AUSTRALIAN FINANCIAL ADVISORY

PAID ADS REPORT · REVISED

Our paid ads: last week, the older trial, and the new ad

What the main ad did last week, what the three older trial ads cost and achieved, why they were turned off, what the new ad is trying, and what we will watch next.

Results: Monday 26 Oct to Sunday 1 Nov 2026, through 23:59:59 AEST. Data read from Meta on 2 Nov 2026 at 15:03 AEST. Current setup read at 15:05 AEST.

Revised version, 2 November 2026. It replaces the report sent earlier today.

Spend is what Meta reports as delivered, not a payment record. No ad, budget or setting was changed to make this report.

WHAT HAPPENED LAST WEEK

Last week the main ad spent A$173.48 and got 3 enquiries

A$173.48	3	A$57.83	1,796
spent on Meta ads, 26 Oct to 1 Nov	people submitted an enquiry	average cost per enquiry	times the ad was shown

- **One ad ran.** Only the main ad (called MOTION_07, or V4) delivered last week. The three older trial ads were already switched off.
- **The week before** (19 to 25 Oct) the same ad spent A$174.10 for 2 enquiries, A$87.05 each.
- **These are small numbers.** Three enquiries against two is too few to say the ad got better. We do not claim a trend or a winner.
- **An enquiry** means a person filled in the Meta form. It is not a booking and not a client.
- **Time covered:** Monday 26 Oct 00:00 to Sunday 1 Nov 23:59:59 AEST. Data read from Meta on 2 Nov at 15:03 AEST.

The three older trial ads spent A$452.61 and got 3 enquiries; Jonathan reports none became a client

Ad (16 to 21 Oct 2026)	Spent	Times shown	Link clicks	Enquiries
Personal liability (M07A)	A$158.22	1,359	8	1
Director Penalty Notice, 21-day deadline (M07B)	A$142.20	1,881	23	1
Personal assets at risk (M07D)	A$152.19	1,590	13	1
All three together	**A$452.61**	**4,830**	**44**	**3**

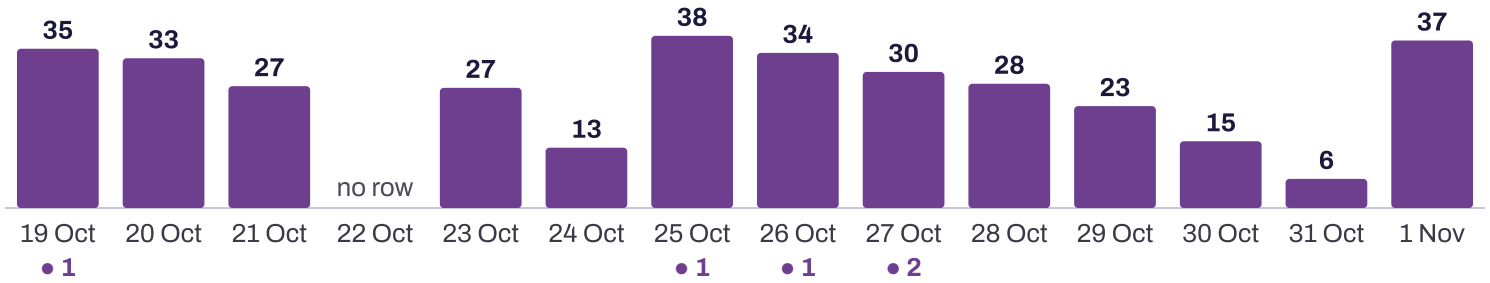
- **Three people submitted an enquiry through Meta.** Jonathan confirms none became a booking or a paying client.
- **Why they were turned off.** Meta shows all three ads paused, with no spending after 21 Oct. Meta does not record the reason or the exact time they were paused. The result above is the context: A$452.61 for 3 enquiries and no clients.
- **Two different totals.** A$452.61 is the whole trial, 16 to 21 Oct. The comparison week, 19 to 25 Oct, includes only the last three days of it: A$252.36 and 2 enquiries.

No booking or client result comes from Meta. It is reported by Jonathan as of 2 Nov; no booking-by-booking or client-by-client check was supplied. We do not say pausing improved anything.

Side by side, each ad group read on its own and never added together

Ads	Dates	Spent	Link clicks	Enquiries	Cost per enquiry
Main ad (V4)	19 to 25 Oct	A$174.10	11	2	A$87.05
Main ad (V4)	26 Oct to 1 Nov	A$173.48	13	3	A$57.83
Three older trial ads	19 to 25 Oct (ran 19 to 21)	A$252.36	24	2	A$126.18
Three older trial ads	26 Oct to 1 Nov	Switched off. Meta has no spending rows for this week. That is not shown as zero.			
New ad (V7B)	either week	Not running in this reporting week; introduced 2 November.			

Main ad: spent each day, A$ (dot = enquiries)



The ad groups had different budgets, different numbers of ads and different dates, so this is not a fair test and no winner is named. The 22 Oct bar is missing because Meta has no row for that day for the main ad.

THE NEW AD LAUNCHED TODAY

The new ad tests a different idea and has no results yet

- **What it is.** One ad, V7B-100K, in two shapes (a tall Stories video and a Feed video). It speaks to people with more than $100,000 of tax debt and says: compare all your options before you decide.
- **What it tries.** The older ads sent people to a Meta form. This one sends people to our website to book a time. It is a different route, so it is not a like-for-like test of the earlier ads.
- **Results so far.** None to report. It started on 2 November, so there is no complete week and no proven cost per booking. A click on the website is not a booking.
- **Budget.** Staged at A$25 a day on 2 Nov. A$50 a day at the 2 Nov 15:05 AEST read.
- **Today so far** (part of one day, not a result): A$4.98 spent, 65 times shown, at the 15:05 read.

View the new ad p-q7acgm9j9e.pages.dev/r-hx8c72eu7x4no1hilzr7/v7#v7b-100k

VIEW THE ADS

View the ads: tap a link to see the exact ad we reviewed

M07A: personal liability

Older trial ad, 16 to 21 Oct. Switched off.

View ad

p-q7acgm9j9e.pages.dev/r-hx8c72eu7x4no1hilzr7/m07#m07a

M07B: Director Penalty Notice, 21-day deadline

Older trial ad, 16 to 21 Oct. Switched off.

View ad

p-q7acgm9j9e.pages.dev/r-hx8c72eu7x4no1hilzr7/m07#m07b

M07D: personal assets at risk

Older trial ad, 16 to 21 Oct. Switched off.

View ad

p-q7acgm9j9e.pages.dev/r-hx8c72eu7x4no1hilzr7/m07#m07d

V7B-100K: compare the options

New ad, launched 2 Nov. Running at A$50 a day.

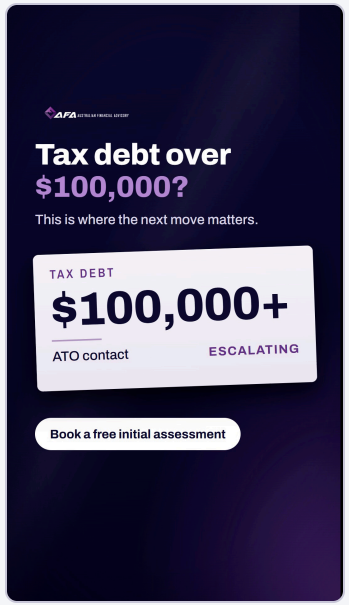
View ad

p-q7acgm9j9e.pages.dev/r-hx8c72eu7x4no1hilzr7/v7#v7b-100k

The links open review pages that anyone with the link can open. The main ad, MOTION_07, is on the next page.

The two ads running now, with a still and a link for each

MOTION_07 (V4) Running



First frame of the 32-second video

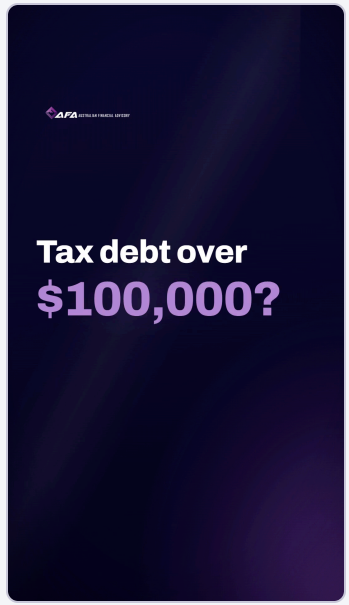
Says: tax debt over $100,000, the tax office and a Director Penalty Notice.

Route: Meta enquiry form.

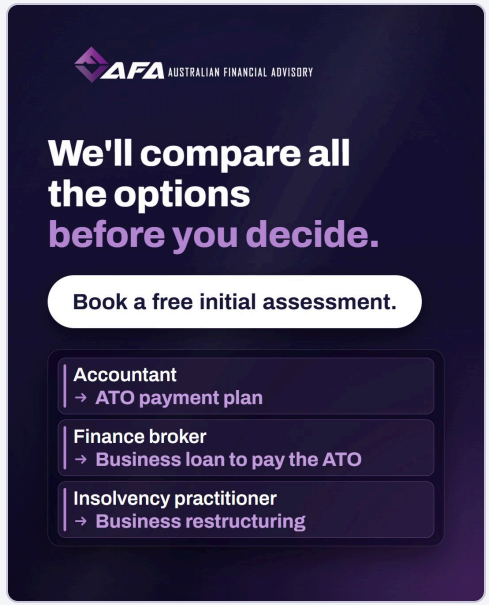
Last week: A$173.48, 3 enquiries.

View ad p-q7acgm9j9e.pages.dev/r-hx8c72eu7x4no1hilzr7/m07#v4

V7B-100K Running, new 2 Nov



Stories video, first frame



Feed video, closing poster

Says: tax debt over $100,000. Compare all the options.

Route: our website.

Last week: not running.

View ad p-q7acgm9j9e.pages.dev/r-hx8c72eu7x4no1hilzr7/v7#v7b-100k

Stills come from existing review media. Nothing new was made for this report.

CURRENT SETUP

Right now two ads run at A$50 a day each, A$100 a day set aside in total

	MOTION_07 (main ad)	V7B-100K (new ad)
Status	Running	Running
Daily budget now	**A$50.00**	**A$50.00**
Budget before	A$25.00 a day (reduced from A$57.00 on 16 Oct 12:27 AEST)	Staged at A$25.00 a day on 2 Nov; A$50.00 at the 15:05 read
Spent so far today (part day)	A$31.72	A$4.98

- **A$100 a day** is the combined budget set for both ads. It is an allocation, not what was spent, and not a promise Meta will spend exactly that or never go over.
- **Last week** the main ad spent about A$24.78 a day on average against a A$25 budget.
- **Read on 2 Nov at 15:05 AEST.** This page shows the setup at that moment. It is not a result for last week.
- This matches what Jonathan told us on 2 Nov: both ads live at A$50 a day each.

What changed and when, with no claim that any change helped

When (AEST)	What the record shows
16 Oct, 12:27	Main ad budget cut from A$57 to A$25 a day. The five other ads in that campaign had been paused shortly before.
16 Oct, evening	The three older trial ads were created and started.
16 to 21 Oct	The three older trial ads spent money. Last spending row: 21 Oct.
22 Oct	The trial campaign was last edited and is paused. The exact pause time is not recorded here.
2 Nov, 10:50	The new ad was created, switched off at first.
2 Nov, by 12:06	Jonathan reported the new ad turned on. Budgets show A$50 a day each (both ad sets last edited 12:43).
2 Nov, 15:05	Both ads read back as running at A$50 a day.

- **What the data covers.** Meta spending rows in this report run from 9 Sep to 1 Nov 2026, and a day has a row only if an ad delivered. Only 19 Oct to 1 Nov is compared here.
- **No before-and-after claim.** We have not counted enquiries before 16 Oct, so nothing here says results improved or worsened because of a change. A missing day is not a zero.

What to watch next, and what we cannot yet say

- **New ad, first full days.** Spend, website visits and, most of all, bookings. We want a count of real bookings from this ad, not clicks.
- **Two different routes.** The main ad collects enquiries through a Meta form. The new ad sends people to the website. Their costs measure different steps, so do not compare them directly and do not add them together.
- **Booking tracking is not confirmed.** We have not checked that website bookings from the new ad are counted correctly. That is open.
- **Small numbers.** A few enquiries a week can swing the cost per enquiry a lot. Wait for more days before drawing a conclusion.
- **Meta can revise figures** slightly after the day. The figures here are as read on 2 Nov at 15:03 AEST.
- **Budget.** A$100 a day is the setting. Check actual spend against it after the first full days.

APPENDIX A

Full figures: main ad, day by day, 19 Oct to 1 Nov

Date	Spent	Times shown	Link clicks	Enquiries
19 Oct	A$35.39	246	2	1
20 Oct	A$33.28	311	3	0
21 Oct	A$27.07	244	0	0
22 Oct	no row from Meta for this day (not zero)			
23 Oct	A$26.70	203	1	0
24 Oct	A$13.40	154	0	0
25 Oct	A$38.26	327	5	1
26 Oct	A$34.47	327	2	1
27 Oct	A$30.24	278	5	2
28 Oct	A$27.61	267	1	0
29 Oct	A$22.64	207	0	0
30 Oct	A$14.83	184	1	0
31 Oct	A$6.47	117	0	0
1 Nov	A$37.22	416	4	0
19 to 25 Oct	**A$174.10**	**1,485**	**11**	**2**
26 Oct to 1 Nov	**A$173.48**	**1,796**	**13**	**3**

Source: Meta spending rows read on 2 Nov at 15:03 AEST, ad level, summed by us. The 19 to 25 Oct totals match the report sent on 27 Oct.

APPENDIX B

Full figures: the three older trial ads, day by day, 16 to 21 Oct

Date	M07A personal liability				M07B 21-day deadline				M07D assets at risk			
	Spent	Shown	Clicks	Enq.	Spent	Shown	Clicks	Enq.	Spent	Shown	Clicks	Enq.
16 Oct	A$16.17	135	1	0	A$15.13	178	0	0	A$15.74	176	0	0
17 Oct	A$14.99	175	0	0	A$16.08	276	4	1	A$15.94	175	1	0
18 Oct	A$36.65	325	3	0	A$33.89	513	7	0	A$35.66	353	4	0
19 Oct	A$35.37	300	1	0	A$27.92	336	3	0	A$31.98	287	2	0
20 Oct	A$30.18	224	1	0	A$19.34	222	3	0	A$27.52	309	3	1
21 Oct	A$24.86	200	2	1	A$29.84	356	6	0	A$25.35	290	3	0
Total	**A$158.22**	**1,359**	**8**	**1**	**A$142.20**	**1,881**	**23**	**1**	**A$152.19**	**1,590**	**13**	**1**

Combined A$452.61, 4,830 times shown, 44 link clicks, 3 enquiries. Shown = times the ad was shown; Enq. = enquiries submitted through Meta. Meta's separate "conversions" figure was not supplied in this data, so it is unknown, not zero. Check: adding the 19 to 21 Oct rows for all three ads gives A$252.36, the figure in the 27 Oct report. Operator-reported as of 2 Nov: none of the 3 enquiries became a booking or paying client; no booking-by-booking reconciliation was supplied.

APPENDIX C

Plain-English guide to the words and sources used

Word	What it means here
Spent	What Meta says it delivered, in Australian dollars. Not a bill or a payment record.
Times shown	Impressions: how many times the ad appeared on a screen.
Link click	A tap on the ad that leads somewhere. Not an enquiry.
Enquiry	A person submitted the Meta enquiry form. It is not a booking or a client.
Cost per enquiry	Spent divided by enquiries. With only a few enquiries it moves a lot.
Budget	The daily amount set in Meta. Meta paces spending around it; it is not the amount spent.
Bookings and clients	Reported by Jonathan, not measured by Meta.
Not available	Meta gave no figure. We never show this as zero.

- **Sources.** Meta Marketing API, read-only, ad-level daily rows, read 2 Nov 2026 at 15:03 AEST for results through 1 Nov 23:59:59 AEST. Setup read 2 Nov at 15:05 AEST. The 27 Oct report for the 19 to 25 Oct comparison. Jonathan for bookings and clients.
- **Full technical record.** The companion data pack holds the full daily figures, the detailed main-ad report and the source details. Nothing was changed in any ad, budget or setting to produce this report.

V4 lead campaign: every ad active now

Ad (topic, format, [name])	Status	Spend	Impr.	Reach	Link clicks	CTR	Leads
Tax debt over $100,000, ATO escalation and a Director Penalty Notice, video 32 s [MOTION_07]	Active at 2 Nov 2026 15:02 AEST	AUD 173.48	1,796	1,086	13	0.72%	3

MOTION_07: description withheld or UNKNOWN (creative read older than 7 days at the end of delivery, or none) *source-matched / probable*

Reach is people counted once per ad; it does not add across ads. Source: Meta Marketing API v25.0, ad level, window total, 2026-10-26 to 2026-11-01 AEST, retrieved 2 Nov 2026, 15:03 AEST. Definitions and attribution: metric dictionary in the appendix.

V4 lead campaign: how far people watched each video ad

Ad (topic, format, [name])	Impr.	Plays	3 s	6 s	15 s	30 s	ThruPlay	Avg watch
Tax debt over $100,000, ATO escalation and a Director Penalty Notice, video 32 s [MOTION_07]	1,796	1,412	250 (18%)	162 (11%)	103 (7%)	20 (1%)	103 (7%)	3 s

Ad: milestone counts (share of plays)	25%	50%	75%	95%	100%
MOTION_07 (32 s, 1,412 plays)	138 (10%)	79 (6%)	27 (2%)	20 (1%)	17 (1%)

Plays: the video started. 3 s, 6 s, 15 s, 30 s: plays of at least that long. ThruPlay: played to the end, or at least 15 s if longer. Milestones: plays that reached that share of the video. Percentages are of plays. Meta returns no value for a zero; a 0 here is a zero that fits the counts around it and the daily rows. Average watch is the mean seconds per play, rounded by Meta, and does not add across ads. Source: Meta Marketing API v25.0, ad level, window total, 2026-10-26 to 2026-11-01 AEST, retrieved 2 Nov 2026, 15:03 AEST. Definitions and attribution: metric dictionary in the appendix.

V4 lead campaign: set targeting, and delivery by age and gender

Set targeting (settings, read at 2 Nov 2026, 15:03 AEST)

Ad set(s)	Age set	Locations set	Interests or behaviours set	Placements set	Audience expansion
AFA_REVIEW_AU_57DAY_V4	18 to 65	AU (home, recent)	none set	not restricted (automatic placements)	ON

Delivered by age

Segment	Impr.	Share	Spend	Link clicks	Leads	Per lead
18-24	364	20%	AUD 17.29	0	0	no lead
25-34	352	20%	AUD 26.87	2	0	no lead
35-44	361	20%	AUD 44.53	6	1	AUD 44.53
45-54	369	21%	AUD 42.17	0	0	no lead
55-64	224	12%	AUD 29.22	3	2	AUD 14.61
65+	126	7%	AUD 13.40	2	0	no lead

Delivered by gender

Segment	Impr.	Share	Spend	Link clicks	Leads	Per lead
male	1,287	72%	AUD 130.15	8	2	AUD 65.08
female	487	27%	AUD 37.91	5	1	AUD 37.91
unknown	22	1%	AUD 5.42	0	0	no lead

Advantage audience is ON: Meta treats these inputs as suggestions and may deliver beyond them. No impressions went to age groups outside the set range 18 to 65. Delivery shows where Meta showed the ads. It is not who the people are: nothing here says anything about industry, homeowner status or any attribute of a person. Source: Meta Marketing API v25.0, ad level breakdowns of the ads active now age and gender, 2026-10-26 to 2026-11-01 AEST, retrieved 2 Nov 2026, 15:03 AEST. Definitions and attribution: metric dictionary in the appendix.

V4 lead campaign: delivery by region and by placement

By region (top 8)

Segment	Impr.	Share	Spend	Link clicks	Leads	Per lead
New South Wales	454	25%	AUD 54.82	2	0	no lead
Queensland	394	22%	AUD 42.80	7	2	AUD 21.40
Victoria	314	17%	AUD 26.60	1	1	AUD 26.60
Northern Territory	276	15%	AUD 11.19	0	0	no lead
Western Australia	188	10%	AUD 15.72	0	0	no lead
South Australia	117	7%	AUD 10.79	2	0	no lead
Tasmania	37	2%	AUD 3.08	1	0	no lead
Australian Capital Territory	16	1%	AUD 8.48	0	0	no lead

By placement (top 8)

Segment	Impr.	Share	Spend	Link clicks	Leads	Per lead
Facebook Feed	619	34%	AUD 51.48	4	1	AUD 51.48
Facebook Reels	272	15%	AUD 23.05	0	0	no lead
Instagram Reels	222	12%	AUD 19.10	0	0	no lead
Facebook Stories	183	10%	AUD 17.19	1	0	no lead
Facebook Reels overlay	180	10%	AUD 7.75	2	0	no lead
Facebook In-stream video	151	8%	AUD 32.41	4	2	AUD 16.20
Instagram Feed	67	4%	AUD 7.04	0	0	no lead
Instagram Stories	65	4%	AUD 12.33	1	0	no lead
Other (5 more)	37	2%	AUD 3.13	1	0	no lead

Placement is publisher platform and position as Meta reports them. Leads by segment are Meta's attribution of the submitted lead to that segment. Reach is not shown by segment because the same person can appear in several. Source: Meta Marketing API v25.0, ad level breakdowns of the ads active now region and publisher_platform+platform_position, 2026-10-26 to 2026-11-01 AEST, retrieved 2 Nov 2026, 15:03 AEST. Definitions and attribution: metric dictionary in the appendix.

V4 lead campaign: each ad's delivery by age group and placement

By age group

Ad	18-24	25-34	35-44	45-54	55-64	65+
MOTION_07	20%	20%	20%	21%	12%	7%

By placement (top 5 for the campaign)

Ad	Facebook Feed	Facebook Reels	Instagram Reels	Facebook Stories	Facebook Reels overlay
MOTION_07	34%	15%	12%	10%	10%

Each row adds to 100% across all segments, including those not shown. Ads with few impressions give noisy shares. Source: Meta Marketing API v25.0, ad level breakdowns age and placement, 2026-10-26 to 2026-11-01 AEST, retrieved 2 Nov 2026, 15:03 AEST. Definitions and attribution: metric dictionary in the appendix.

Spend and leads by message family and by format, inside each campaign

Campaign	Cut	Family	Ads	Spend	Impr.	CTR	Leads
V4 lead campaign	Format	video	1	AUD 173.48	1,796	0.72%	3
V4 lead campaign	Message	Tax debt over $100,000, ATO escalation and a Director Penalty Notice	1	AUD 173.48	1,796	0.72%	3

A family is the verified topic of the ad. No family is called better or worse where a cell has under 3 leads or under 1,000 impressions. Families are never compared across campaigns.

V4 lead campaign: daily data

Date	Meta ad spend	Impressions	Link clicks	CTR	Leads
26 Oct	AUD 34.47	327	2	0.61%	1
27 Oct	AUD 30.24	278	5	1.80%	2
28 Oct	AUD 27.61	267	1	0.37%	0
29 Oct	AUD 22.64	207	0	0.00%	0
30 Oct	AUD 14.83	184	1	0.54%	0
31 Oct	AUD 6.47	117	0	0.00%	0
1 Nov	AUD 37.22	416	4	0.96%	0