

Marketing Performance Report

01/07/2026 – 21/07/2026 · Last 21 days

Everything Northwind Organics spent, reached and earned across paid and organic channels during this period — the numbers exactly as the platforms reported them, with the context behind each movement. Ads and social in Indian Rupees and IST; website figures in the property's timezone; store figures in the shop's own currency and days.

GENERATED 22/07/2026 · 10:00 IST · POWERED BY METRICSGO

Meta Ads — Performance

Northwind Organics · 01/07/2026 – 21/07/2026 · Last 21 days

TOTAL SPEND

₹1,13,978

Across the period this account invested **₹1,13,978.28** on Meta Ads and returned **842** Leads, an average of **₹135.36** per result. The creative was served **19,44,980** times to **6,88,210** people — a frequency of **2.83**. Of everyone who saw it, **1.87%** clicked through.

THE EIGHT NUMBERS · VS PREVIOUS PERIOD

SPEND

₹1,13,978

▲ +16.3%

LEADS

842

▲ +22.4%

COST / RESULT

₹135.36

▼ -8.1%

CTR

1.87%

▲ +4.9%

COST / CLICK

₹6.42

▼ -3.2%

IMPRESSIONS

19,44,980

▲ +12.8%

REACH

6,88,210

▲ +9.6%

FREQUENCY

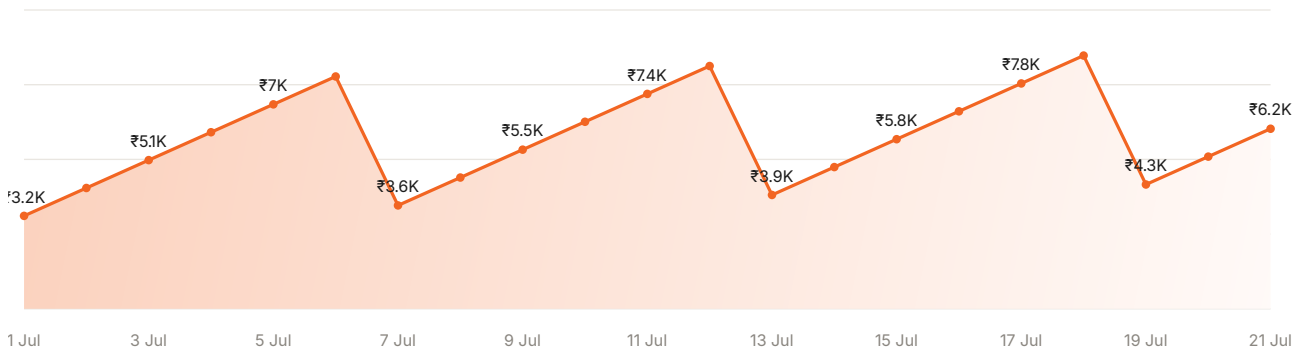
2.83

▲ +2.9%

DAY BY DAY

DAILY SPEND

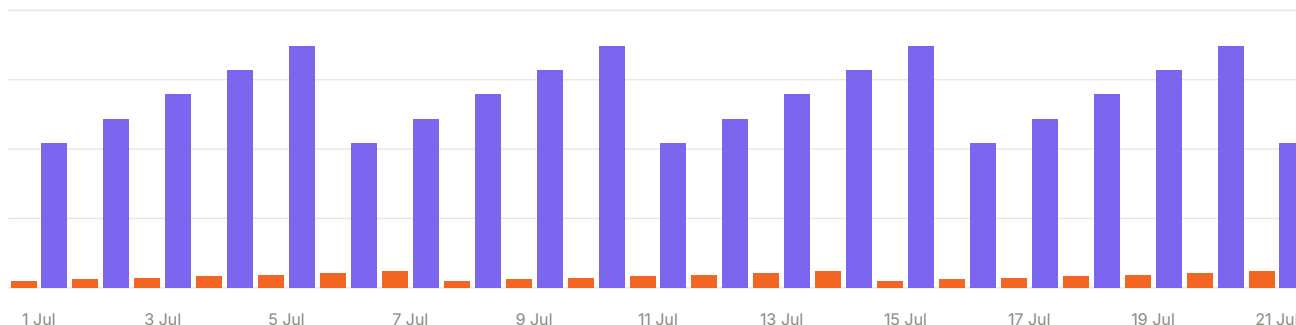
Values shown in-chart are abbreviated; exact figures appear in the tables.



RESULTS VS LINK CLICKS

Results

Clicks



CAMPAIGNS

CAMPAIGN	STATUS	SPEND	RESULTS	CPR	CTR	CPC	REACH
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Meta Ads — Performance

Northwind Organics · 01/07/2026 – 21/07/2026 · Last 21 days

CAMPAIGN	STATUS	SPEND	RESULTS	CPR	CTR	CPC	REACH
2026 · Leads — Chennai — Creati...	Paused	₹14,200	120	₹118.00	2.41%	₹5.90	88,000
2026 · Traffic — Coimbatore — C...	Active	₹13,720	116	₹121.00	2.36%	₹6.00	85,400
2026 · Awareness — Madurai — Cr...	Active	₹13,240	112	₹124.00	2.31%	₹6.10	82,800
2026 · Retargeting — Pan-India ...	Paused	₹12,760	108	₹127.00	2.26%	₹6.20	80,200
2026 · Leads — Chennai — Creati...	Active	₹12,280	104	₹130.00	2.21%	₹6.30	77,600
2026 · Traffic — Coimbatore — C...	Active	₹11,800	100	₹133.00	2.16%	₹6.40	75,000
2026 · Awareness — Madurai — Cr...	Paused	₹11,320	96	₹136.00	2.11%	₹6.50	72,400
2026 · Retargeting — Pan-India ...	Active	₹10,840	0	—	2.06%	₹6.60	69,800
2026 · Leads — Chennai — Creati...	Active	₹10,360	88	₹142.00	2.01%	₹6.70	67,200
2026 · Traffic — Coimbatore — C...	Paused	₹9,880	84	₹145.00	1.96%	₹6.80	64,600
2026 · Awareness — Madurai — Cr...	Active	₹9,400	80	₹148.00	1.91%	₹6.90	62,000
2026 · Retargeting — Pan-India ...	Active	₹8,920	76	₹151.00	1.86%	₹7.00	59,400
2026 · Leads — Chennai — Creati...	Paused	₹8,440	72	₹154.00	1.81%	₹7.10	56,800
2026 · Traffic — Coimbatore — C...	Active	₹7,960	68	₹157.00	1.76%	₹7.20	54,200
2026 · Awareness — Madurai — Cr...	Active	₹7,480	64	₹160.00	1.71%	₹7.30	51,600
2026 · Retargeting — Pan-India ...	Paused	₹7,000	60	₹163.00	1.66%	₹7.40	49,000
2026 · Leads — Chennai — Creati...	Active	₹6,520	56	₹166.00	1.61%	₹7.50	46,400
2026 · Traffic — Coimbatore — C...	Active	₹6,040	52	₹169.00	1.56%	₹7.60	43,800
2026 · Awareness — Madurai — Cr...	Paused	₹5,560	48	₹172.00	1.51%	₹7.70	41,200
2026 · Retargeting — Pan-India ...	Active	₹5,080	44	₹175.00	1.46%	₹7.80	38,600
2026 · Leads — Chennai — Creati...	Active	₹4,600	40	₹178.00	1.41%	₹7.90	36,000
2026 · Traffic — Coimbatore — C...	Paused	₹4,120	36	₹181.00	1.36%	₹8.00	33,400
2026 · Awareness — Madurai — Cr...	Active	₹3,640	32	₹184.00	1.31%	₹8.10	30,800

WHAT THIS MEANS

- Cost per lead fell 8.1% while spend rose 16.3% — the account got cheaper as it scaled.
- Instagram delivered a higher CTR at a lower CPC than Facebook, but took only 38% of budget.
- வாராந்திர அறிக்கை: ரீல்ஸ் அதிக ரீச் கொடுத்தது.

Meta Ads — Where it ran

Northwind Organics · 01/07/2026 – 21/07/2026 · Last 21 days

SPEND ON FACEBOOK

62%

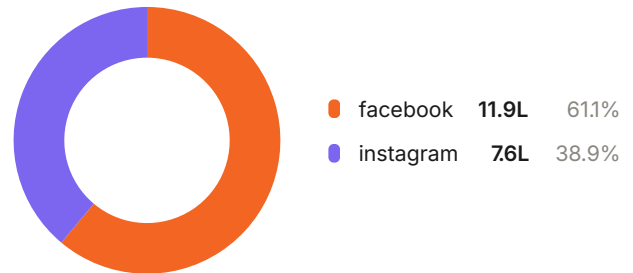
The budget did not land evenly. **facebook** took ₹71,204.50 of the ₹1,13,978.28 placed across platforms, delivering 11,88,420 impressions at 0.88% CTR. The table below is the exact breakdown by platform, placement and audience.

FACEBOOK VS INSTAGRAM

SPEND SHARE

facebook		₹71.2K	62.5%
instagram		₹42.8K	37.5%

IMPRESSION SHARE



PLATFORM	SPEND	IMPRESSIONS	REACH	CLICKS	CTR	CPC
facebook	₹71,205	11,88,420	4,02,118	10,412	0.88%	₹6.84
instagram	₹42,774	7,56,560	2,86,092	7,330	0.97%	₹5.83

PLACEMENTS

facebook_feed		₹41.2K	40.6%
instagram_reels		₹28.8K	28.4%
instagram_stories		₹18.1K	17.9%
audience_network_rewa...		₹9.2K	9.1%
messenger_inbox		₹4.1K	4.0%

PLACEMENT	SPEND	IMPRESSIONS	CLICKS
facebook_feed	₹41,200	6,10,000	5,400
instagram_reels	₹28,800	4,20,000	4,100
instagram_stories	₹18,100	2,80,000	2,200
audience_network_rewarded_video_extreme...	₹9,200	1,90,000	900
messenger_inbox	₹4,100	88,000	410

WHO SAW IT

25-34		7.8L	49.7%
18-24		3.9L	24.8%
35-44		2.8L	17.8%
45-54		1.2L	7.6%

Instagram — Organic

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FOLLOWERS

41,208

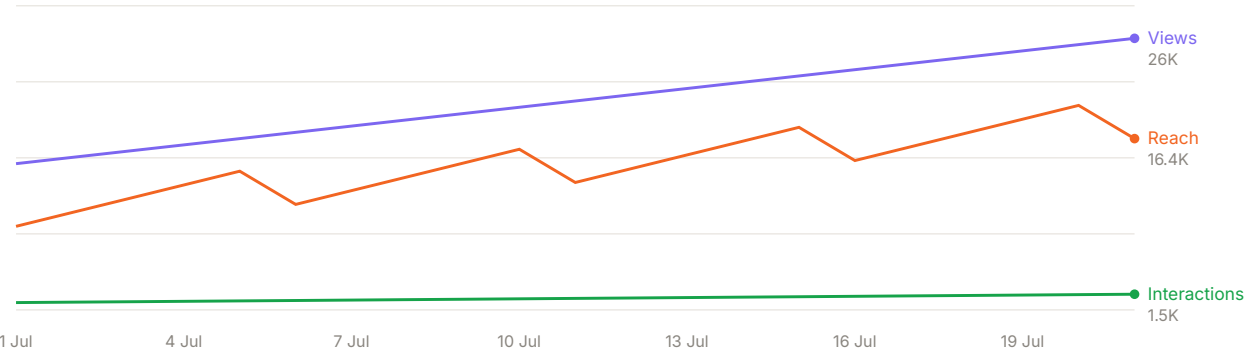
The account ended the period with **41,208** followers, a change of **+512**. Content reached **2,88,410** accounts and was seen **5,17,390** times, drawing **19,488** interactions and **8,412** profile visits. **9** new posts were published inside this window.

ACCOUNT NUMBERS

REACH	IMPRESSIONS	VIEWS	INTERACTIONS
2,88,410	—	5,17,390	19,488
PROFILE VIEWS	NEW FOLLOWS	FOLLOWERS	NEW POSTS
8,412	613	41,208	9

Impressions unavailable — Meta's Instagram API does not provide these metrics for this account, so they are shown as “—” rather than zero.

DAILY TREND



NEW POSTS THIS PERIOD

POST	VIEWS	LIKES	COMMENTS	REACH
01 Launch creative variant 1 — carousel of the new range IMAGE 02/07/2026	9,400	120	4	7,100
Launch creative variant 2 — carousel of the new range CAROUSEL 03/07/2026	18,800	240	8	14,200
03 This caption is deliberately absurd in length so we can prove... REEL 04/07/2026	28,200	360	12	21,300
Launch creative variant 4 — carousel of the new range IMAGE 05/07/2026	37,600	480	16	28,400
05 — CAROUSEL 06/07/2026	47,000	600	20	35,500

Instagram — Organic

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POST	VIEWS	LIKES	COMMENTS	REACH
 Launch creative variant 6 — carousel of the new range REEL 07/07/2026	56,400	720	24	42,600
 Launch creative variant 7 — carousel of the new range IMAGE 08/07/2026	65,800	840	28	49,700
 Launch creative variant 8 — carousel of the new range CAROUSEL 09/07/2026	75,200	960	32	56,800
 Launch creative variant 9 — carousel of the new range REEL 10/07/2026	84,600	1,080	36	63,900

WHAT THIS MEANS

- Reels drove 71% of total reach despite being 40% of posts published.
- Follower growth accelerated after the 12/07 launch post.

Facebook Page — Organic

Northline Studio · Northwind Organics · 01/07/2026 – 21/07/2026 · Last 21 days

FOLLOWERS

41,208

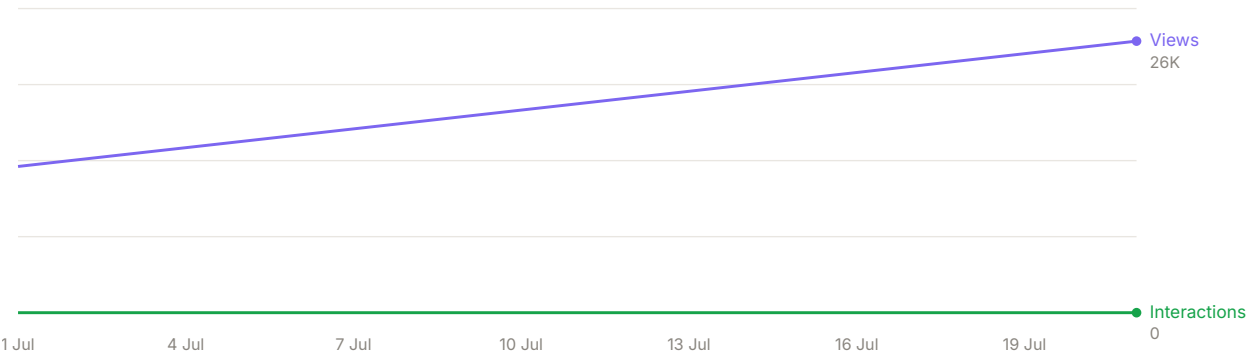
The account ended the period with **41,208** followers, a change of **-37**. Content was seen **5,17,390** times, drawing **0** interactions. **4** new posts were published inside this window.

ACCOUNT NUMBERS

REACH	IMPRESSIONS	VIEWS	INTERACTIONS
—	—	5,17,390	0
PROFILE VIEWS	NEW FOLLOWERS	FOLLOWERS	NEW POSTS
—	613	41,208	4

Reach, Impressions and Profile views unavailable — Meta's Page API no longer provides these metrics, so they are shown as “—” rather than zero.

DAILY TREND



NEW POSTS THIS PERIOD

POST	REACH	LIKES	COMMENTS	SHARES
01 Launch creative variant 1 — carousel of the new range IMAGE 02/07/2026	—	120	4	3
Launch creative variant 2 — carousel of the new range CAROUSEL 03/07/2026	—	—	—	—
03 This caption is deliberately absurd in length so we can prove... REEL 04/07/2026	—	0	0	0
Launch creative variant 4 — carousel of the new range IMAGE 05/07/2026	—	480	16	12

WHAT THIS MEANS

— Reels drove 71% of total reach despite being 40% of posts published.

— Follower growth accelerated after the 12/07 launch post.

Website — Google Analytics

Northwind Organics · 01/07/2026 – 21/07/2026 · Last 21 days

SESSIONS

12,480

The site saw **12,480** sessions from **9,984** users, of which **6,864** were visiting for the first time. **58.0%** of sessions were engaged, and **312** key events were recorded — a conversion rate of **2.5%**. Days are counted in the property's own timezone (Asia/Kolkata).

THE SIX NUMBERS · VS PREVIOUS PERIOD

SESSIONS

12,480

▲ +14.3%

USERS

9,984

▲ +14.3%

NEW USERS

6,864

▲ +14.3%

ENGAGEMENT RATE

58.0%

· -0.0%

KEY EVENTS

312

▲ +30.0%

AVG. SESSION

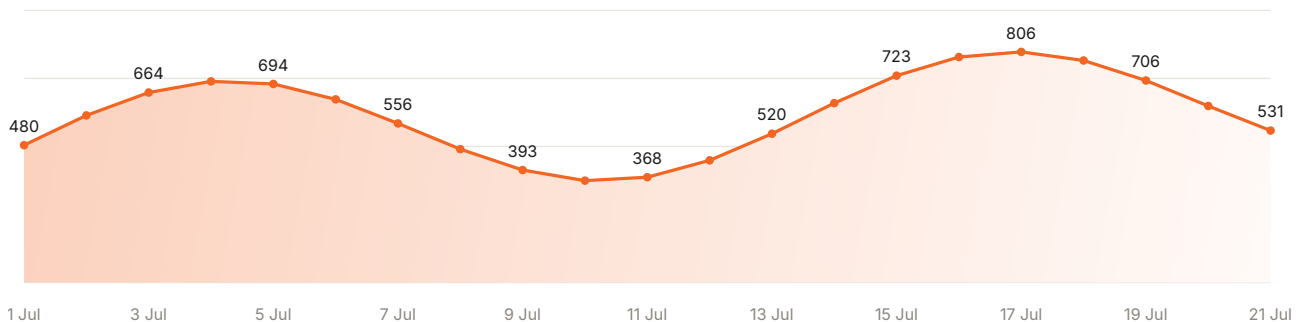
1m 34s

· 0.0%

DAY BY DAY

DAILY SESSIONS

Values shown in-chart are abbreviated; exact figures appear in the tables.



WHERE SESSIONS CAME FROM

Organic Search	5.1K	41.0%
Paid Social	3.3K	26.4%
Direct	2.4K	19.2%
Referral	1.1K	8.8%
Organic Social	560	4.5%

WHERE THEY LANDED

LANDING PAGE	SESSIONS	ENGAGED	KEY EVENTS
/	4,100	58.0%	90
/geysers	2,600	58.0%	110
/geysers/instant-3l	1,900	58.0%	62
/dealers	1,200	58.0%	30

Website — Google Analytics

Northwind Organics · 01/07/2026 – 21/07/2026 · Last 21 days

LANDING PAGE	SESSIONS	ENGAGED	KEY EVENTS
/blog/geyser-buying-guide-2026	980	58.0%	12

GA4 folded part of at least one breakdown into “(other)”, so the tables above do not add up to the totals exactly.

Website — Google Search

Northwind Organics · 01/07/2026 – 21/07/2026 · Last 21 days

CLICKS FROM GOOGLE SEARCH

1,840

Pages from this site appeared **96,400** times in Google Search results and were clicked **1,840** times, a click-through rate of **1.9%**. The average position across those impressions was **9.8** — lower is better. Search Console counts days in Pacific time.

THE FOUR NUMBERS · VS PREVIOUS PERIOD

CLICKS

1,840

▲ +21.1%

IMPRESSIONS

96,400

▲ +19.0%

CTR

1.9%

▲ +1.7%

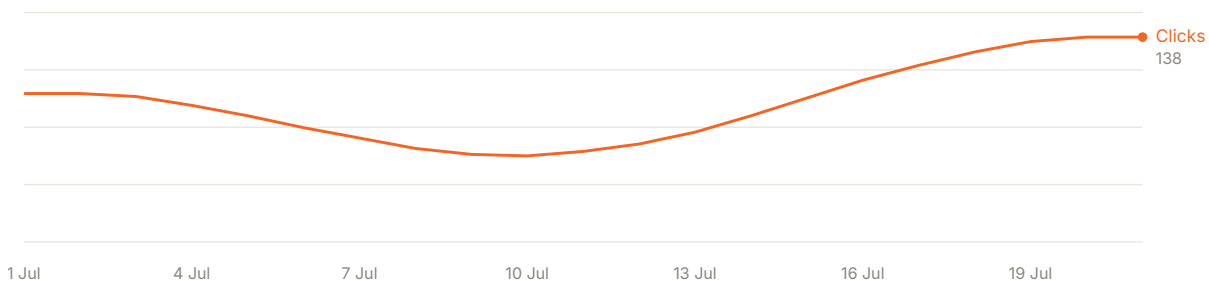
AVG. POSITION

9.8

▼ -19.0%

DAY BY DAY

DAILY CLICKS



WHAT PEOPLE SEARCHED

QUERY	CLICKS	IMPRESSIONS	CTR	POSITION
sunrad geyser	620	4,100	15.1%	1.2
instant water heater 3 litre	210	9,800	2.1%	4.6
best geyser for hard water	140	12,400	1.1%	6.1
geyser price	0	6,200	0.0%	8.9
water heater 15 litre	0	3,900	0.0%	11.4
sunrad dealer near me	88	900	9.8%	2.3

SEEN, NEVER CLICKED

Queries the site ranked for at least thirty times without a single click. The title and description Google shows for these pages are the lever.

QUERY	IMPRESSIONS	POSITION
geyser price	6,200	8.9
water heater 15 litre	3,900	11.4

Website — Google Search

Northwind Organics · 01/07/2026 – 21/07/2026 · Last 21 days

WHAT THIS MEANS

- Paid Social brought 26% of sessions, down from 36% the period before.
- 312 key events from 12,480 sessions — a 2.5% conversion rate against 2.2% before.
- GA4 folded part of at least one breakdown into "(other)", so the tables do not add up to the totals exactly.
- "geyser price" was shown 6,200 times at position 8.9 and clicked never — the title and description for that page are worth a look.

Store — Shopify

Northwind Organics · 01/07/2026 – 21/07/2026 · Last 21 days

NET SALES · INR

4,32,000

The store took 96 orders worth INR 4,82,000 gross. After discounts and returns that is INR 4,32,000 net, an average of INR 4,500 per order. 65.0% of customers were buying for the first time. Amounts are in INR; days are the shop's own (Asia/Kolkata), and each return is dated on the day it was refunded.

THE LADDER · VS PREVIOUS PERIOD

	THIS PERIOD	PREVIOUS
Gross sales	INR 4,82,000	INR 4,00,000
– Discounts	INR 31,000	INR 20,000
– Returns	INR 19,000	INR 10,000
= Net sales	INR 4,32,000	INR 3,70,000

ORDERS AND CUSTOMERS

ORDERS

96

▲ +20.0%

NEW CUSTOMERS

52

▲ +30.0%

AVG. ORDER VALUE

INR 4,500

▼ -2.7%

RETURNING

28

▼ -6.7%

UNITS SOLD

140

▲ +16.7%

RETURN RATE

3.9%

▲ +57.7%

CUSTOMERS

80

▲ +14.3%

DISCOUNT RATE

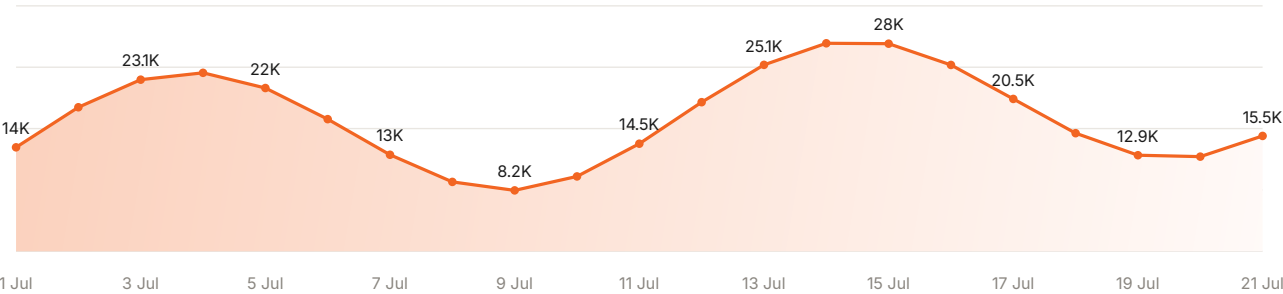
6.4%

▲ +28.6%

DAY BY DAY

DAILY NET SALES (INR)

Values shown in-chart are abbreviated; exact figures appear in the tables.



WHAT SOLD

PRODUCT	UNITS	NET SALES
Instant Geyser 3L — White	42	INR 1,68,000
Storage Geyser 15L	18	INR 1,26,000
Instant Geyser 1L — Kitchen	32	INR 64,000

Store — Shopify

Northwind Organics · 01/07/2026 – 21/07/2026 · Last 21 days

PRODUCT	UNITS	NET SALES
Anode rod (replacement)	48	INR 21,000

DISCOUNT CODES USED

CODE	ORDERS	DISCOUNTS
MONSOON10	31	INR 19,000
DEALER5	12	INR 8,000

This store's app cannot see orders older than 60 days, so any part of the period further back is incomplete rather than quiet.

WHAT THIS MEANS

- Gross sales of INR 4,82,000, less 31,000 in discounts and 19,000 in returns, left INR 4,32,000 net — up from INR 3,70,000.
- 96 orders at an average of INR 4,500 each.
- 52 of 80 customers were buying for the first time (65%).
- Best seller by net sales: Instant Geyser 3L — White, INR 1,68,000.
- This store's app cannot see orders older than 60 days, so any period reaching further back is incomplete — not quiet.

Work Done

Northwind Organics · 01/07/2026 – 21/07/2026 · Last 21 days

LOGGED ACTIVITIES

4

Everything the team executed on this account during the period, timestamped as it was logged. 4 entries across 3 days. All times IST.

19/07/2026

18:45 மாதாந்திர கிரியேட்டிவ் திட்டம் வாடிக்கையாளருடன் பகிரப்பட்டது. Anand

11/07/2026

12:15 Paused two underperforming Coimbatore ad sets (CPL > ₹300). —

03/07/2026

10:50 Rebuilt the lead form and reconnected the CRM webhook. Kavin

16:32 Launched 3 new reel creatives for the retargeting set. Priya