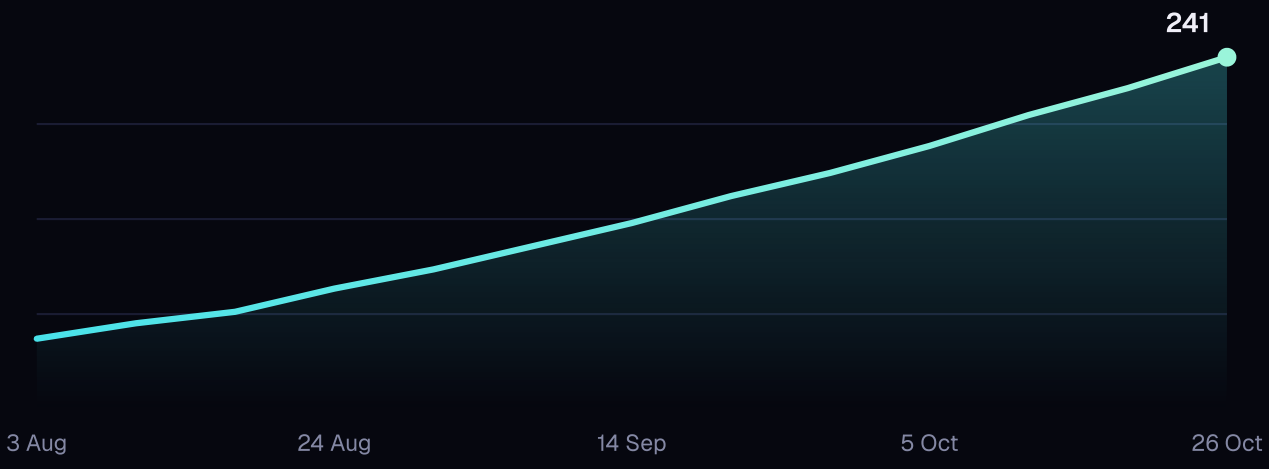
An example Monday report, all brands

Week commencing 2 November 2026

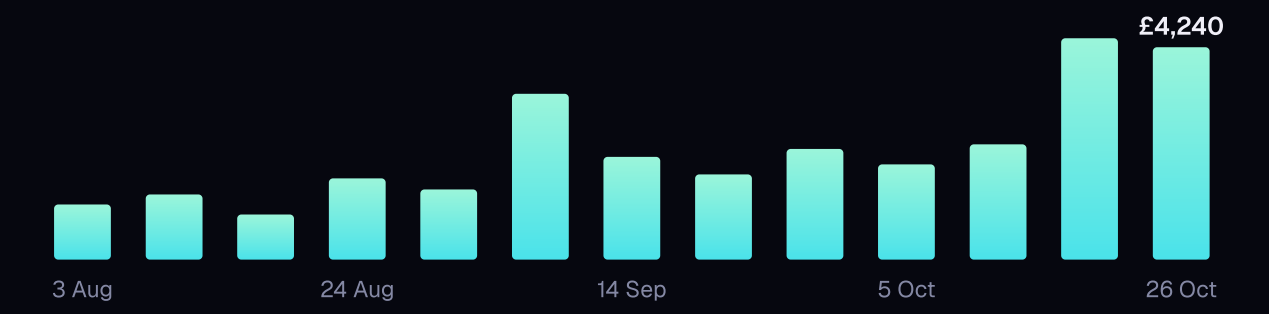
Sales are counted in your CRM and matched to an invoice, never taken from an ad platform's own count. The figures are from Orion's demonstration group.

Ad spend, last week	Sales from ads	Cost per sale	Moved at 09:00 today
£43,900	241	£182	£4,950
+0.7% on the week before	+3.4% on the week before	−2.7% on the week before	Budget unchanged at £43,900

Sales from ads each week, last thirteen weeks

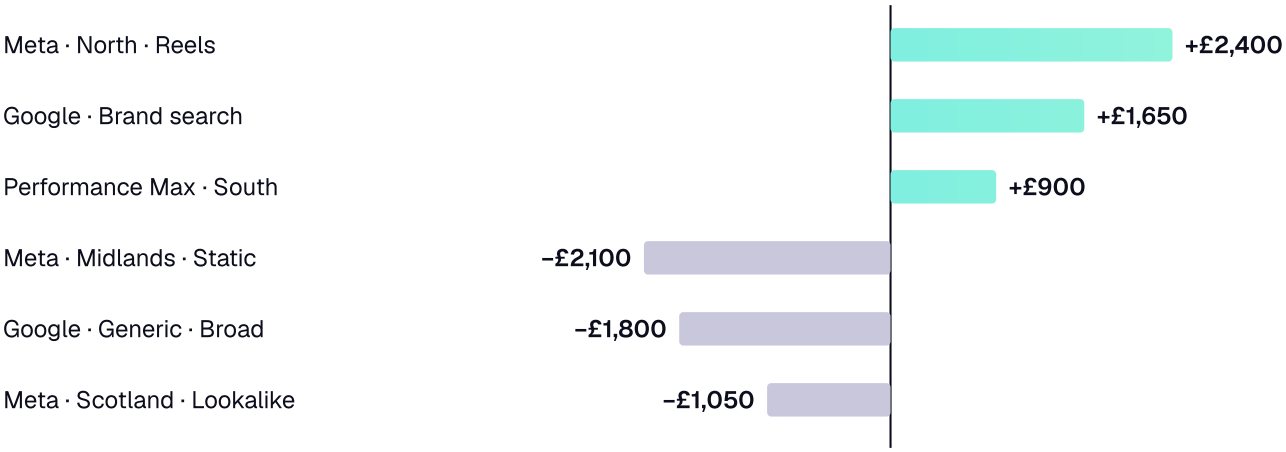


Budget moved each Monday, last thirteen weeks



01 The move

£4,950 moved from three campaigns to three others.



Campaign	Budget	Last week
Meta · North · Reels	+£2,400	41 sales at £146, the most of any campaign
Google · Brand search	+£1,650	29 sales at £128, 74% impression share
Performance Max · South	+£900	17 sales at £168
Meta · Midlands · Static	−£2,100	3 sales at £700, paused
Google · Generic · Broad	−£1,800	no sale in 3 weeks on £5,400, paused
Meta · Scotland · Lookalike	−£1,050	2 sales at £525, paused

02 The reason

The three campaigns that gained budget cost £128 to £168 a sale last week, against £182 for the group. Two of the paused campaigns cost £525 and £700 a sale, and the third made no sale in three weeks. Next Monday's report will show what the move returned.

03 Channels in October

The ad accounts spent £186,400 for 1,037 sales.

Channel	Spend	Sales	Cost per sale	Share of spend
Meta	£74,200	418	£178	
Google Search	£58,600	331	£177	
Performance Max	£31,900	172	£185	
YouTube	£12,400	61	£203	
Microsoft Ads	£9,300	55	£169	
All ad accounts	**£186,400**	**1,037**	**£180**	

04 Search and AI answers

Organic search

Enquiries were 742 (660 the month before) and sales were 118 (97). Google ranks 14 of your pages in the top five (9).

The buyer guide rose from ninth to fourth after we added FAQ markup to it. Two location pages still have no reviews.

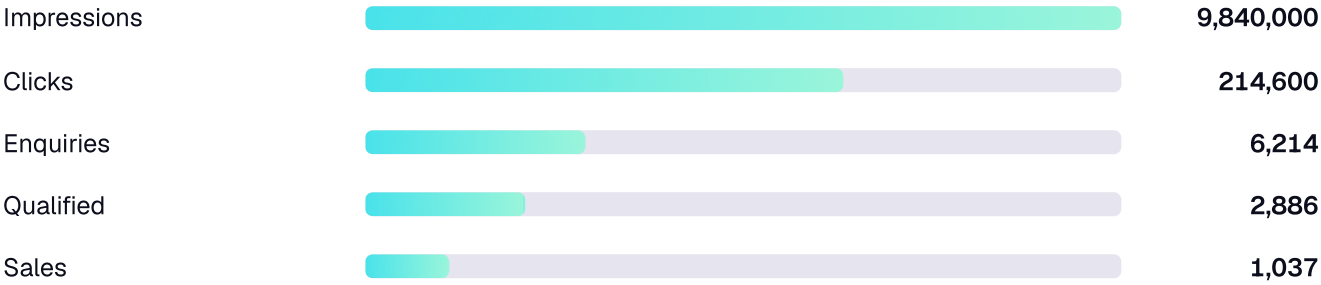
AI answers

Assistants named you in 14 answers to 24 tracked questions (8 a week earlier). AI enquiries were 31 (19 the month before).

Two more answers cite the buyer guide. No assistant names you for the South, so we are drafting a South location page.

05 Enquiries to sales in October

6,214 enquiries from ads, 2,886 qualified, 1,037 sales.



The bars use a logarithmic scale, so every stage is visible.

06 Self audit

1,023 of 1,037 sales from ads match an invoice.

The other 14 sales are under review. The table shows when each source was last updated.

Source	Last updated
CRM	09:00
Google Ads	08:56
Meta	08:53
GA4	08:28
Search Console	06:10 daily
Finance	06:00 daily

Next report: Monday 9 November.