

CASE STUDY



ENGAGEMENT METRICS

IMPRESSIONS: 180,000

REACH: 82,000

CLICK-THROUGH RATE (CTR): 1.92%

LINK CLICKS: 7,872

LANDING PAGE VIEWS: 6,003

COST PER LINK CLICK (CPC): AUD \$0.32

COST PER LANDING PAGE VIEW: AUD \$0.42

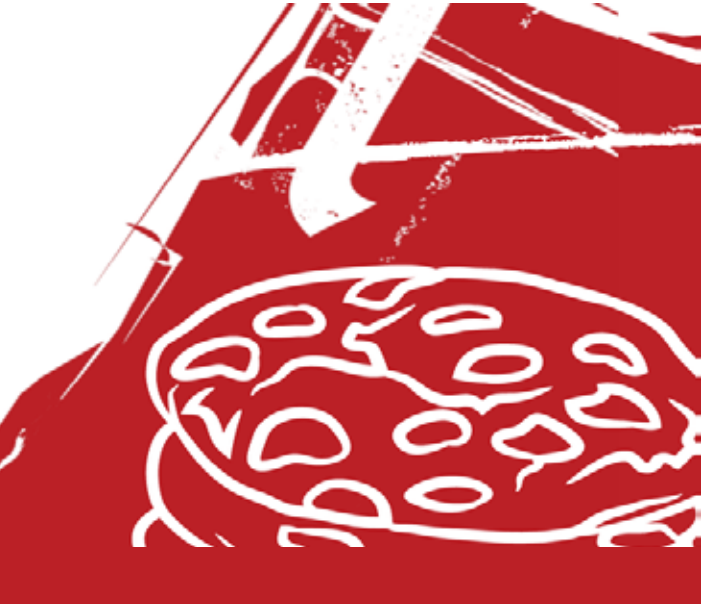
RETARGETING PERFORMANCE

SPEND: AUD \$600

PURCHASES FROM RETARGETING: 71

ROAS FROM RETARGETING: 3.20X

BEST PERFORMING AD: “SEND SWEETNESS COOKIE GIFT PACKS DELIVERED AUSTRALIA-WIDE” (VIDEO AD, 15S)



COOKIES STORE

CAMPAIGN OBJECTIVE: PURCHASES (CONVERSIONS)

CAMPAIGN DURATION: 30 DAYS

TARGET AUDIENCE: WOMEN AGED 18–44

INTERESTS IN BAKING, GIFTING, AND FAMILY

GEOGRAPHIC TARGET: AUSTRALIA-WIDE

COMPAGN SUMMARY

TOTAL AD SPEND: AUD \$2,500

PURCHASES GENERATED: 182

COST PER PURCHASE (CPP): AUD \$13.74

REVENUE GENERATED: AUD \$6,370

RETURN ON AD SPEND (ROAS): 2.55X

TOP PERFORMING CREATIVE INSIGHTS

CREATIVE FORMAT: VIDEO CAROUSEL OF 3 POPULAR COOKIE FLAVORS

PRIMARY HOOK: TREAT THEM AUSTRALIAS MOST ADDICTIVE COOKIES DELIVERED

ENGAGEMENT: 812 LIKES, 276 SHARES 94 COMMENTS

Search and filter											This month: Jun 1, 2024 – Jun 24, 2024	
Campaigns 1 selected Ad sets 1 selected Ads 1 selected												
+ Create Duplicate Edit A/B test More Columns Breakdown												
	Off / On	Ad set	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Schedule			
	☐	Tier 1/2 - IG - Target Cult...	79 LF_clickthrough	42,209	46,968	\$0.40 Per LF_clickthrough	\$31.22	Ongoing	Jun 21, 2024 – Ongoing			
	☐	Tier 1/2 - IG - Target Artis...	74 LF_clickthrough	40,653	45,132	\$0.39 Per LF_clickthrough	\$28.55	Ongoing	Jun 21, 2024 – Ongoing			
	☐	Tier 1/2 - IG - Target Artis...	50 LF_clickthrough	2,096	2,474	\$0.13 Per LF_clickthrough	\$6.70	Ongoing	Jun 21, 2024 – Ongoing			
	☐	Tier 1/2 - IG - Target Artis...	45 LF_clickthrough	2,311	2,716	\$0.20 Per LF_clickthrough	\$9.03	Ongoing	Jun 21, 2024 – Ongoing			
	☐	Tier 1/2 - IG - Target Artis...	7 LF_clickthrough	1,610	1,659	\$0.41 Per LF_clickthrough	\$2.88	Ongoing	Jun 21, 2024 – Ongoing			
	☐	Tier 1/2 - IG - Target Artis...	31 LF_clickthrough	1,996	2,338	\$0.19 Per LF_clickthrough	\$5.95	Ongoing	Jun 21, 2024 – Ongoing			
	☐	Tier 1/2 - IG - Tar... ...	23 LF_clickthrough	1,301	1,511	\$0.19 Per LF_clickthrough	\$4.45	Ongoing	Jun 21, 2024 – Ongoing			
	☐	Tier 1/2 - IG - Target Artis...	1 LF_clickthrough	887	917	\$1.66 Per LF_clickthrough	\$1.66	Ongoing	Jun 21, 2024 – Ongoing			
	☐	Tier 1/2 - IG - Target Artis...	2 LF_clickthrough	611	627	\$0.61 Per LF_clickthrough	\$1.22	Ongoing	Jun 21, 2024 – Ongoing			
	☒	Tier 1/2 - IG - Target Cult...	1 LF_clickthrough	539	557	\$0.88 Per LF_clickthrough	\$0.88	Ongoing	Jun 21, 2024 – Ongoing			
	☐		2 LF_clickthrough	785	819	\$1.82 Per LF_clickthrough	\$1.65	Ongoing	Jun 21, 2024 – Ongoing			
		Results from 12 ad sets (	318 LF_clickthrough	92,400 Accounts Center ac...	106,826 Total	\$0.30 Per LF_clickthrough	\$96.15 Total spent					

CASE STUDY



GARAGE DOOR SERVICES

CAMPAIGN OBJECTIVE: LEAD GENERATION
CAMPAIGN DURATION: 30 DAYS
TARGET AUDIENCE: HOMEOWNERS AGED 30–65 + IN PORT CHARLOTTE
GEOGRAPHIC TARGET: PORT CHARLOTTE

COMPAIGN SUMMARY

TOTAL AD SPEND: \$1,500

PURCHASES GENERATED: 120

COST PER PURCHASE (CPP): \$12.5

REVENUE GENERATED: \$9,670

RETURN ON AD SPEND (ROAS): 6.55X

TOP PERFORMING CREATIVE INSIGHTS

CREATIVE FORMAT: IMAGE CAROUSEL
SHOWCASING BEFORE-AND-AFTER GARAGE
PRIMARY HOOK: IS YOUR GARAGE DOOR STUCK? GET IT FIXED TODAY!
ENGAGEMENT: 350 LIKES, 120 SHARES
60 COMMENTS

ENGAGEMENT METRICS

IMPRESSIONS: 250,000

REACH: 82,000

CLICK-THROUGH RATE (CTR): 2.02%

LINK CLICKS: 5,000

LANDING PAGE VIEWS: 4,003

COST PER LINK CLICK (CPC): \$0.32

COST PER LANDING PAGE VIEW: \$0.372

RETARGETING PERFORMANCE

SPEND: \$400

PURCHASES FROM RETARGETING: 40

ROAS FROM RETARGETING: 8.20X

BEST PERFORMING AD: 24/7 EMERGENCY GARAGE DOOR REPAIR – FAST & RELIABLE SERVICE" (IMAGE AD)



ONLINE STORE

Step into the world of Siblings.ae and uncover endless possibilities with our diverse range of products.



ONLINE SAUDI BASED STORE

CAMPAIGN OBJECTIVE: COVERSION (PURCHASE)
CAMPAIGN DURATION: 30 DAYS
TARGET AUDIENCE: UAE RESIDENT 25-45 AGED
INTERESTS IN HOME APPLIANCES
GEOGRAPHIC TARGET: UAE

COMPAIGN SUMMARY

TOTAL AD SPEND: AED 5,000

PURCHASES GENERATED: 250

COST PER PURCHASE (CPP): AED 20

REVENUE GENERATED: AED 25,000

RETURN ON AD SPEND (ROAS): 5.0X

TOP PERFORMING CREATIVE INSIGHTS

CREATIVE FORMAT: CAROUSEL SHOWCASING DISCOUNTED PRODUCTS LIKE THE STADLER FORM

PRIMARY HOOK: UPGRADE YOUR HOME ESSENTIALS – SHOP NOW & SAVE BIG!

ENGAGEMENT: 1,200 LIKES, 350 SHARES, 150 COMMENTS

ENGAGEMENT METRICS

IMPRESSIONS: 500,000

REACH: 150,000

CLICK-THROUGH RATE (CTR): 2.5%

LINK CLICKS: 12,500

LANDING PAGE VIEWS: 10,000

COST PER LINK CLICK (CPC): AED 0.32

COST PER LANDING PAGE VIEW: AED 0.52

RETARGETING PERFORMANCE

SPEND: AED 1,000

PURCHASES FROM RETARGETING: 80

ROAS FROM RETARGETING: 8.20X

BEST PERFORMING AD: “EXCLUSIVE 20% OFF ON HOME APPLIANCES – LIMITED TIME OFFER



Off / On	Ad	Ad set	Amount spent	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad...)	Mobile app purchase ROAS (return on ad...)	AOV (Shan)	
	summer buy 1 Get 1 offer_june3 - ad2	رف.0.01 Daily	120.87.رف.	14.92 ^{ref}	12.56 ^{ref}	2.36	163.91.	
	Waterpik Water Flosser Cordless Plus Ad	رف.0.01 Daily	1,197.04.رف.	10.59 ^{ref}	9.03 ^{ref}	1.56	186.45	
	La Roche Posay-v1	رف.0.01 Daily	598.64.رف.	11.90 ^{ref}	8.81 ^{ref}	3.09	187.45	
	sunscreen - video	رف.0.01 Daily	422.63.رف.	8.80 ^{ref}	8.80 ^{ref}	—	109.38	
	Motion Graphics Ad	رف.0.01 Daily	748.05.رف.	10.38 ^{ref}	8.23 ^{ref}	2.15	161.81	
	Rossmax nebulizer Ad	رف.0.01 Daily	1,346.22.رف.	9.29 ^{ref}	8.00 ^{ref}	1.29	150.74	
	Bioderma Sebium Ad	رف.0.01 Daily	1,197.29.رف.	8.81 ^{ref}	7.32 ^{ref}	1.48	122.62	
	Arabic Ad - v2	رف.0.01 Daily	1,107.54.رف.	8.32 ^{ref}	7.03 ^{ref}	1.29	133.57	
	Carousel Lookalike v1	رف.0.01 Daily	1,268.09.رف.	8.43 ^{ref}	7.01 ^{ref}	1.42	117.44	