the five aggregate values, calculates ordinary KPIs and presents their meaning for a gym owner. Proposed actions are based on the information needed to make the next decision; they are not proof of campaign work or future results.

EVIDENCE BOUNDARY	IMPLICATION
Authored source, not an account export	Arithmetic can be checked, but this is not a real customer case study, platform verification or model/engine run.
One period and aggregate scope	No change percentages, trends, benchmarks, target attainment, segment rankings or creative winners are established.
Definitions not fully supplied	Attribution window, reporting timezone and conversion location must be confirmed before compatible comparisons or conversion conclusions.
Commercial outcomes unavailable	Distinct/valid/qualified leads, follow-up, attendance, memberships, purchases, revenue, ROAS and profitability remain unknown.
No activity log or current account state	No completed optimization, budget change, test or agency-work claim; no automatic pause, continuation or scale instruction.

The precision of a calculation is separate from the reliability of a real-world source or the strength of a business conclusion. An exact USD 20.00 CPL does not, by itself, establish affordability or profitability.

Closing recommendation

Use this report to agree definitions, responsibilities and evidence. With that foundation, the next review can support a better-informed human decision about campaign activity.

FITFORGE-CR-2026-06 · Version 1.0 · Prepared 11 October 2026
Complete report, frozen source CSV and full source record included.