



∞ Meta

PRESENTED BY SHREYA LAPASIA

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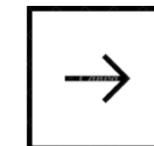
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Objective

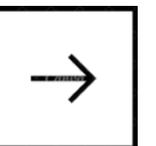


OBJECTIVE OF THE CAMPAIGN

The image shows a landing page for a digital marketing masterclass. The main heading is "2024's #1 Digital Marketing Masterclass with Certification". The instructor is Karan Shah, Founder, CEO - IIDE. The course duration is 45 minutes, with a 4.9/5 rating and 99,873 enrolled students. A prominent "Start Masterclass" button is at the bottom. A video player thumbnail shows Karan Shah with the text "Digital Marketing Masterclass" and a play button. Logos for TEDx, Hindustan Times, Entrepreneur, Forbes, and CEO are listed as "Featured in".

To create & run Meta Ads to promote IIDE'S Free Digital Marketing Masterclass and mainly to drive traffic to the landing page.

Campaign details



LOCATION OF THE CAMPAIGN



CAPE TOWN, SOUTH AFRICA.

DETAILS OF THE CAMPAIGN

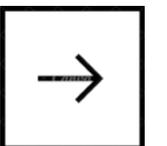
Duration – 6 Days

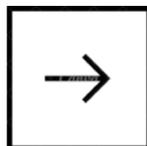
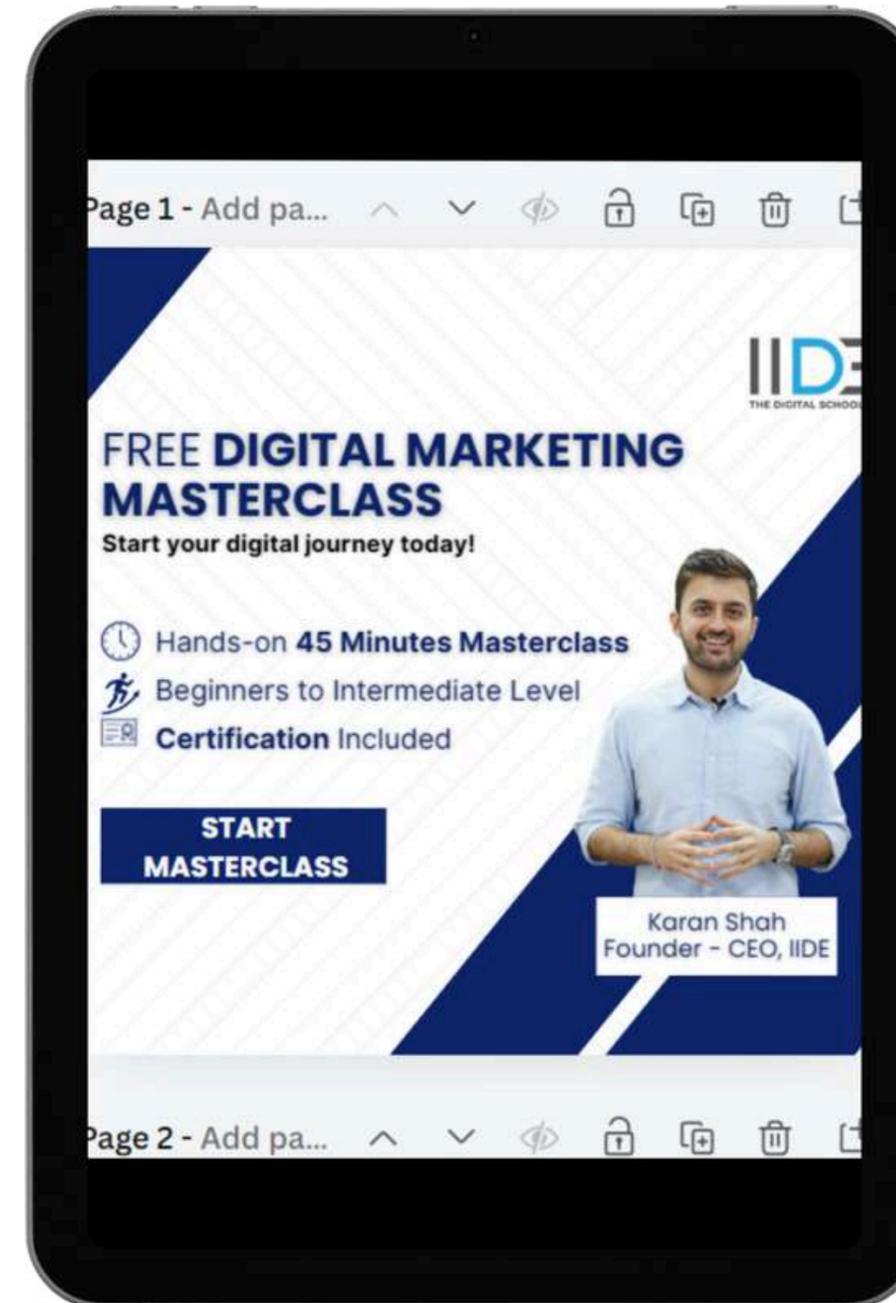
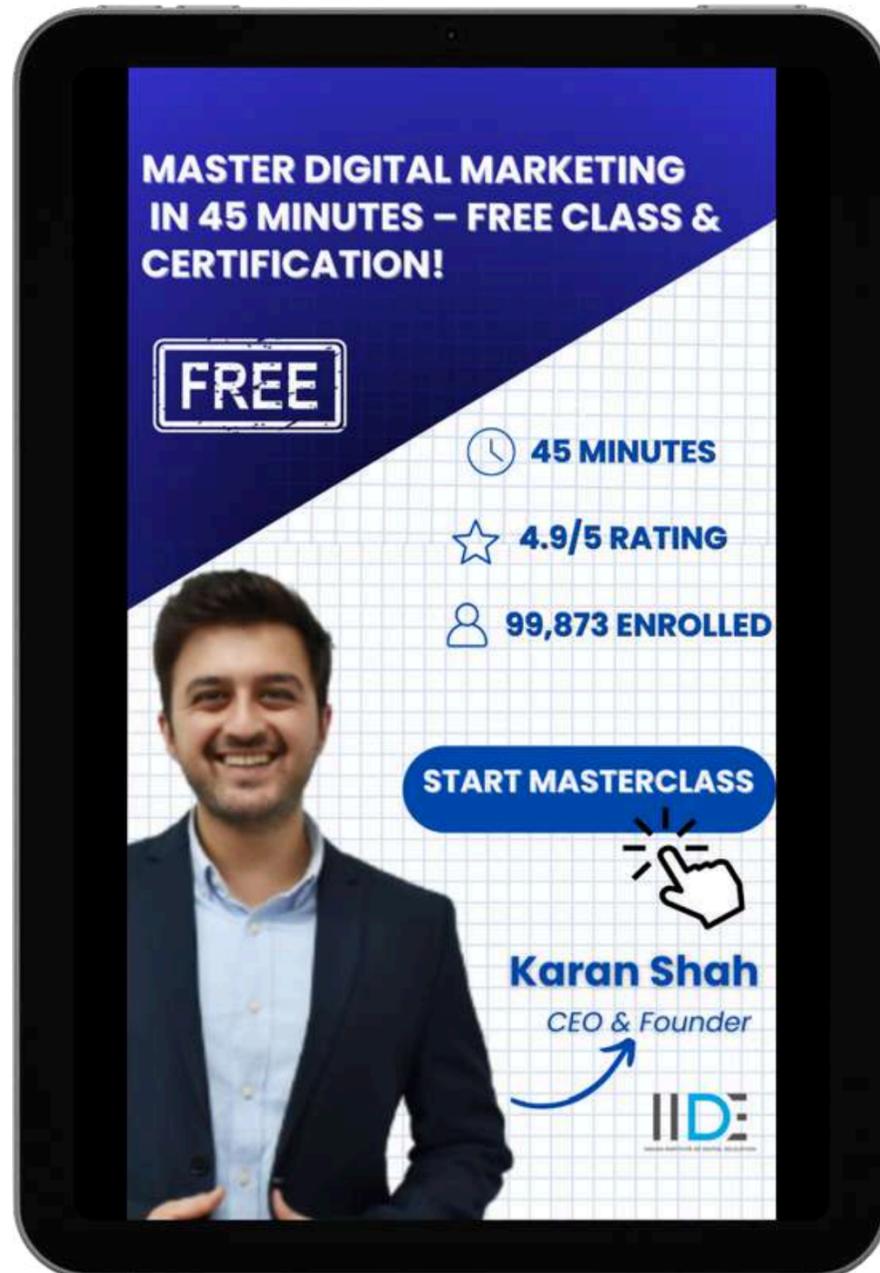
Budget – 1000rs

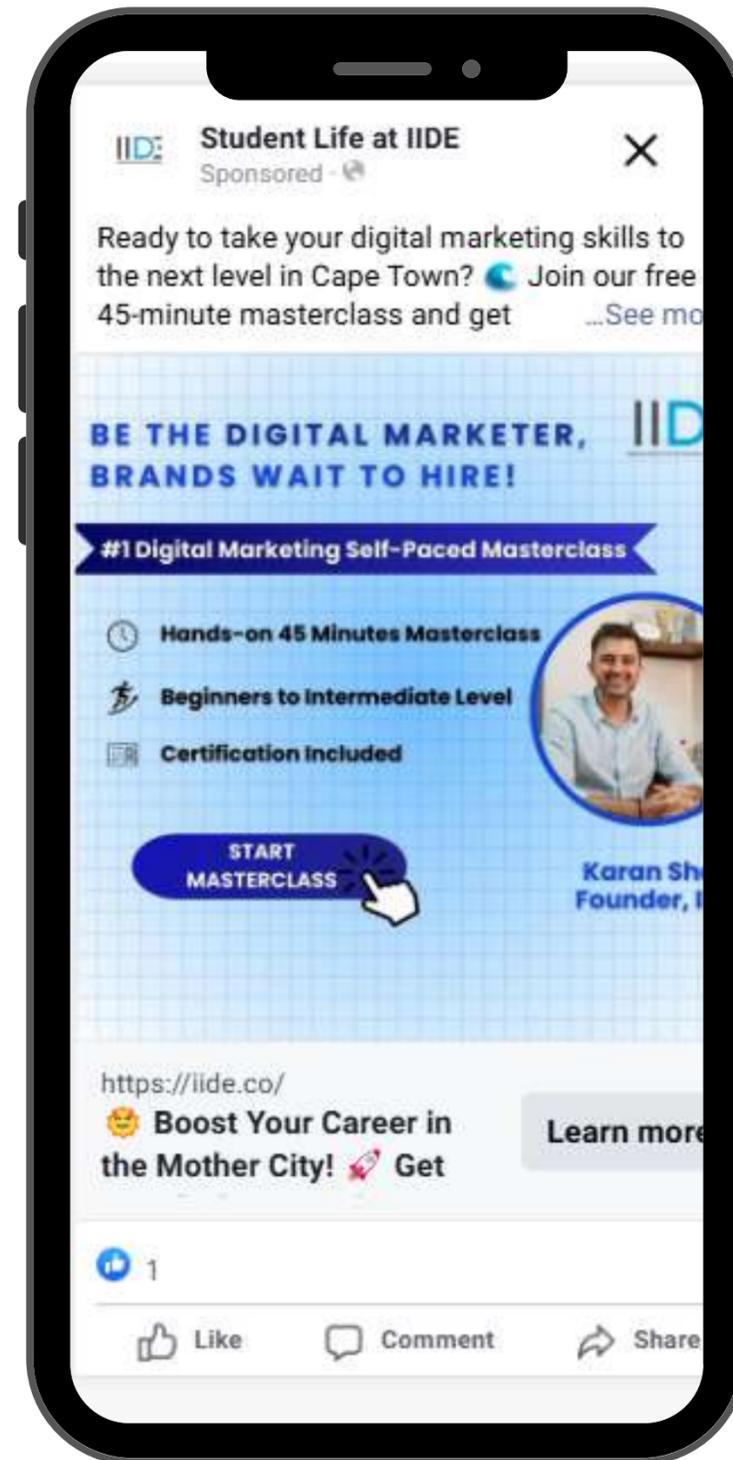
Start Date – 6/09/2024

End Date – 12/09/2024

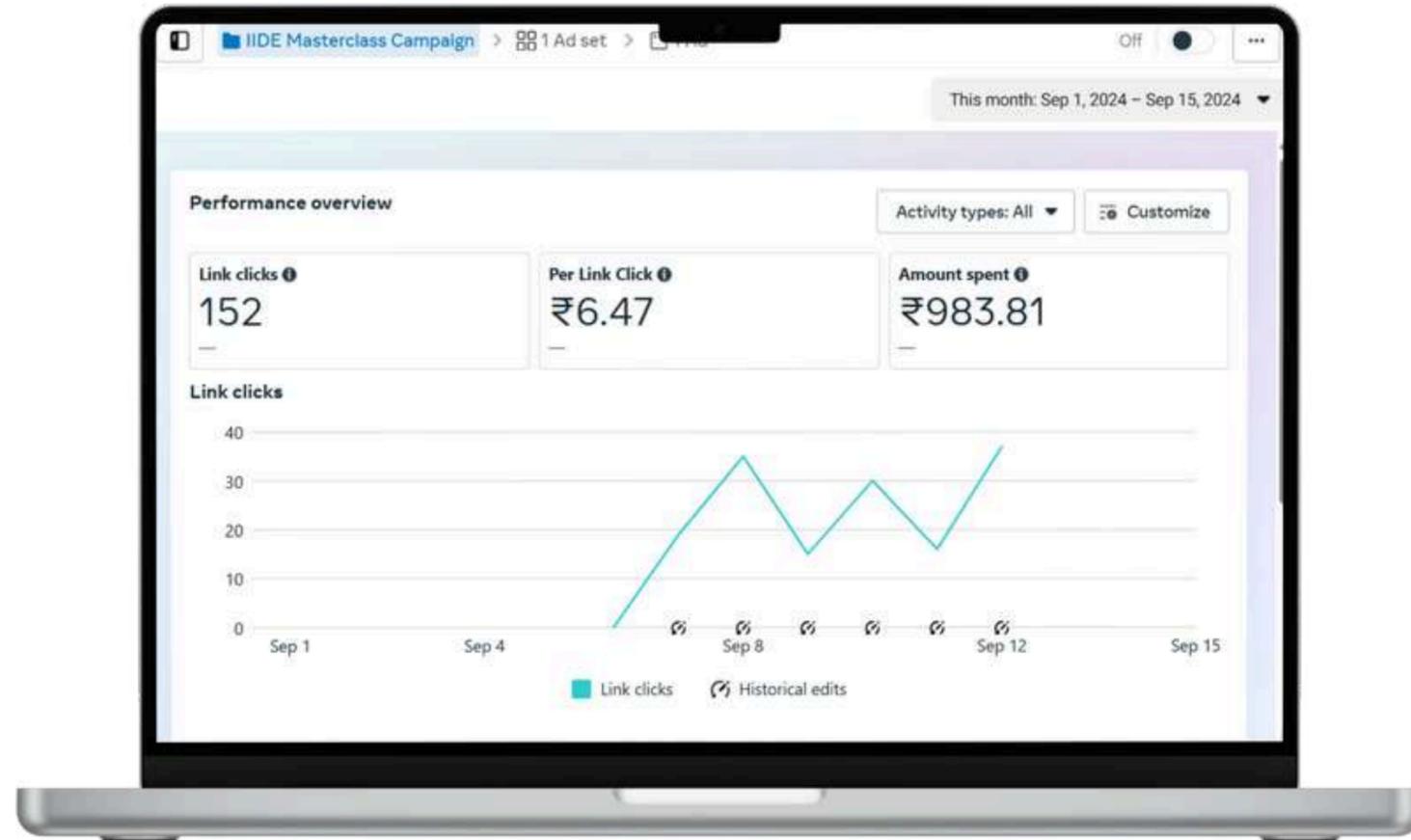
Creatives







CAMPAIGN OVERVIEW



- Link Clicks – 152
- Per Link Click – Rs 6.47
- Reach – 12,956
- Impressions – 19,217
- CTR – 0.79 %
- Formats– Static posts and Story
- Post frequency– Regularly
- Campaign Duration – 5 days
- Amount spent –Rs 983.81

Findings & Observations

PERFORMANCE OVERVIEW



IIDE Masterclass Campaign >



IIDE MasterClass Set >

IIDE MasterClass

Off



Sep 6, 2024 – Sep 12, 2024

Performance overview

Activity types: All

Customize

Link clicks ⓘ

152

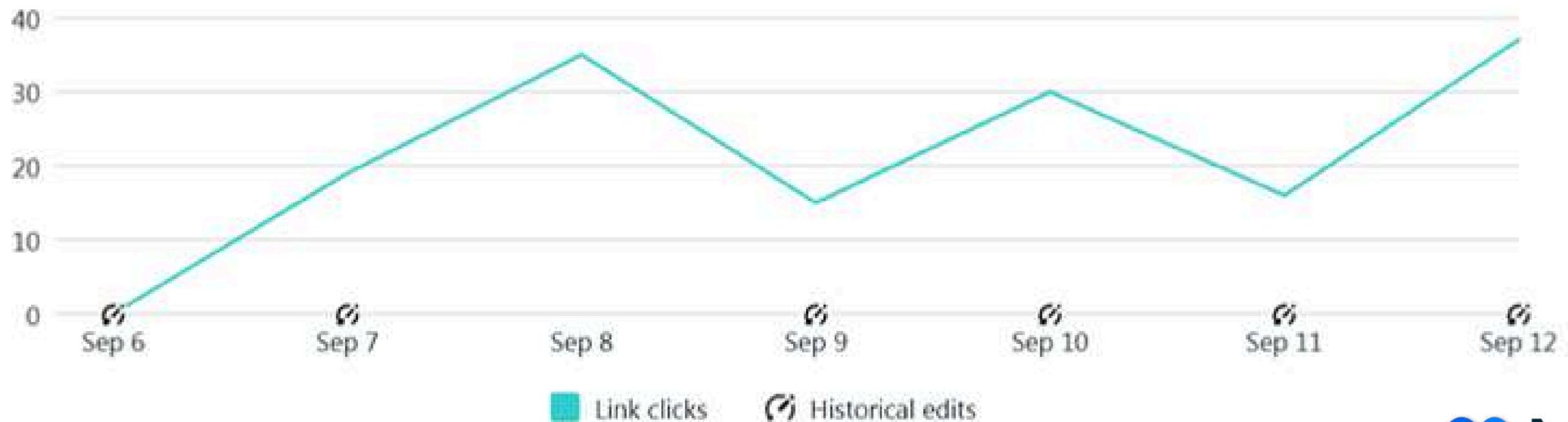
Reach ⓘ

12,936

Impressions ⓘ

19,217

Link clicks



Link clicks

Historical edits

PERFORMANCE OVERVIEW

Duplicate	Edit	More	Preview	View setup <input type="checkbox"/>			Reports	Export
Ad	Reacl	Frequer	Cost per result	Amount spent	Impres	Link clicks	CPC (cost per link...	CTR (link clic...
2024-09-06	81	1.41	—	₹6.08	114	—	—	—
2024-09-09	1,117	1.09	₹3.56	₹53.46	1,212	15	₹3.56	1.24%
2024-09-11	1,674	1.22	₹6.43	₹102.80	2,048	16	₹6.43	0.78%
2024-09-07	1,625	1.36	₹7.77	₹147.71	2,212	19	₹7.77	0.86%
2024-09-10	2,947	1.35	₹7.67	₹230.14	3,965	30	₹7.67	0.76%
2024-09-08	3,847	1.28	₹6.30	₹220.56	4,928	35	₹6.30	0.71%

LINK CLICKS

- **Observation:** The campaign generated 152 link clicks in total. The highest clicks were recorded on 12th September (37 clicks), while 6th September saw no clicks as the campaign went live on 6th at 12:00 am
- **Inference:** The initial day's performance was slow, likely due to lower optimization. After adding budget on 9th September (₹350), there was a clear improvement in engagement, peaking towards the campaign's end.



REACH

- **Observation:** The campaign's total reach was 14,947, with the highest reach on 12th September (3,737) and the lowest on 9th September (1,117), despite increasing the budget to ₹350 on that day.
- **Inference:** Although the budget increase on 9th September improved performance in terms of link clicks, the reach remained relatively low. This indicates potential issues with audience saturation or a delay in optimizing for the new budget.

IMPRESSIONS

- **Observation:** The campaign generated 19,217 impressions. 8th September had the highest impressions (4,928), but its CTR was only 0.71%. On 10th September, the impressions were 3,965, with improved engagement, though the budget got stuck.
- **Inference:** Despite high impressions, 8th September didn't translate well into link clicks, suggesting the creative might not have resonated with the audience. The budget issue on 10th September likely affected the full potential of the impressions gained on that day.



CPM (Cost per 1,000 Impressions)

- **Observation:** The average CPM was ₹52.61, with the lowest CPM on 12th September (₹47.07) and the highest on 7th September (₹66.77).
- **Inference:** As the campaign progressed, the cost-efficiency improved, particularly after adding more budget on 11th September. The drop in CPM on the last day indicates better audience optimization, leading to a more cost-effective reach.

CPC (Cost per Link Click)

- **Observation:** The average CPC was ₹6.63. The lowest CPC was on 12th September at ₹6.02, and the highest was on 9th September at ₹7.67, despite the higher budget.
- **Inference:** The increased budget on 9th September didn't lead to more efficient clicks, as reflected by the higher CPC. The following days saw better optimization, especially on the last day, where more link clicks were achieved at a lower cost.

CTR (Click-Through Rate)

- **Observation: The average CTR (link click-through rate) was 0.78%. The highest CTR was on 12th September at 0.78%, while 9th September had 0.75%, despite the budget increase.**
- **Inference: A higher budget didn't necessarily result in higher engagement on 9th September, as shown by the lower CTR. However, improvements in audience targeting and ad delivery were evident by the final day, as the campaign ended with the highest CTR.**

BUDGET

- **Observation:** The budget was increased to ₹350 on 9th September, which coincided with an improvement in clicks. However, the campaign had a technical issue on 10th September, and part of the budget wasn't utilized properly. Additional budget was added again on 11th September (the last day).
- **Inference:** The budget increase on 9th September had a positive impact, but the technical glitch on 10th September limited the campaign's potential for that day. The final budget allocation on 11th September helped maximize reach and clicks towards the campaign's conclusion, showing that budget adjustments played a significant role in performance.

AGE & GENDER DISTRIBUTION

- **The majority of the results came from the 18–24 age group, particularly women, who accounted for 58% of the total results. Men contributed 41% of the results. The cost per result was ₹6.28 for men and ₹6.67 for women. Engagements from other age groups (25–34, 35–44, etc.) were minimal.**
- **Inference– The campaign successfully targeted the intended age group (20–25). The engagement was more prominent among women than men, indicating a higher appeal or relevance of the masterclass to the female audience in the selected demographic. The costs per result for both genders are similar, suggesting balanced cost efficiency.**

AGE & GENDER DISTRIBUTION CHART

Sep 6, 2024 – Sep 12, 2024

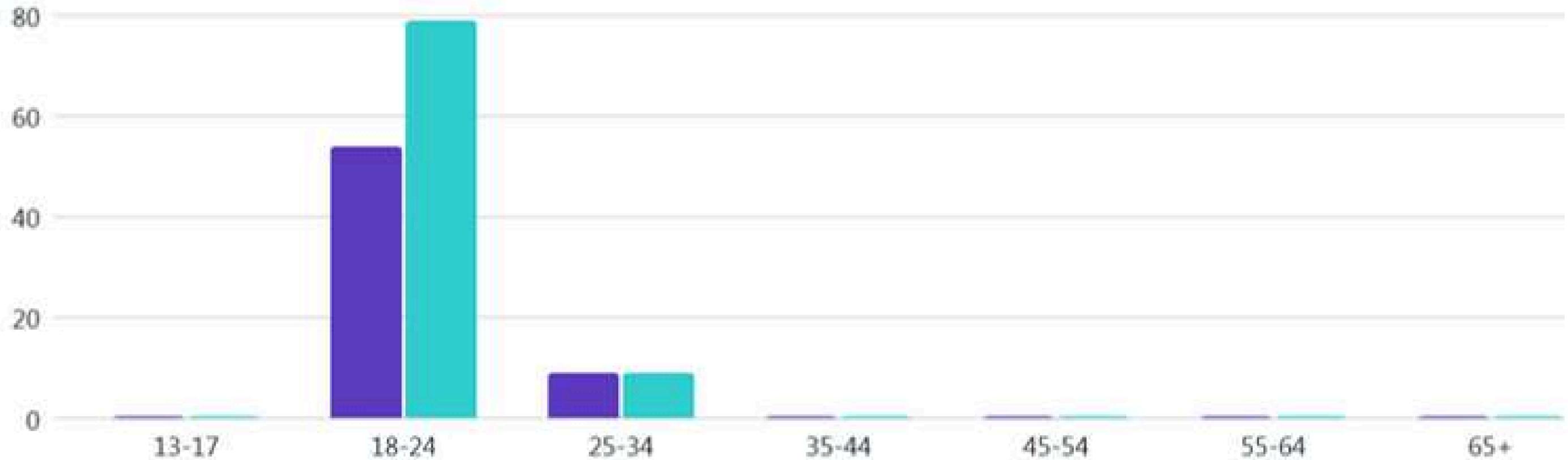
Demographics

Platform

Age and gender distribution

All

Results



Men
41% (63)
Cost per result: D6.28

Women
58% (88)
Cost per result: D6.67

Key Takeaways

KEY TAKEAWAYS FROM CAMPAIGNS

OPTIMIZED CAMPAIGN PERFORMANCE WITH BUDGET ADJUSTMENTS:

Performance saw a significant boost when the budget was increased on September 9th and 10th, highlighting the impact of timely financial allocation to enhance results during critical phases.

STRONG ENGAGEMENT DESPITE BUDGET ISSUES:

Despite the budget being stuck on September 10th, the campaign performed well on both the 9th and 11th, showcasing the potential for continued momentum when budget management is optimized.

COST-EFFECTIVE RESULTS ACHIEVED:

The overall cost per result remained well within expectations, demonstrating cost-efficiency across the campaign, with the campaign consistently delivering results at a reasonable cost.

FOCUSED AUDIENCE TARGETING SUCCESS:

The campaign effectively reached the intended audience in Cape Town, demonstrating the power of well-defined audience targeting and ensuring minimal spillover into non-relevant demographics.

KEY TAKEAWAYS FROM CAMPAIGNS

SUSTAINED PERFORMANCE ACROSS KEY DAYS:

The final days of the campaign, including the additional budget added on the 10th and 11th, played a crucial role in extending the campaign's reach and reinforcing overall engagement.

HIGH CLICK-THROUGH RATE (CTR) DRIVEN BY CONTENT RELEVANCE:

A strong CTR indicates that the content resonated well with the audience, with clear messaging that encouraged action, suggesting a successful match between the ad's creative and its target audience.

CONSISTENCY IN RESULTS ACROSS PLATFORMS:

The performance remained stable across different platforms, indicating that the campaign content was versatile and engaging, regardless of where it appeared, offering insights for cross-platform consistency in future campaigns.

LEARNING OPPORTUNITIES FOR FUTURE BUDGET MANAGEMENT:

The variations in performance across budget changes provide valuable insights into the importance of daily budget monitoring and strategic allocation, especially in the final stages of a campaign to maximize impact.



THANK YOU!

