



CASE STUDY — PAID TRAFFIC FOR AN ONLYFANS CREATOR BRAND

\$407,410 net revenue
in 10 months.

One creator brand. October 2025 – July 2026. Meta paid traffic only.
Every figure in this document is backed by a platform screenshot.

NET REVENUE	AD SPEND	LLG FEE (20%)	PROFIT
\$407,410.49	\$80,682.95	\$81,482.10	\$245,245.44
ROAS	NEW FANS	COST PER FAN	ERPS
5.05×	100,253	\$0.80	\$4.06

Profit = net revenue – ad spend – 20% LLG fee. ROAS = net revenue ÷ ad spend.
Cost per fan = ad spend ÷ new free subscribers. ERPS = net revenue ÷ new subscribers.

Your models. Our traffic. Revenue you can trace.

Legacy Lead Gen — performance-based traffic for OnlyFans agencies. Paid on results. Only on results.

THE NUMBERS

Ten months, month by month.

MONTH	NET REVENUE	AD SPEND	PROFIT	ROAS	NEW FANS	COST/FAN
October 2025	\$41,112.00	\$8,791.15	\$24,098.45	4.68×	14,885	\$0.59
November 2025	\$41,793.59	\$8,225.05	\$25,209.82	5.08×	11,580	\$0.71
December 2025	\$48,935.20	\$8,539.26	\$30,608.90	5.73×	16,066	\$0.53
January 2026	\$56,304.00	\$10,680.24	\$34,362.96	5.27×	16,258	\$0.66
February 2026	\$43,114.40	\$8,339.02	\$26,152.50	5.17×	8,514	\$0.98
March 2026	\$41,280.16	\$8,802.26	\$24,221.87	4.69×	7,205	\$1.22
April 2026	\$29,828.04	\$6,006.59	\$17,855.84	4.97×	3,958	\$1.52
May 2026	\$30,452.72	\$7,334.45	\$17,027.73	4.15×	6,122	\$1.20
June 2026	\$32,774.58	\$5,714.64	\$20,505.02	5.73×	4,609	\$1.24
July 2026	\$41,815.80	\$8,250.29	\$25,202.35	5.07×	11,056	\$0.75
Total	\$407,410.49	\$80,682.95	\$245,245.44	5.05×	100,253	\$0.80

LLG fee (20% of net revenue): \$81,482.10 · ERPS (net revenue ÷ new subscribers): \$4.06

HOW TO READ THIS

Net revenue is the platform's net payout figure (after the platform fee), taken from the monthly earnings statements.

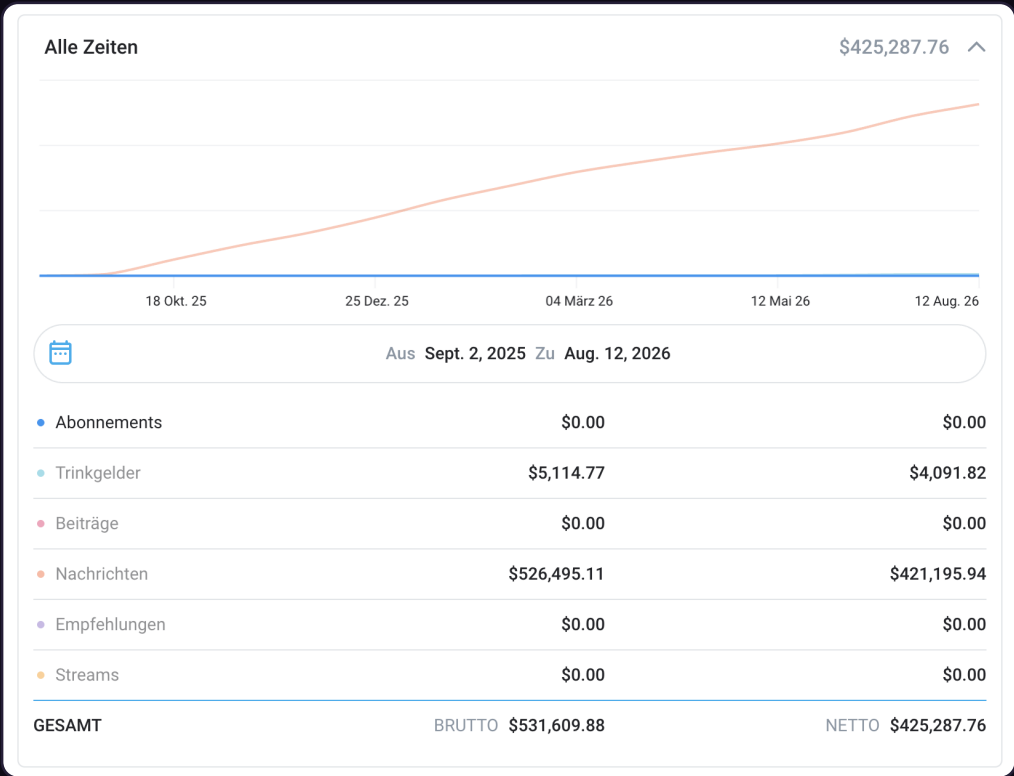
Ad spend is billed by Meta per ad account (EUR or USD) and totaled in USD at the respective month's rate.

Profit = net revenue – ad spend – LLG fee (20% of net revenue).

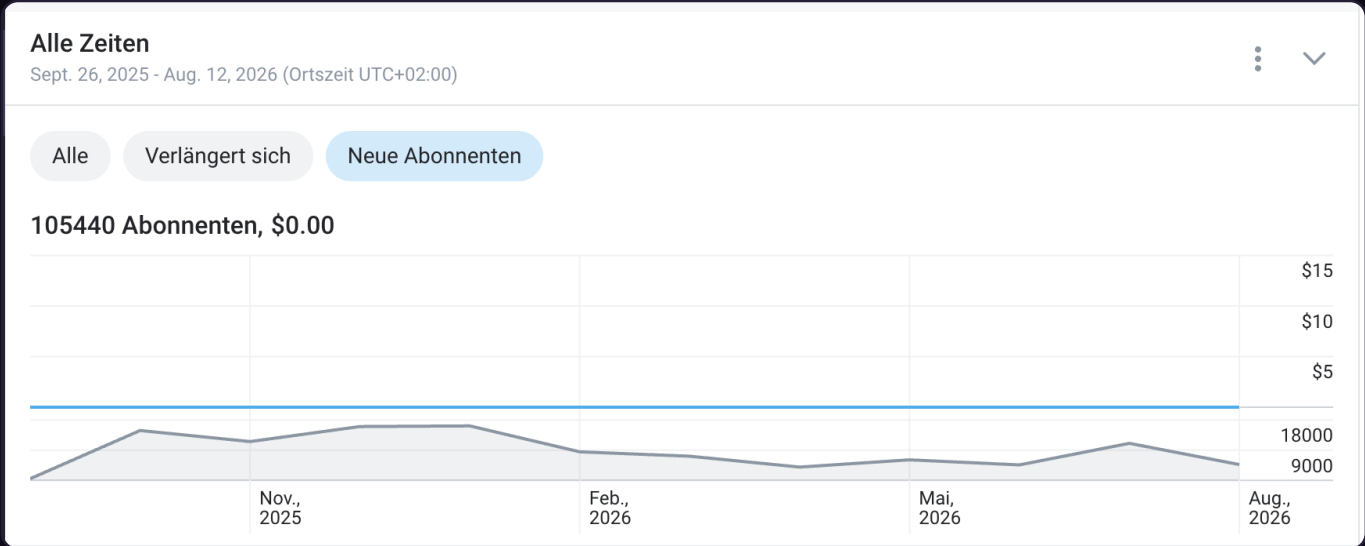
New fans are new free subscribers per calendar month, from the platform's fan statistics.

The platform's all-time view (Sep 2, 2025 – Aug 12, 2026, incl. partial months outside this breakdown) shows \$425,287.76 net revenue and 105,440 new fans — see the all-time statements on the next page.

The full window, straight from the platform.



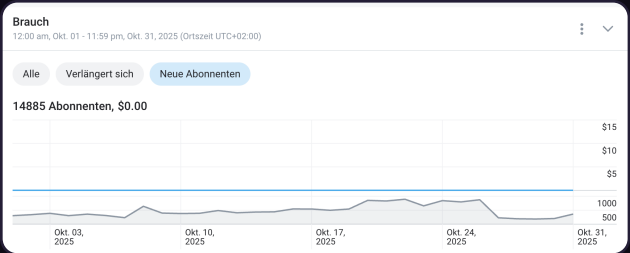
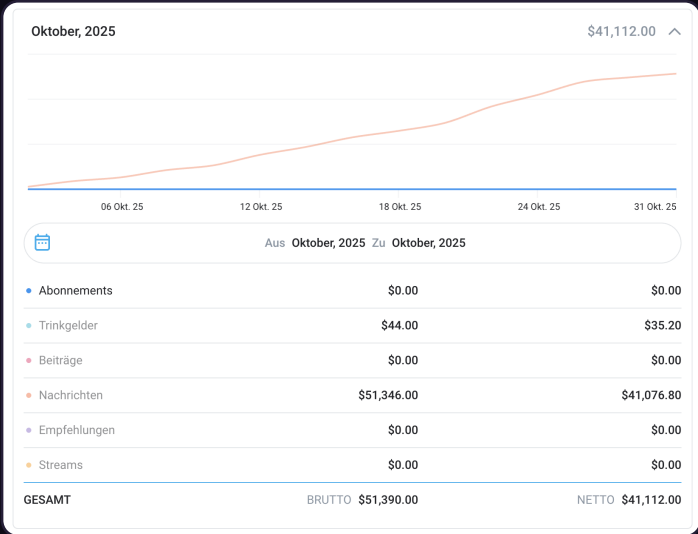
EARNINGS STATEMENT · ALL TIME · SEP 2, 2025 – AUG 12, 2026 · NET \$425,287.76



FAN STATISTICS · ALL TIME · NEW SUBSCRIBERS · 105,440

October 2025

NET REVENUE	AD SPEND	LLG FEE (20%)	PROFIT
\$41,112.00	\$8,791.15	\$8,222.40	\$24,098.45
ROAS	NEW FANS	COST/FAN	
4.68x	14,885	\$0.59	



FAN STATISTICS · NEW SUBSCRIBERS

EARNINGS STATEMENT · NET REVENUE

Oct 1, 2025 – Oct 31, 2025

Columns: Performance

Breakdown

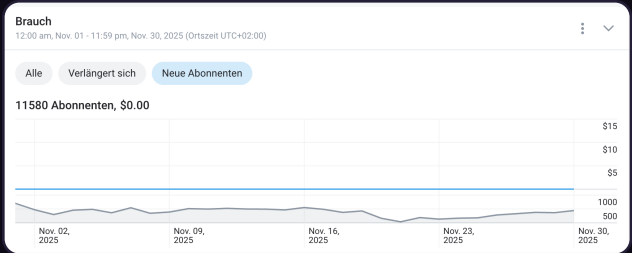
Grouping

Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↓	Impressions ↑↓	Reach ↑↓	Ends ↑↓	Attribution setting	Bid strategy
60,097 Website Views Conte...	€0.10 Per View Content	Using ad set bud... Not shared	€5,881.86	496,244	254,857	Ongoing	7-day click, 1-... All conversions	Using ad set bid ...
8,747 Website Views Conte...	€0.20 Per View Content	Using ad set bud... Not shared	€1,737.74	77,349	46,307	Ongoing	7-day click, 1-... All conversions	Using ad set bid ...

META ADS MANAGER · AMOUNT SPENT

November 2025

NET REVENUE	AD SPEND	LLG FEE (20%)	PROFIT
\$41,793.59	\$8,225.05	\$8,358.72	\$25,209.82
ROAS	NEW FANS	COST/FAN	
5.08×	11,580	\$0.71	



FAN STATISTICS · NEW SUBSCRIBERS

EARNINGS STATEMENT · NET REVENUE

Nov 1, 2025 – Nov 30, 2025									
Columns: Performance Breakdown									
Results	Cost per result	Budget	Amount spent	Impressions	Reach	Frequency	CPM (cost per 1,000...)	Purchases	
18,829	€0.18	Using ad set bu...	€3,444.18	175,709	87,017	2.02	€19.60	—	
Website Views Conte...	Per View Content								
8,111	€0.35	Using ad set bu...	€2,813.97	152,284	133,031	1.14	€18.48	—	
Website Views Conte...	Per View Content								
1,959	€0.44	Using ad set bu...	€870.63	32,014	28,829	1.11	€27.20	—	
Website Views Conte...	Per View Content								

META ADS MANAGER · AMOUNT SPENT

December 2025

NET REVENUE	AD SPEND	LLG FEE (20%)	PROFIT
\$48,935.20	\$8,539.26	\$9,787.04	\$30,608.90
ROAS	NEW FANS	COST/FAN	
5.73×	16,066	\$0.53	

Dezember, 2025\$48,935.20

Aus Dezember, 2025Zu Dezember, 2025

Abonnements	\$0.00	\$0.00
Trinkgelder	\$103.00	\$82.40
Beiträge	\$0.00	\$0.00
Nachrichten	\$61,066.00	\$48,852.80
Empfehlungen	\$0.00	\$0.00
Streams	\$0.00	\$0.00
GESAMT	BRUTTO \$61,169.00	NETTO \$48,935.20

Brauch
12:00 am, Dez. 01 - 11:59 pm, Dez. 31, 2025 (Ortszeit UTC+02:00)

Alle

Verlängert sich

Neue Abonnenten

16066 Abonnenten, \$0.00

FAN STATISTICS · NEW SUBSCRIBERS

EARNINGS STATEMENT · NET REVENUE

1 CampaignDec 1, 2025 – Dec 31, 2025

Columns: Performance

Breakdown

Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↓	Impressions ↑↓	Reach ↑↓	Frequency ↑↓	CPM (cost per 1,000... ↑↓	Purchases ↑↓
40,873	€0.18	Using ad set bu...	€7,400.92	403,527	212,820	1.90	€18.34	—
Website Views Conte...	Per View Content							

META ADS MANAGER · AMOUNT SPENT · ACCOUNT 1 OF 2

Dec 1, 2025 – Dec 31, 2025

Columns: Performance

Breakdown

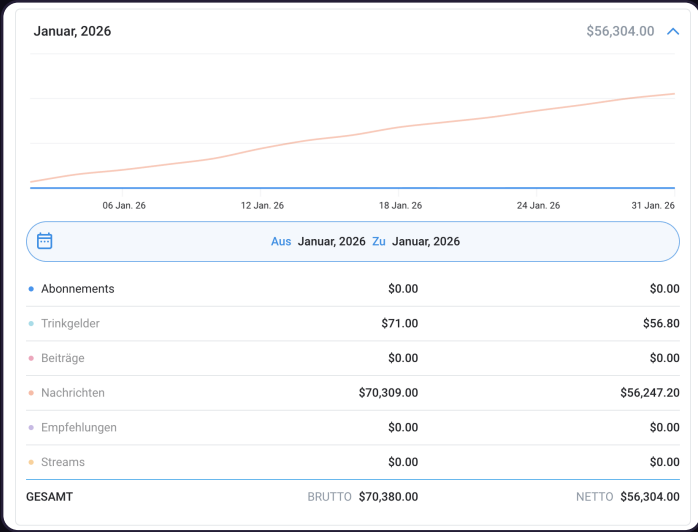
Grouping

Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↓	Impressions ↑↓	Reach ↑↓	Ends ↑↓	Attribution setting	Bid strategy
6,028	€0.18	Using ad set bu...	€1,104.46	58,829	44,384	Ongoing	7-day click, 1-...	Using ad set bid...
Website Views Conte...	Per View Content	Not shared					All conversions	

META ADS MANAGER · AMOUNT SPENT · ACCOUNT 2 OF 2

January 2026

NET REVENUE	AD SPEND	LLG FEE (20%)	PROFIT
\$56,304.00	\$10,680.24	\$11,260.80	\$34,362.96
ROAS	NEW FANS	COST/FAN	
5.27×	16,258	\$0.66	



FAN STATISTICS · NEW SUBSCRIBERS

EARNINGS STATEMENT · NET REVENUE

Campaign

Jan 1, 2026 – Jan 31, 2026

Columns: PerformanceBreakdown

Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↓	Impressions ↑↓	Reach ↑↓	Frequency ↑↓	CPM (cost per 1,000... ↑↓	Purchases ↑↓
28,811	€0.20	Using ad set bu...	€5,836.95	317,185	166,433	1.91	€18.40	—
Website Views Conte...	Per View Content							
24,721	€0.14	Using ad set bu...	€3,423.30	260,019	163,474	1.59	€13.17	—
Website Views Conte...	Per View Content							

META ADS MANAGER · AMOUNT SPENT · ACCOUNT 1 OF 2

Jan 1, 2026 – Jan 31, 2026

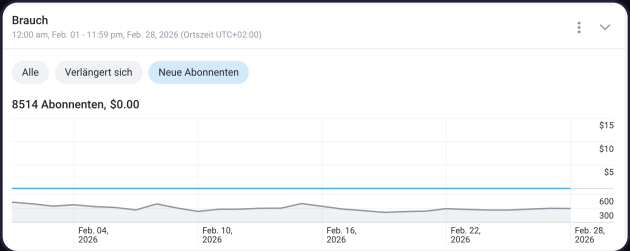
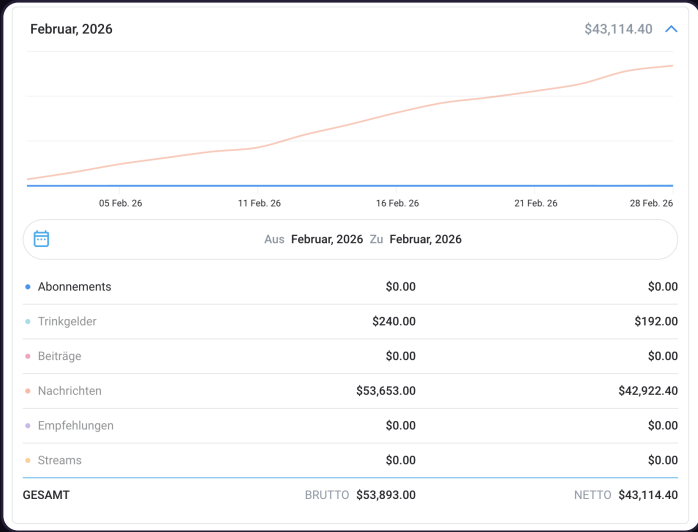
ColumnsBreakdownGrouping

Results ↑↓	Reach ↑↓	Frequency ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↓	Ends ↑↓	Impressions ↑↓	CPM (cost per 1,000... ↑↓
3,062	13,978	1.82	\$0.22	Using ad set bu...	\$663.93	Ongoing	25,503	
Website Views Conte...			Per View Content	Not shared				

META ADS MANAGER · AMOUNT SPENT · ACCOUNT 2 OF 2

February 2026

NET REVENUE	AD SPEND	LLG FEE (20%)	PROFIT
\$43,114.40	\$8,339.02	\$8,622.88	\$26,152.50
ROAS	NEW FANS	COST/FAN	
5.17×	8,514	\$0.98	



FAN STATISTICS · NEW SUBSCRIBERS

EARNINGS STATEMENT · NET REVENUE

Feb 1, 2026 – Feb 28, 2026

	Reach ↑↓	Frequency ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↓	Ends ↑↓	Impressions ↑↓	CPM (cost per 1,000... ↑↓	Link clicks ↑↓
181	32,670	2.05	\$0.27	Using ad set bu...	\$1,668.25	Ongoing	66,924	\$24.93	5,89
882	26,715	2.05	\$0.24	Using ad set bu...	\$1,406.25	Ongoing	54,713	\$25.70	3,14
663	17,036	1.46	\$0.27	Using ad set bu...	\$722.69	Ongoing	24,918	\$29.00	2,52

META ADS MANAGER · AMOUNT SPENT · ACCOUNT 1 OF 2

Campaign

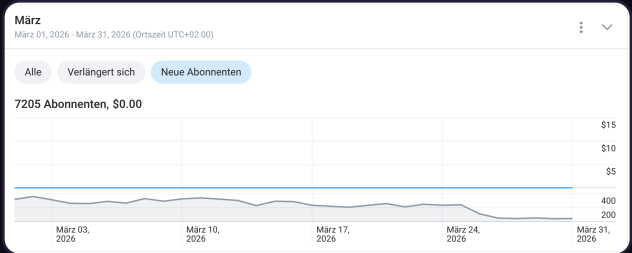
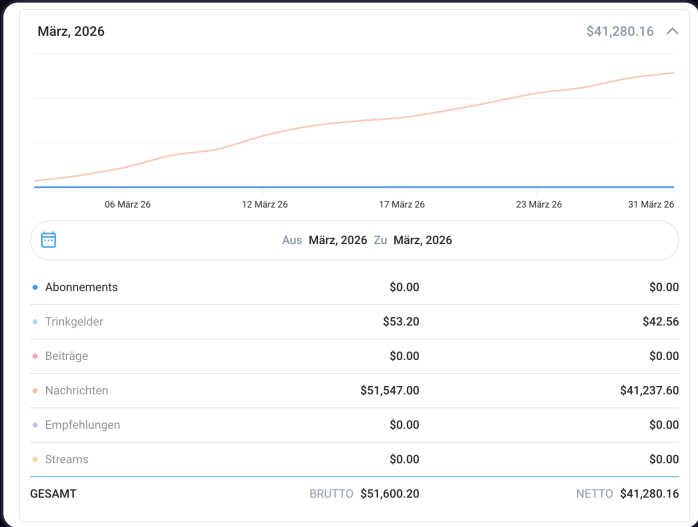
Feb 1, 2026 – Feb 28, 2026

Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↓	Impressions ↑↓	Reach ↑↓	Frequency ↑↓	CPM (cost per 1,000... ↑↓	Purchases ↑↓
16,862	€0.23	Using ad set bu...	€3,935.63	207,414	129,103	1.61	€18.97	—

META ADS MANAGER · AMOUNT SPENT · ACCOUNT 2 OF 2

March 2026

NET REVENUE	AD SPEND	LLG FEE (20%)	PROFIT
\$41,280.16	\$8,802.26	\$8,256.03	\$24,221.87
ROAS	NEW FANS	COST/FAN	
4.69×	7,205	\$1.22	



FAN STATISTICS · NEW SUBSCRIBERS

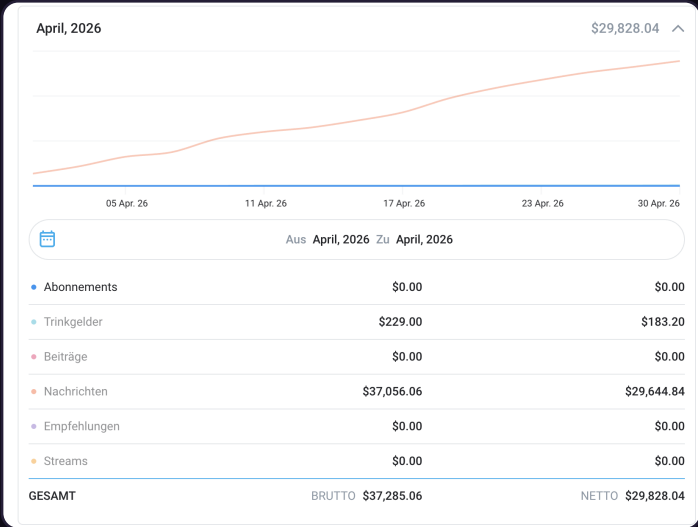
EARNINGS STATEMENT · NET REVENUE

Mar 1, 2026 - Mar 31, 2026									
Columns: Performance Breakdown									
Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↓	Impressions ↑↓	Reach ↑↓	Frequency ↑↓	CPM (cost per 1,000... ↑↓	Purchases ↑↓	
43,496	€0.17	Using ad set bu...	€7,298.71	480,888	290,185	1.66	€15.18		
Website Views Conte... Per View Content									
3,023	€0.11	Using ad set bu...	€330.08	31,321	28,516	1.10	€10.54		
Website Views Conte... Per View Content									

META ADS MANAGER · AMOUNT SPENT

April 2026

NET REVENUE	AD SPEND	LLG FEE (20%)	PROFIT
\$29,828.04	\$6,006.59	\$5,965.61	\$17,855.84
ROAS	NEW FANS	COST/FAN	
4.97×	3,958	\$1.52	



FAN STATISTICS · NEW SUBSCRIBERS

EARNINGS STATEMENT · NET REVENUE

Apr 1, 2026 - Apr 30, 2026

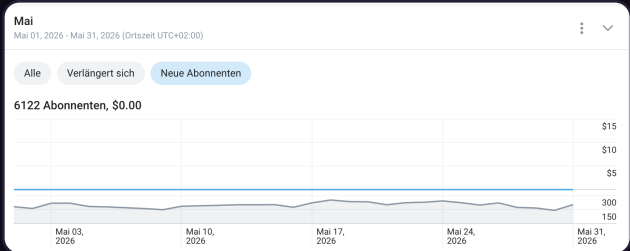
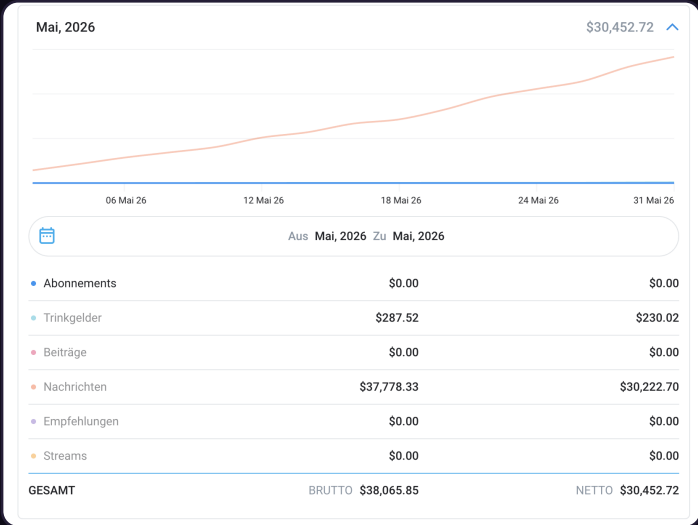
Columns: PerformanceBreakdown

Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↓	Impressions ↑↓	Reach ↑↓	Frequency ↑↓	CPM (cost per 1,000... ↑↓	Purchases ↑↓
22,456 Website Views Conte...	€0.12 Per View Content	Using ad set bu...	€2,736.56	227,621	144,952	1.57	€12.02	
15,435 Website Views Conte...	€0.15 Per View Content	Using ad set bu...	€2,291.48	158,502	96,909	1.64	€14.46	
886 Website Views Conte...	€0.20 Per View Content	Using ad set bu...	€179.58	11,165	10,220	1.09	€16.08	

META ADS MANAGER · AMOUNT SPENT

May 2026

NET REVENUE	AD SPEND	LLG FEE (20%)	PROFIT
\$30,452.72	\$7,334.45	\$6,090.54	\$17,027.73
ROAS	NEW FANS	COST/FAN	
4.15×	6,122	\$1.20	



FAN STATISTICS · NEW SUBSCRIBERS

EARNINGS STATEMENT · NET REVENUE

May 1, 2026 – May 31, 2026

Columns: Performance

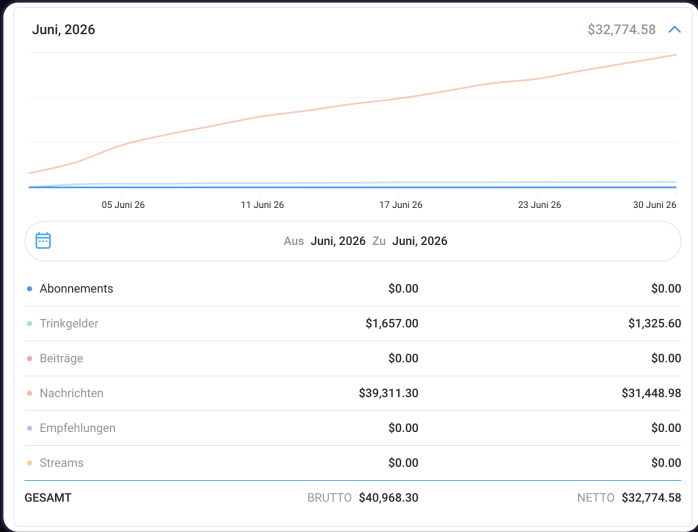
Breakdown

Results	Cost per result	Budget	Amount spent	Impressions	Reach	Frequency	CPM (cost per 1,000...)	Purchases
37,218	€0.12	Using ad set bu...	€4,476.00	406,080	231,342	1.76	€11.02	
Website Views Conte...	Per View Content							
15,190	€0.12	Using ad set bu...	€1,809.85	160,737	100,787	1.59	€11.26	
Website Views Conte...	Per View Content							

META ADS MANAGER · AMOUNT SPENT

June 2026

NET REVENUE	AD SPEND	LLG FEE (20%)	PROFIT
\$32,774.58	\$5,714.64	\$6,554.92	\$20,505.02
ROAS	NEW FANS	COST/FAN	
5.73×	4,609	\$1.24	



FAN STATISTICS · NEW SUBSCRIBERS

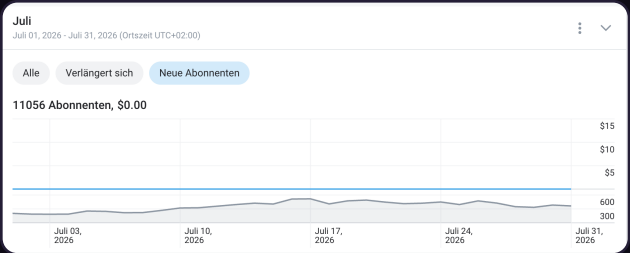
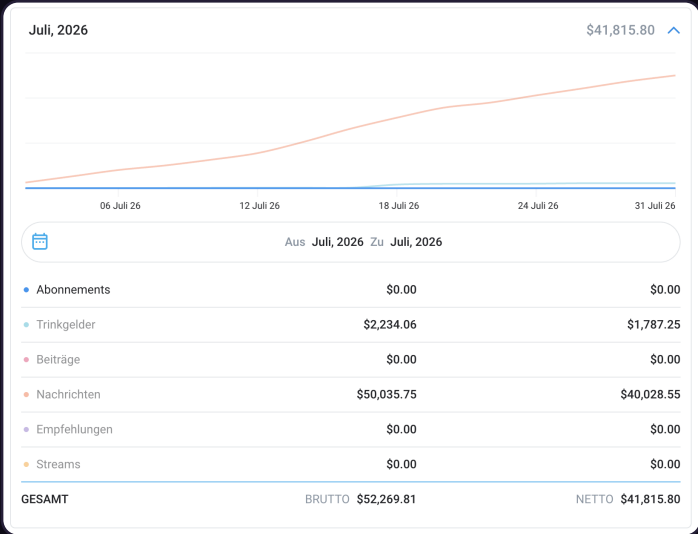
EARNINGS STATEMENT · NET REVENUE

Campaign										Jun 1, 2026 - Jun 30, 2026
Columns: Performance										Breakdown
Results	Cost per result	Budget	Amount spent	Impressions	Reach	Frequency	CPM (cost per 1,000...)	Purchases		
19,714	€0.17	Using ad set bu...	€3,432.24	240,141	159,287	1.51	€14.29	—		
Website Views Conte...	Per View Content									
7,394	€0.17	Using ad set bu...	€1,277.55	99,456	65,263	1.52	€12.85	—		
Website Views Conte...	Per View Content									
1,036	€0.17	Using ad set bu...	€173.29	11,533	10,024	1.15	€15.03	—		
Website Views Conte...	Per View Content									
358	€0.19	Using ad set bu...	€69.32	4,136	3,638	1.14	€16.76	—		
Website Views Conte...	Per View Content									

META ADS MANAGER · AMOUNT SPENT

July 2026

NET REVENUE	AD SPEND	LLG FEE (20%)	PROFIT
\$41,815.80	\$8,250.29	\$8,363.16	\$25,202.35
ROAS	NEW FANS	COST/FAN	
5.07×	11,056	\$0.75	



EARNINGS STATEMENT · NET REVENUE

1 Campaign

Jul 1, 2026 – Jul 31, 2026

Columns: Performance Breakdown

Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↓	Impressions ↑↓	Reach ↑↓	Frequency ↑↓	CPM (cost per 1,000... ↑↓	Purchases ↑↓
7.788 Website Subscribes	€0.92 Per Website Subscribe	Using ad set bu...	€7,150.32	236,432	145,356	1.63	€30.24	529

META ADS MANAGER · AMOUNT SPENT