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Optimize Your Paid Meta Ads

Mavilyn Carlos - 2026-08-25 - [Paid Ads](#)

Once your ads are running, Meta Ads Manager shows you how they are performing and where to intervene. This article covers setting up your reporting view, reading the metrics that matter for gym lead generation, finding which images and copy are working, and editing your ad based on what you find.

Note

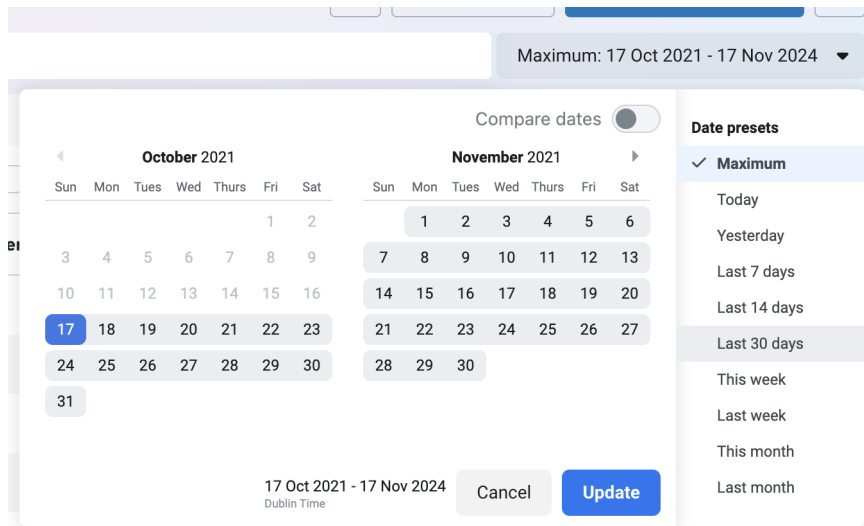
Paid ads management is not on the Kilo menu, so we partnered with someone who does it properly. Colm at **wedoyourpaidmarketing.com** is our trusted paid ads partner and the expertise behind these articles. Need advertising connected to your Gym Lead Machine account? Email **hello@usekilo.com**. Want to talk about Meta Business Manager, ad accounts, or actually getting ads running? Reach out to Colm.

What you can review

- Cost per click and click-through rate, to judge whether your creative is working
 - Total leads and cost per lead, to judge whether the campaign is worth its budget
 - Frequency, to see whether your audience is being oversaturated
 - Performance broken down by individual image, text, and headline
 - Which creative elements to keep, cut, and replace
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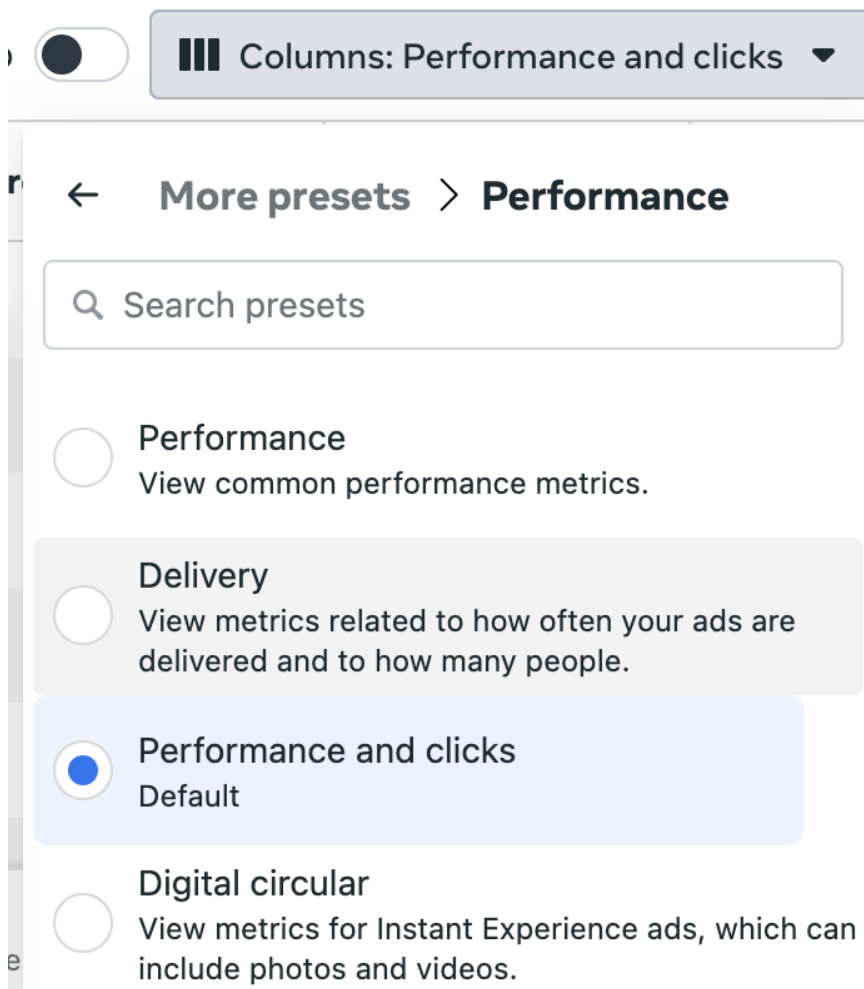
Set up your reporting view

1. Go to **<https://adsmanager.facebook.com/adsmanager>**.
2. Set the date range to the **Last 30 Days** preset. Performance fluctuates through a month, so 30 days gives the most reliable picture.



3. Select the **Columns** button, shown as three vertical bars.

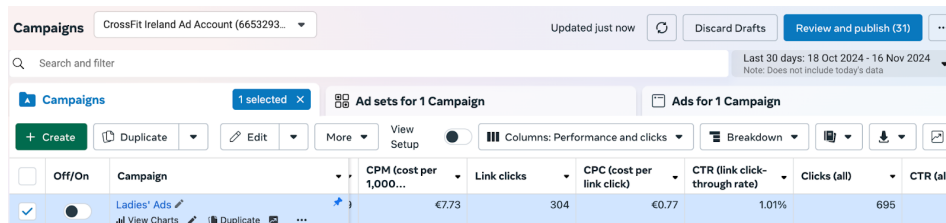
4. Select **Discover more column presets** → **Performance** → **Performance & Clicks**.



What the metrics mean

Click metrics

Scroll right until you see **Link clicks**, **CPC**, **CTR**, and **Clicks (all)**.



The screenshot shows the Facebook Ads Manager interface for the 'CrossFit Ireland Ad Account (6653293...)'. The campaign 'Ladies' Ads' is selected. The table displays the following metrics: CPM (cost per 1,000 impressions) at €7.73, Link clicks at 304, CPC (cost per link click) at €0.77, CTR (link click-through rate) at 1.01%, and Clicks (all) at 695.

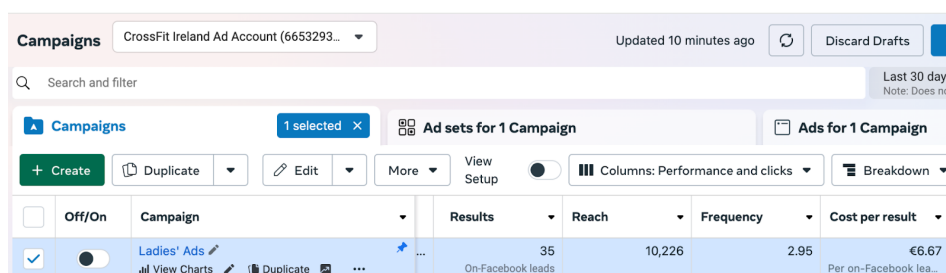
Off/On	Campaign	CPM (cost per 1,000...)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Clicks (all)	CTR (all)
☒	Ladies' Ads	€7.73	304	€0.77	1.01%	695	

Metric	What it tells you	Benchmark
CPC (cost per link click)	How good your ad is at making people stop scrolling and click in. The most important of these four	Below \$2 is good, under \$3 is acceptable. Above \$4 means your creative needs changing
CTR (link click-through rate)	How competitive your market is for the same audience	1 percent or above is a good return on fitness advertising
Link clicks	How many people took the action the campaign was built for, which here means opening the Instant Form	No fixed benchmark. Compare against Results
Clicks (all)	Every click on the ad, including people reading the caption or visiting your Page	No fixed benchmark. Always higher than Link clicks

You are not only competing with other gyms. Any advertiser targeting your demographic competes for the same attention, so if you are advertising to women aged 25 to 55, cosmetics, travel, entertainment, and medical companies are bidding for the same audience.

Lead metrics

Scroll back left to see **Results**, **Reach**, **Frequency**, and **Cost per result**.



The screenshot shows the same Facebook Ads Manager interface, but with the 'Results' column selected. The table displays the following metrics: Results at 35 (On-Facebook leads), Reach at 10,226, Frequency at 2.95, and Cost per result at €6.67 (Per on-Facebook lea...).

Off/On	Campaign	Results	Reach	Frequency	Cost per result
☒	Ladies' Ads	35 On-Facebook leads	10,226	2.95	€6.67 Per on-Facebook lea...

Metric	What it tells you	Benchmark
Results	Total leads received. Should match your Gym Lead Machine dashboard	Around 10 percent of Link clicks. Roughly 1 in 10 people who open a form complete it
Cost per result	Average price you paid per lead	\$15 to \$20 is standard for fitness leads. Under \$10 is very good. Over \$30 needs investigating
Frequency	How many times on average someone sees the same ad	Above 3 and your audience may start tuning the ad out, pushing costs up

If Results sit closer to 5 percent of Link clicks than 10 percent, people are opening your form and abandoning it. Adding a greeting that highlights your benefits, or that shows you understand the problem your client is trying to solve, gives them a reason to finish.

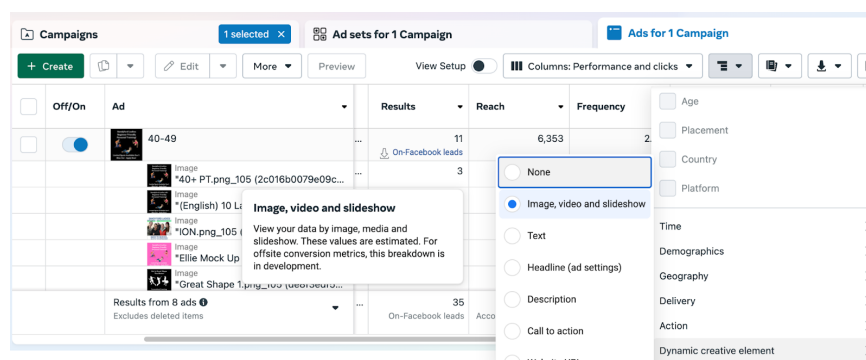
If Frequency climbs above 3, either widen your audience by expanding the age range or distance, or reduce your budget to slow how often the same people see the ad.

If Cost per result is over \$30, it means either a very competitive market or an ad that is not resonating. Check CPC and the ratio of Link clicks to Results to tell the two apart.

Review which creative is working

With Dynamic Creative, Meta recombines your images, text, and headlines, so you can see which individual elements are producing leads.

1. Select the campaign by clicking the tickbox beside its on and off switch.
2. Click the **Ads for 1 campaign** tab.
3. Click the **Breakdown** button, shown as three horizontal lines.
4. Select **Dynamic Creative element** → **Image, video and slideshow**.



5. Click anywhere on the page to close the menu.
6. Compare Results and Reach across the images. The images with the highest results are generating the most leads.

Campaigns		Ad sets for 1 Campaign		Ads	
Off/On	Ad	Results	Reach	Frequency	Cost per result
☒	40-49	11	6,353	2.98	€12.12
	Image "40+ PT.png_105 (2c016b0079e09c...	3	3,017	1.77	€12.25
	Image "(English) 10 Ladies Tone Up.png_10...	1	2,902	1.62	€28.98
	Image "ION.png_105 (e65c6db81dbc8758e...	—	484	1.25	—
	Image "Ellie Mock Up Two (2).png_105 (f41...	3	1,795	1.51	€6.92
	Image "Great Shape 1.png_105 (de8f3edf5...	—	303	1.28	—
	Results from 8 ads	35	10,227	2.95	€6.67

7. Repeat with **Dynamic Creative element** → **Text** and again with **Headline** to review your copy. Scroll down to see all options.

[IMAGE: The Breakdown menu set to Text] [IMAGE: Results broken down by text and headline]

Edit your ad

1. Hover over the ad name so the edit button appears.
2. Click the edit button.
3. Remove the images, text, and headlines that are not performing.
4. Keep the elements that are producing results.
5. Add new images, text, and headlines to test in their place.

Editing an ad follows the same fields as creating one, so the ad creation process is the reference for what each field does.

Note

These metrics measure the efficiency of lead generation only. Lead nurture is the bigger determining factor in whether a campaign succeeds. The more you reach out to leads using a mix of human and automated contact, the higher your conversion rate.

Frequently asked questions

What is a good cost per lead for a gym?

Between \$15 and \$20 is standard for fitness leads, and under \$10 is very good. Over \$30 suggests either a very competitive market or an ad that is not connecting with your audience. Check your CPC and the ratio of link clicks to results to work out which.

My cost per click is high. What should I change?

Change your creative: the images, the copy, and the headline. A CPC above \$4 means people are seeing your ad and scrolling past it. Break the campaign down by Dynamic Creative element to see which images and text are performing, then replace the ones that are not.

My frequency is above 3. What should I do?

Either widen your audience or reduce your budget. Expanding your age range or your distance radius gives Meta more people to reach, and lowering your budget slows how often the same people see the ad. Both reduce over-saturation.

People are opening my form but not completing it. Why?

Your form may be asking for commitment before giving a reason. If results are running closer to 5 percent of link clicks than 10 percent, add a greeting to the form that highlights your benefits or shows you understand the problem your client wants to solve.

How often should I review my campaign?

Every 14 days. That gives enough data to see a pattern without letting an underperforming ad run for a month.

Helpful tips

- Always review on the Last 30 Days preset, since shorter windows exaggerate normal fluctuation
- Treat CPC as your first diagnostic, because it tells you whether the problem is the creative
- Compare Results against your Gym Lead Machine dashboard to confirm leads are arriving
- Break down by image before breaking down by text, since images usually drive the biggest difference
- Replace underperforming elements rather than pausing the whole ad, so the campaign keeps learning
- Remember that a good cost per lead still depends on nurture to become a member

If you have questions about connecting your advertising to your Gym Lead Machine account, our Support team is happy to help. Reach us at **hello@usekilo.com**. For help reading your ad metrics, campaign strategy, or running your paid ads, contact Colm at **wedoyourpaidmarketing.com**.

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