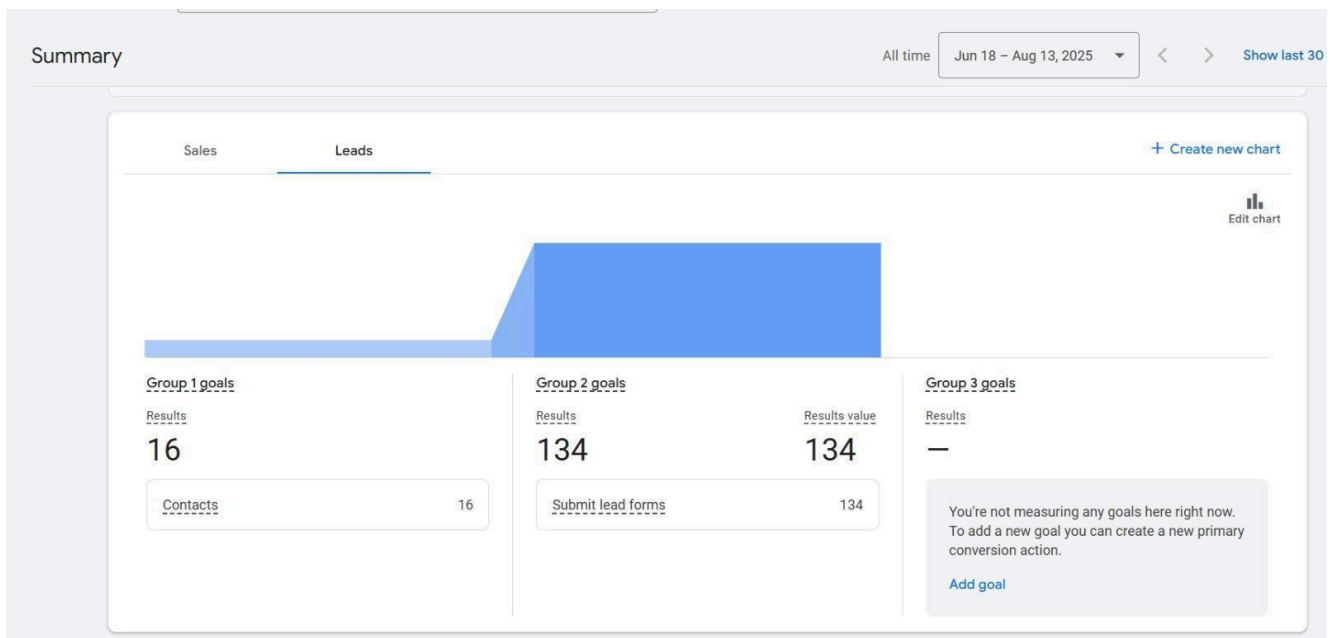


# Shahanaaz Work Sheet

## Google Ads:




Date	Payments					
End of April Month Available Funds	1					
1st May 2024	40,000					
14th May 2024	30,000					
<b>Total:</b>	70,000.00					
Invested on each Campaign	Invested funds	Revenue Generated by Google ADS	Impressions	Clicks	Avg. CPC	Clicks to Call
Anti Dandruff lotion	9,745.98	0	151,785	90,667 Engagements	0.11	208 (Overall)
Anti Hair Fall serum	5,459.93	0	95,950	9784 Engagements	0.55	
HKMC Performance Max	24,723.68	423,324.40	356,604	3,549	6.97	
HKP MU Clinic1	16.29	0.00	47	12	1.36	
HK CLINIC - BANGALORE	3,130.92	31,052.34	3,389	385	8.13	
Vijayawada Clinic Campaign	16,410.93	38,740.19	16,513	959	17.11	
<b>Total</b>	<b>59,487.73</b>	<b>493,116.93</b>				
Adjustments on Daily Budget						
Invalid Clicks	45.09					
Over Delivery	2.81					
Over run	117.74					
<b>Total</b>	<b>165.64</b>					
Estimated taxes and fees						
Integrated GST	10,677.97					
<b>Total net Cost</b>	<b>70,000.05</b>					




# Sai Vruddhi



# Spring People Client:

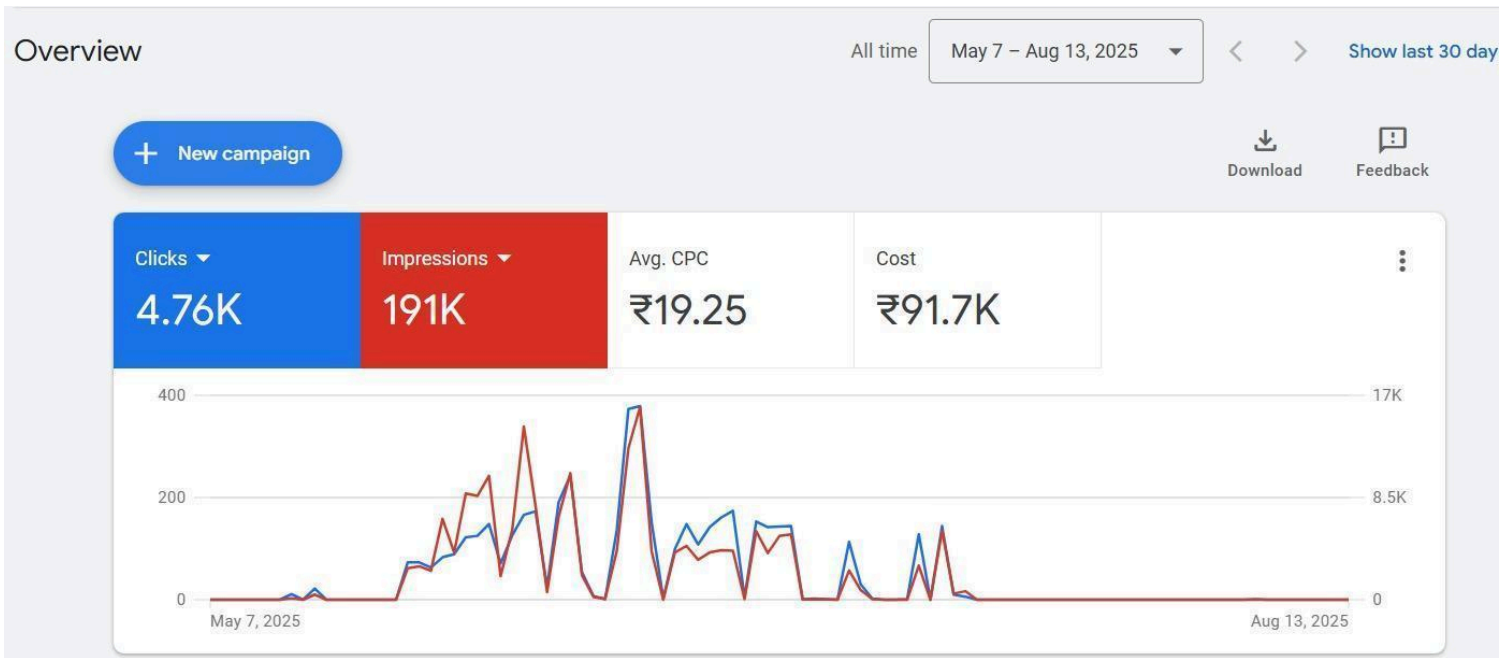


 <b>Engagement</b>		Campaigns 0 of 1413	Primary conversion actions 2	Status  <b>Active</b>	<a href="#">Edit goal</a> 		
<input type="checkbox"/>	Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/>	Local actions - Other engagements	Primary	Google hosted	777.00	777.00	No recent conversions	
<input type="checkbox"/>	YouTube channel subscriptions	Primary	YouTube hosted	0.00	0.00	No recent conversions	
							1 - 2 of 2

 <b>Get directions</b>		Campaigns 0 of 1413	Primary conversion actions 1	Status  <b>Active</b>	<a href="#">Edit goal</a> 		
<input type="checkbox"/>	Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/>	Local actions - Directions	Primary	Google hosted	312.00	312.00	No recent conversions	
							1 - 1 of 1

<input type="checkbox"/>	Enterprise-Download-Form-April	Primary	Website	3,490.00	0.00
<input type="checkbox"/>	SAP-Retail-Lead Gen-APR-23	Primary	Website	1,451.00	1,451.00
<input type="checkbox"/>	Website-Request Call Back	Primary	Website	1,375.00	0.00
<input type="checkbox"/>	Enterprise-Corporate-Training-July	Primary	Website	966.00	0.00
<input type="checkbox"/>	Submit lead form (https://sap.springpec training-certification-s	Primary	Website	4.00	330.62
<input type="checkbox"/>	Submit lead form (https://sap.springpec abap/)	Primary	Website	3.00	248.95
<input type="checkbox"/>	Submit lead form (https://sap.springpec fi/)	Primary	Website	2.00	166.96

# White cat detective



## Group 1 goals

Results

3.67K

[Phone call leads](#)

3,673

## Group 2 goals

Results

75

[Submit lead forms](#)

75

Results value

75.00

## Group 3 goals

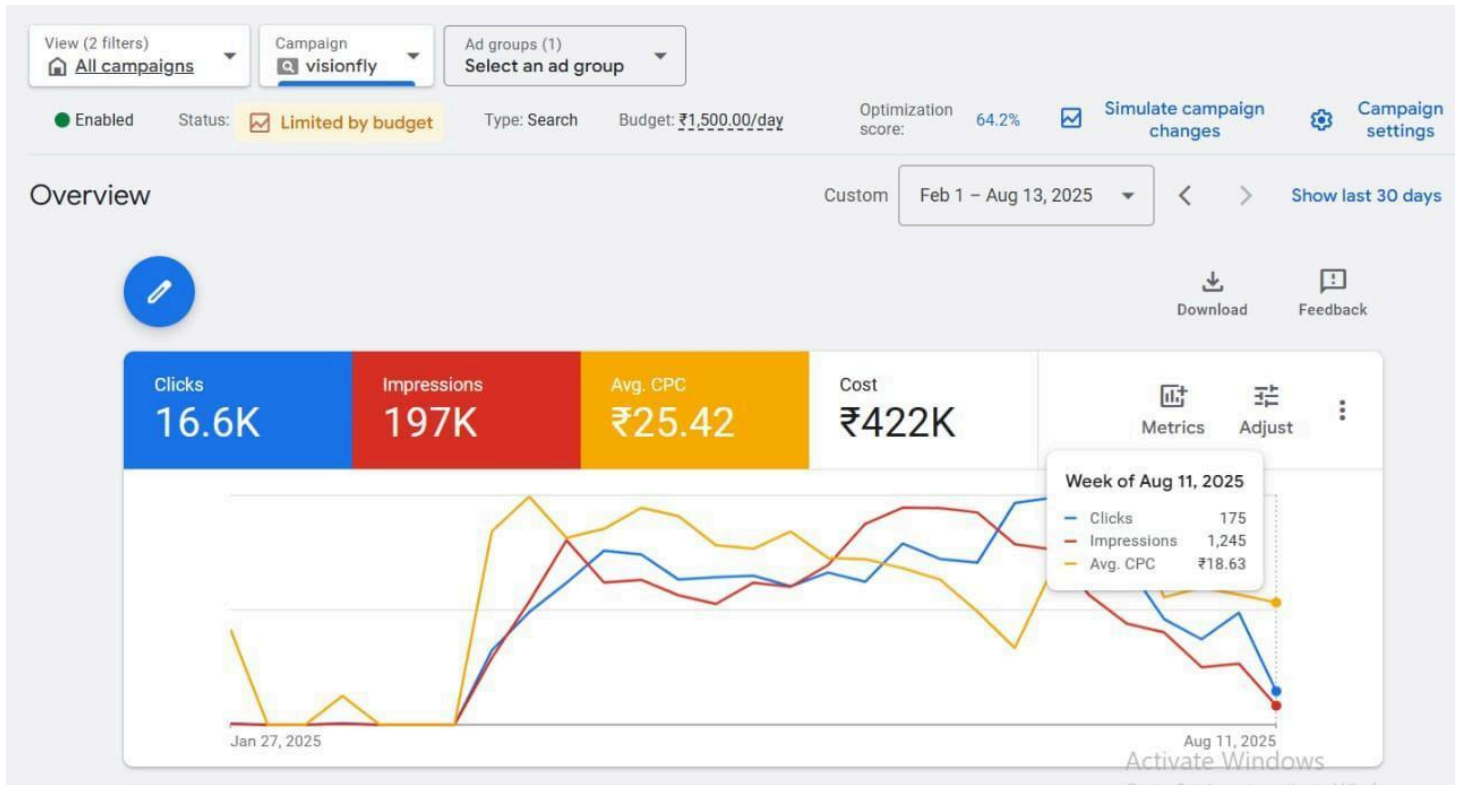
Results

—

You're not measuring any goals here right now. To add a new goal you can create a new primary conversion action.

[Add goal](#)

# Vision Fly



Account-default	Campaigns	Primary conversion actions	Status				
<b>Submit lead form</b>	<b>17 of 18</b>	<b>5</b>	<b>Needs attention</b>	<a href="#">Edit goal</a>			
<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions	
<input type="checkbox"/> Submit lead form (https://visionfly.in/of)	Primary	Website	1,749.00	150,188.38	Active		
<input type="checkbox"/> Website Lead Form	Primary	Website	141.00	90.00	Active		

## Meta Ads:

## July-18 to Aug-02 Meta Ads Report - 2024

S.No	Campaign	Reach	Impressions	leads	Cost Per Lead	Budget
1	OET	67,336	148,480	71	333	23,658
2	OET Reel Branding	78,397	106,411			1,145
3	Foundation English	69,946	159,648	272	76	20,784
4	UK Training (OET & CBT)	35,593	95,809	47	148	6,985
<b>Total</b>		<b>2,51,272</b>	<b>5,10,348</b>	<b>390</b>	<b>134</b>	<b>52572</b>

Total leads from Meta Ads:390 with the budget of Rs.52572/- GST- Rs 9462/-

Total Amount: Rs. 62000/- including GST

## Aug-06 to Sep-05 Meta Ads Report - 2024

S.No	Campaign	Reach	Impressions	leads	Cost Per Lead	Budget
1	OET( tamilnadu)	74,419	94,682	137	100	13,742
2	OET (Kerla)	32,094	81,248	28	319	8,959
3	OET (Karnataka)	68,213	290,180	167	78	13,120
4	OET (TS&AP)	24,932	48,337	16	347	5,553
5	Foundation English (TS & AP)	53,351	144,878	265	47	12,562
6	Foundation English (PAN India)	31,955	74,505	281	45	12,839
7	OET & CBT for Nurses (TS&AP)	58,646	174,792	76	189	14,376
8	OET & CBT for Nurses (Kerala)	19,808	45,900	13	223	5,903
9	CBT (TS&AP)	5,933	8,298	1	712	712
10	CBT (Kerala)	5,466	8,144	2	613	1,227
11	Inbound Calls			36		
<b>Total</b>		<b>3,74,817</b>	<b>9,70,964</b>	<b>1022</b>	<b>87</b>	<b>88,993</b>

Total leads from Meta Ads:1022 with the budget of Rs.88,993/- GST- Rs.16,016/-

Total Amount: Rs.1,05,000/- including GST

Campaigns 6 selected
Ad sets for 6 Campaigns
Ads for 6 Campaigns

+ Create
Duplicate
Edit
A/B test
More ▼
Columns Performance ...
Breakdown ▼
Reports ▼
Export ▼

Off/On	Adset	Results	Reac	Frequen	Cost per result	Budget	Amount spent	Ends	Schedule
<input type="checkbox"/>	DET Training TS & AP - July-22	1	2,721	1.23	₹582.57	Using campaign...	₹582.57	Ongoing	22 Jul 2024-Ongoing
<input type="checkbox"/>	DET Training TS - July-19	19	16,455	1.66	₹351.04	Using campaign...	₹6,669.74	Ongoing	19 Jul 2024-Ongoing
<input type="checkbox"/>	DET Training TS & AP	17	21,276	1.86	₹489.67	Using campaign...	₹8,324.41	Ongoing	11 Jul 2024-Ongoing
<input type="checkbox"/>	DET DEMO session	64	53,256	2.78	₹227.37	Using campaign...	₹14,551.69	Ongoing	9 May 2024-Ongoing
<input type="checkbox"/>	DET Lead gen 03-May	49	60,029	2.94	₹240.48	Using campaign...	₹11,783.73	Ongoing	3 May 2024-Ongoing
<input type="checkbox"/>	DET Lead June 01	4	7,656	1.55	₹429.22	Using campaign...	₹1,716.88	Ongoing	1 Jun 2024-Ongoing
<b>Results from 6 ad sets</b>		<b>154</b>	<b>124,136</b>	<b>3.28</b>	<b>₹283.31</b>		<b>₹41,629.02</b>		

Campaigns										
Ad sets for 7 Campaigns										
Ads for 7 Campaigns										
Columns: Performance ... Breakdown Reports Export Charts										
OM/On	Ad set	Results	Reac	Frequen	Cost per result	Budget	Amount spent	Ends	Schedule	
<input checked="" type="checkbox"/>	DET & CRT Ad - KE Aug-09	11	17,889	2.31	8073.94	Using campaign ...	₹5,213.39	Ongoing	9 Aug 2024-Ongoing	
<input checked="" type="checkbox"/>	DET & CRT Ad - KE Aug-06	2	5,466	1.49	8613.51	Using campaign ...	₹1,227.02	Ongoing	6 Aug 2024-Ongoing	
<input checked="" type="checkbox"/>	DET & CRT TS & AP July-19	123	79,866	3.48	₹173.67	Using campaign ...	₹21,361.80	Ongoing	19 Jul 2024-Ongoing	
<input checked="" type="checkbox"/>	DET & CRT Only HYD Ad	23	5,751	1.59	₹553	Using campaign ...	₹1,166.03	Ongoing	28 Jun 2024-Ongoing	
<input checked="" type="checkbox"/>	UK Training WhatsApp (AP&TS)	33	9,529	1.94	₹66.35	Using campaign ...	₹1,991.40	Ongoing	21 Jun 2024-Ongoing	
<input checked="" type="checkbox"/>	UK Training AP&TS June-13	64	21,791	2.71	₹55.40	Using campaign ...	₹5,105.76	Ongoing	13 Jun 2024-Ongoing	
<input type="checkbox"/>	US/UK Nursing	38	26,772	2.98	₹147.57	Using campaign ...	₹5,607.65	Ongoing	23 May 2024-Ongoing	
Results from 7 ad sets		—	132,208	3.67	—	—	₹42,673.05	Total Spent		—

Campaign	Delivery	Results	Rea...	Impressions	Cost per result
T&T (13/08/25) Leads campaign	In draft	—	—	—	—
SSV (13th date tour Package) Leads 09/08/25	Active	12 Meta leads	13,528	21,294	₹186.65 Per Meta lead
Bricklink (sakura) Leads - 02/08/2025	Active	14 Meta leads	6,239	8,309	₹336.84 Per Meta lead
Payhoy loan against Leads campaign - 21/06	Active	159 Meta leads	20,666	65,390	₹94.12 Per Meta lead
Payhoy business loan Leads campaign - 21/06	Active	105 Meta leads	11,352	32,306	₹142.85 Per Meta lead
Figo elevators Leads campaign 03-06-25	Active	282 Meta leads	54,427	152,798	₹136.90 Per Meta lead

voe Leads campaign 13-06-25	Off	100 Meta leads	15,151	21,120	₹156.40 Per Meta lead
little star Leads campaign 09-06-22	Off	48 Meta leads	23,970	61,913	₹191.66 Per Meta lead
vridhi Leads campaign 6-06-25	Off	56 Meta leads	27,602	61,791	₹164.64 Per Meta lead
vivaan Leads campaign 05-06-25	Off	428 Meta leads	59,632	166,328	₹90.55 Per Meta lead
hkes Leads campaign	Off	160 Meta leads	181,384	678,018	₹59.86 Per Meta lead
Payhoy Leads campaign	Off	117 Meta leads	6,163	13,692	₹43.44 Per Meta lead
Gokarna Puja Kart Leads campaign	Off	125 Meta leads	29,138	67,951	₹105.95 Per Meta lead
Classic Ads Leads campaign	Off	71 Meta leads	13,332	32,111	₹84.88 Per Meta lead

GV Resort Leads campaign - 23/07/25	Off	74 Meta leads	31,922	59,279	₹158.99 Per Meta lead
ICA Leads (sha) - 18/07/2025	Off	465 Meta leads	238,830	511,508	₹52.85 Per Meta lead
Sri Sai Vruddhi (sha) - 16/07/25 Leads	Off	255 Meta leads	72,467	142,132	₹35.42 Per Meta lead
Spring People Azure - 14-07-25	Off	30 Meta leads	35,412	50,114	₹390.79 Per Meta lead
MBL 1 VID Leads campaign 13-07-25	Off	61 Meta leads	45,244	77,342	₹274.83 Per Meta lead
SP SAP Leads - 11/07	Off	256 Meta leads	63,713	129,899	₹50.15 Per Meta lead
SP People Leads campaign - 09/07	Off	63 Meta leads	45,697	77,027	₹208.92 Per Meta lead

**Retreat Campaigns:**

Campaign ↑↓	Cost per purchase ↑↓	Unique CTR...	Meta purcha...	Adds to...	Website adds to...	M A	Add to...	Purchase to adds t...	Pu... ↑↓	Website purchas...
Retargeting sept Mumbai Retreat (05/09/20...	—	4.05%	₹0.00	74	74	—	36.27%	—	—	—
sept Mumbai Retreat (05/09/2025)	—	3.49%	₹0.00	58	58	—	35.80%	—	—	—
Retreat (27/08/2025) Sales Campaign	₹24.08	2.90%	₹0.00	35	35	—	16.28%	214.29%	7.5	7.5
Retreat Virtual (25/08/25) Sales Campaign	₹59.06	3.02%	₹0.00	26	26	—	11.98%	215.38%	5.6	5.6
Retreat (24/08/2025) Sales Campaign	₹64.10	4.41%	₹0.00	33	33	—	7.78%	154.55%	5.1	5.1

ns 1 selected × Ad sets for 1 Campaign Ads for 1 Campaign Aug 25, 2025 – Sep 9, 2025

Duplicate Edit A/B test More Columns: Samay Breakdown Reports Charts

Campaign ↑↓	A	Big S...	Results ↑↓	Frequency ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Impressions ↑↓	C 1,
Retargeting sept Mumbai Retreat (05/09/20...	U...	Website Leads	35	1.44	₹36.22 Per Lead	Using ad set bud...	₹1,267.54	7,240	
sept Mumbai Retreat (05/09/2025)	U...	Website Leads	16	1.26	₹67.69 Per Lead	Using ad set bud...	₹1,083.02	5,843	
Retreat (27/08/2025) Sales Campaign	U...	Website purchases	7.5	1.33	₹24.08 Per Purchase	Using ad set bud...	₹1,805.81	9,819	
Retreat Virtual (25/08/25) Sales Campaign	U...	Website purchases	5.6	1.18	₹59.06 Per Purchase	Using ad set bud...	₹3,307.35	8,430	
Retreat (24/08/2025) Sales Campaign	U...	Website Initiate Ch...	—	1.19	Per Initiate Checkout	Using ad set bud...	₹3,269.12	11,472	
Results from 44 campaigns			—	1.41	Per Accounts Cent...		₹10,732.84 Total spent	42,804 Total	Pe

**Social media Scripts:**

1

**Why do you need Permanent Lip Correction?**

**OR**  
**Permanent Lip Correction - Is it worth it?**

1. Gives perfect shape
2. Natural-looking results
3. No need to use a lip pencil
4. No need to use any lipstick
5. Long-lasting results

**See what our results:** Make your Lips in perfect shape with HK's Permanent Lip Correction Treatment.

**Find your Hair loss in Earlier Stages with these symptoms:**

1. Gradually thinning on top of the head
2. Patchy Bald spots grow slowly
3. Receding hairline
4. Sudden loosening of hair
5. Thinner ponytail

**Turn your full head of thicker hair dream into Reality with Advanced Hair Treatments of HK permanent Makeup Clinic**

**Have you ever wondered about the Secret behind the Stunning Korean Glow**

**Skin? Let's blast the Secret**

**Its Glutathione, a powerful antioxidant, is your secret weapon for that coveted Korean Glass Glow! Let's Know how it works:**

1. Skin Detox: Glutathione fights off harmful free radicals, detoxifying your skin at a cellular level.
2. Melanin Control: It suppresses melanin production pathways, leading to a brighter and lighter skin tone.
3. Cell Revival: Glutathione aids in cell repair and regeneration, boosting the health and luminosity of your skin.

**Step into HK Permanent Makeup Clinic's Korean Glass Glow Treatment and See the Mind Blowing Results.**

**Title: How to Remove Unwanted Hair Permanently?**

**Subheadings:**

1. Understanding Different Unwanted Hair Removal Methods
2. Benefits of Professional Hair Removal Treatments
3. Best Treatments to Remove unwanted Hair
4. Which Treatment is best to remove unwanted hair at HK Permanent Makeup Clinic
5. Preparation and Aftercare Tips for Hair Removal Treatments
6. Conclusion
7. FAQ's

**Did you Know?**

**Taking very hot showers is the Cause of Dandruff Scalp.**

**Let's explore with us How it Affects Dandruff Scalp:**

- 1. Dry Scalp:** Hot water makes your scalp dry and can lead to dandruff.
- 2. Makes Scalp Red:** Hot water can make your scalp red and hurt the skin. This can also lead to dandruff.
- 3. Helps Yeast Grow:** Too much oil can help yeast grow. This can cause dandruff in some people.
- 4. Makes Skin Problems Worse:** Hot water can make skin problems like dandruff worse.

**Promote Dandruff-Free Scalp with HK Permanent Makeup Clinic's Advanced Anti Dandruff Treatment.**

**Canva Work Related to Script:**



**Promote Dandruff-Free Scalp with  
HK Permanent Makeup Clinic's  
Advanced Anti-Dandruff Treatment**



**Book a consultation today!**

**HYDERABAD: 9052339052  
VIJAYAWADA: 9000002422  
BANGALORE: 9000002548**



**Bloom your Lips like Pink petals with  
HK Permanent Makeup Clinic's  
Advanced Lip Correction Treatment**



**Book a consultation today!**

**HYDERABAD: 9052339052  
VIJAYAWADA: 9000002422  
BANGALORE: 9000002548**



**Get your look back with our  
ADVANCED WRINKLE REMOVAL  
TREATMENT**



**Stay tuned for more  
skincare tips and updates**

**Book a consultation today!**

**HYDERABAD: 9052339052  
VIJAYAWADA: 9000002422  
BANGALORE: 9000002548**

**Let's Explore  
With Us How It Affects  
Dandruff Scalp**

**Dry Scalp**

Hot water makes your scalp dry and can lead to dandruff

**Makes Scalp Red**

Hot water can make your scalp red and hurt the skin. This can also lead to dandruff

**Helps Yeast Grow**

Too much oil can help yeast grow. This can cause dandruff in some people

**Makes Skin Problems Worse**

Hot water can make skin problems like dandruff worse

**Are You  
Seeking a Permanent  
Solution for **Dark Lip**  
Pigmentation**



## Let's Explore With Us How It Affects Dandruff Scalp

**Let's KNOW**

- Aging Skin
- Sun Exposure
- Smoking Habit
- Genetic Factors
- Poor Nutrition
- Collagen deficiency

➔

**Dry Scalp**  
Hot water makes your scalp dry and can lead to dandruff

**Makes Scalp Red**  
Hot water can make your scalp red and hurt the skin. This can also lead to dandruff

**Helps Yeast Grow**  
Too much oil can help yeast grow. This can cause dandruff in some people

**Makes Skin Problems Worse**  
Hot water can make skin problems like dandruff worse

## Did you Know Taking very hot showers is the Cause of Dandruff Scalp?

➔

**Prakara Ltd Company Works**

### Social media scripts

□ [Pharmacy](#)

□ [Physiotherapy](#)