

Weekly Meta Ads Audit

NorthPeak Kitchens • Last 30 days • 2026-08-01

13 leads for EUR 718.47 at a blended EUR 55.27 per lead. 3 campaigns flagged, and EUR 163.65 produced zero leads.

THE NUMBER THAT OVERRIDES COST PER LEAD

Observed lead-to-customer close rate is 0%. Planning assumes 10% against an LTV of EUR 1750.00, which sets a break-even ceiling of EUR 175.00 per lead and a healthy target of EUR 60.00 per lead. Until a lead converts, cheap leads are not the same as profitable ones.

Campaigns ranked by spend

CAMPAIGN	SPEND	LEADS	COST/LEAD	CTR	FREQ	VERDICT
Free Kitchen Design Call V2 Replay	EUR 356.40	10	EUR 35.64	1.68%	2.61	HOLD - winner, fatiguing
Free Kitchen Design Call Broad	EUR 118.62	2	EUR 59.31	2.41%	1.88	SCALE - inside target
Showroom Visit CBO	EUR 86.75	0	—	1.21%	1.36	CUT - bleeding, zero leads
Free Kitchen Design Call V2	EUR 79.80	1	EUR 79.80	1.85%	1.77	HOLD - profitable, above target
Free Design Call ABO Test	EUR 76.90	0	—	1.47%	1.81	CUT - bleeding, zero leads

Target EUR 60.00/lead • break-even EUR 175.00/lead • frequency ceiling 2.5

Flags

- Free Kitchen Design Call | V2 Replay — OVER_FREQUENCY
- Showroom Visit | CBO — WASTED_SPEND
- Free Design Call | ABO Test — WASTED_SPEND

The read

What happened and why

The account generated 13 leads for EUR 718.47, a blended EUR 55.27 per lead, inside the EUR 60.00 target. Almost half the spend sits in Free Kitchen Design Call | V2 Replay, which delivered 10 of the 13 leads at EUR 35.64 each but now shows a frequency of 2.61, past the 2.5 ceiling, so the same people are seeing the ad again instead of new prospects entering the funnel. Free Kitchen Design Call | Broad converted at EUR 59.31 and still has room to spend. The leak is at the bottom of the table, where Showroom Visit | CBO and Free Design Call | ABO Test spent EUR 163.65 between them without producing a single lead. The observed lead-to-customer close rate is still 0% in this window, so until a design call becomes a signed project, cheap leads remain provisional rather than profitable.

The one change to test this week

Pause Showroom Visit | CBO and move its budget to Free Kitchen Design Call | Broad. The CBO campaign has spent EUR 86.75 with zero leads while Broad converts at EUR 59.31 with headroom, so the same money buys leads instead of impressions. One change, one week, then compare the blended cost per lead.

PROBLEM
Your kitchen is the room you apologise for
You cook in it every day and you still steer guests away from it. A free design call gets you a 3D render of what the same space could look like, before you commit to anything.

CURIOSITY
The one wall most kitchens waste
Most kitchens lose a full run of storage to one badly planned wall. On a free design call we show you where yours is and what it would look like fixed.

SOCIAL
Why your neighbours booked a design call
Homeowners across the region are redesigning before they renovate. The free design call is how most of our projects start, with no obligation attached.

PROOF
A 3D render of your kitchen, free
Book a free design call and our designer builds a 3D render of your actual kitchen while you watch. You keep the render whether you build with us or not.

URGENCY
Autumn install slots are nearly gone
We fit a fixed number of kitchens per month. Book a free design call this week and an autumn installation is still on the table.