Northstar Home Services — Paid Media Performance Report

Reporting period: September 1–30, 2026 | Comparison: August 1–31, 2026

Metric	August 2026	September 2026	Change
Ad spend	$18,400	$20,700	+12.5%
Leads	428	401	-6.3%
Cost per lead	$42.99	$51.62	+20.1%
Booked appointments	176	181	+2.8%
Qualified opportunities	92	78	-15.2%
Closed customers	41	34	-17.1%
Tracked revenue	$123,000	$105,400	-14.3%
Landing-page conversion rate	8.9%	7.1%	-1.8 pp

Executive notes

September spend increased by 12.5%, while tracked revenue fell by 14.3%. Lead volume also declined, and cost per lead rose by 20.1%. Booked appointments increased slightly, but fewer opportunities and closed customers were recorded.

> **Agency interpretation:** The September revenue decline was caused by weaker ad creative and audience fatigue.
>
> **Important limitation:** This report contains no creative-level fatigue metric, frequency trend, audience saturation analysis, call-quality audit, CRM attribution audit, or experiment proving that creative weakness caused the revenue decline. The explanation above is therefore a hypothesis, not an established fact.

Attribution note: Revenue reflects customers matched to the CRM within the reporting window. Late conversions and offline revenue not matched to the CRM are excluded.

Channel Detail

Channel	Spend	Leads	CPL	Qualified Opps	Tracked Revenue
Google Search	$11,900	244	$48.77	55	$78,600
Meta	$6,800	143	$47.55	20	$23,900
Retargeting display	$2,000	14	$142.86	3	$2,900

Observed account changes

• Google Search spend increased 18% month over month.

• Meta spend decreased 4% month over month.

• Retargeting display generated only 14 leads at a $142.86 CPL.

• The landing-page conversion rate fell from 8.9% to 7.1%.

• Sales follow-up SLA data was not included in this report.

Questions for the next review

• Was the landing-page conversion decline concentrated by device, campaign, or traffic source?

• Did lead-to-opportunity quality change by channel?

• Did CRM matching or delayed conversion timing materially affect September revenue attribution?

• Is there direct evidence of creative fatigue before changing creative strategy?

Benchmark purpose: This synthetic report is designed to test whether a briefing system can preserve exact numbers, surface the material performance leak, distinguish facts from interpretation, flag unsupported causal language, link conclusions to report evidence, and recommend a defensible next action.