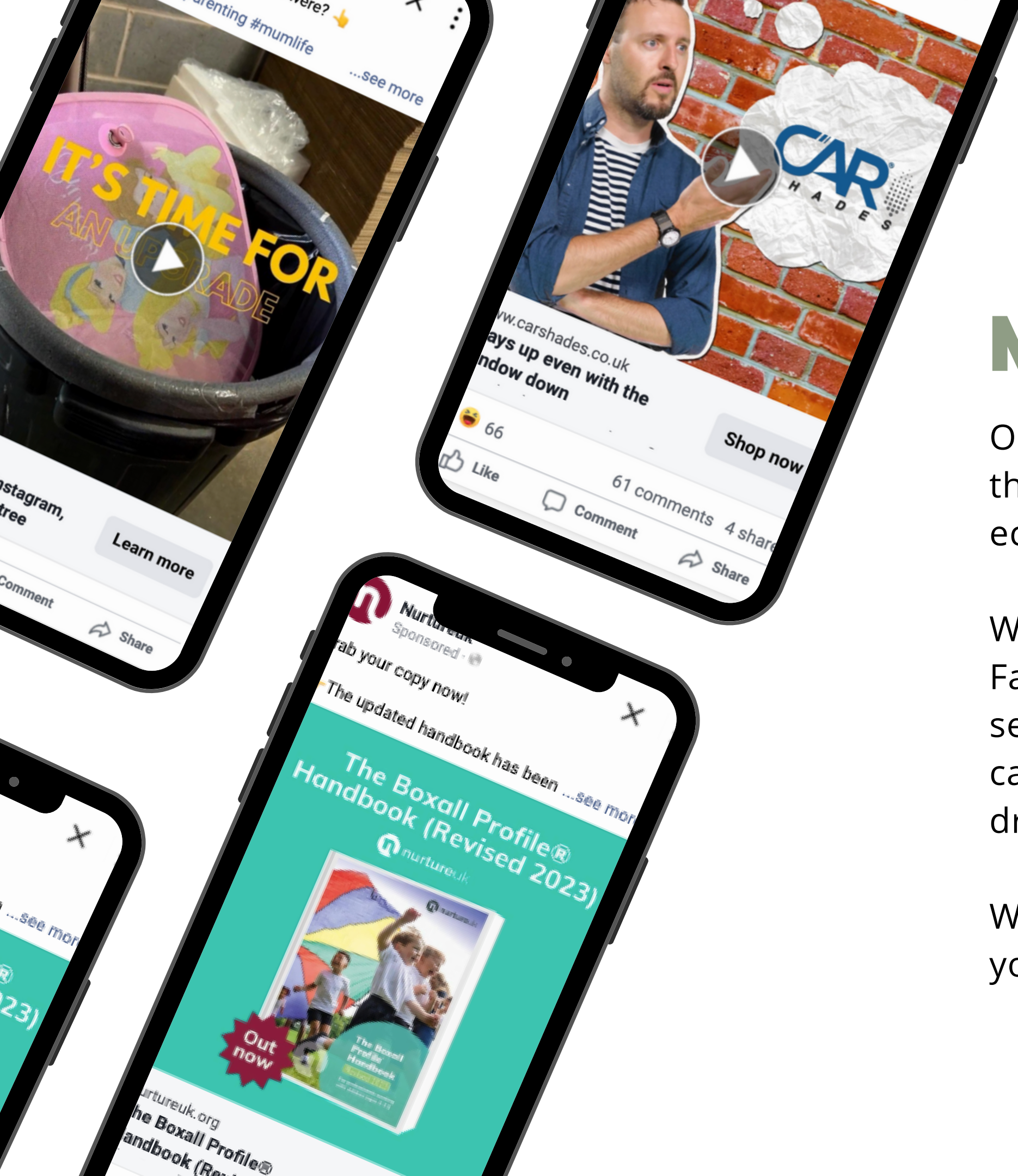


Meta Advertising

Case Study





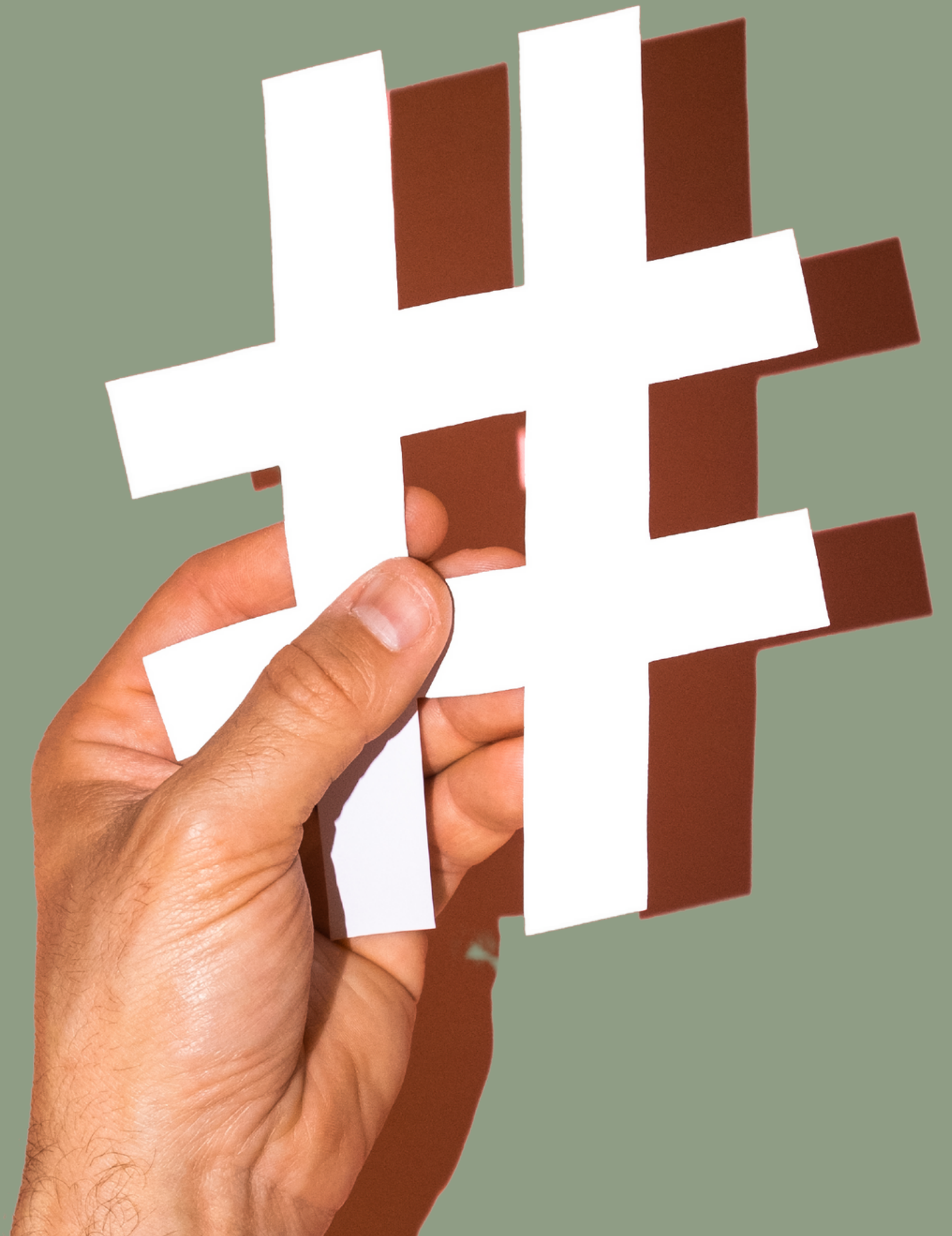
Meta advertising

Our digital marketing agency is your gateway to unlocking the full potential of Meta's expansive advertising ecosystem.

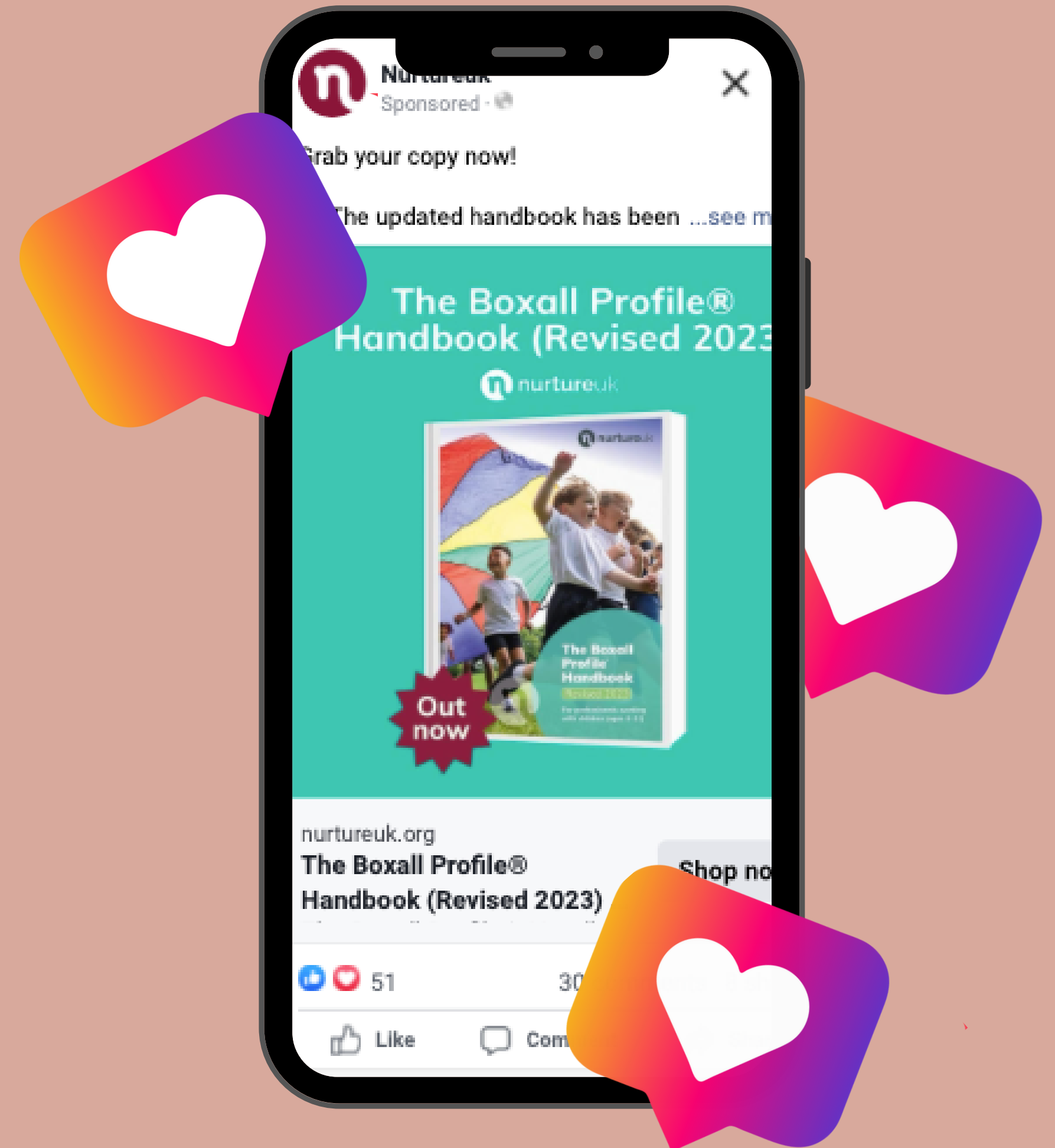
With Meta's unparalleled reach across platforms like Facebook, Instagram, Messenger, and WhatsApp, our seasoned team specialises in crafting strategic ad campaigns designed to captivate your target audience and drive meaningful results.

We leverage Meta's advanced advertising tools to elevate your brand's visibility, engagement, and conversions.

**What does our
fully managed
Meta advertising
service offer?**

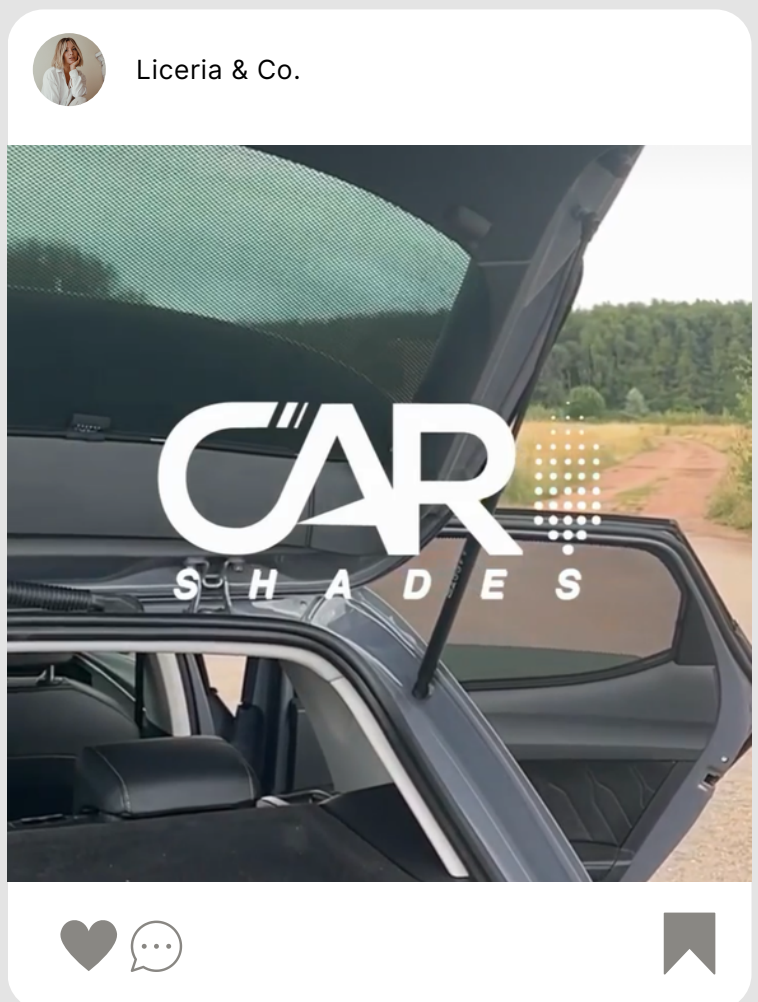
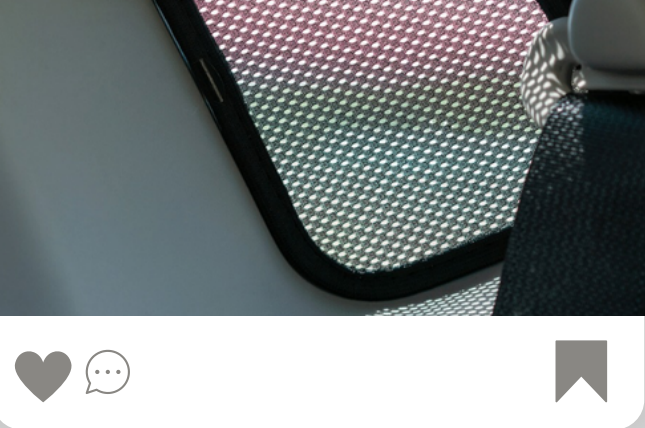


- Tailored Advertising Strategy Development
- Comprehensive Customer Journey Analysis and Planning Guidance
- Advanced Research and Audience Generation
- Dynamic Content Creation and Strategic Direction
- Ad Optimisation and Performance Enhancement
- Custom Ad Creation and Design
- Conversion Tracking and Analysis
- Comprehensive Reporting and Timely Updates



♥ 142 💬 37 👤 27

Meta advertising campaign Car Shades



Campaign Objectives

- Craft an integrated digital advertising strategy tailored for optimal performance across Instagram and Facebook platforms.
- Achieve results that align with industry benchmarks
- Handle end-to-end campaign management, from strategising to asset creation and direction, ensuring seamless execution and maximum impact.

How can you compare our results?

Here are the 2024
Industry Meta
advertising benchmarks



\$0.65

CPC
Cost Per Click



2%

CTR
Click Through Rate



**Between x2-x4
ad spend**

ROAS
Return on ad spend



Below \$1

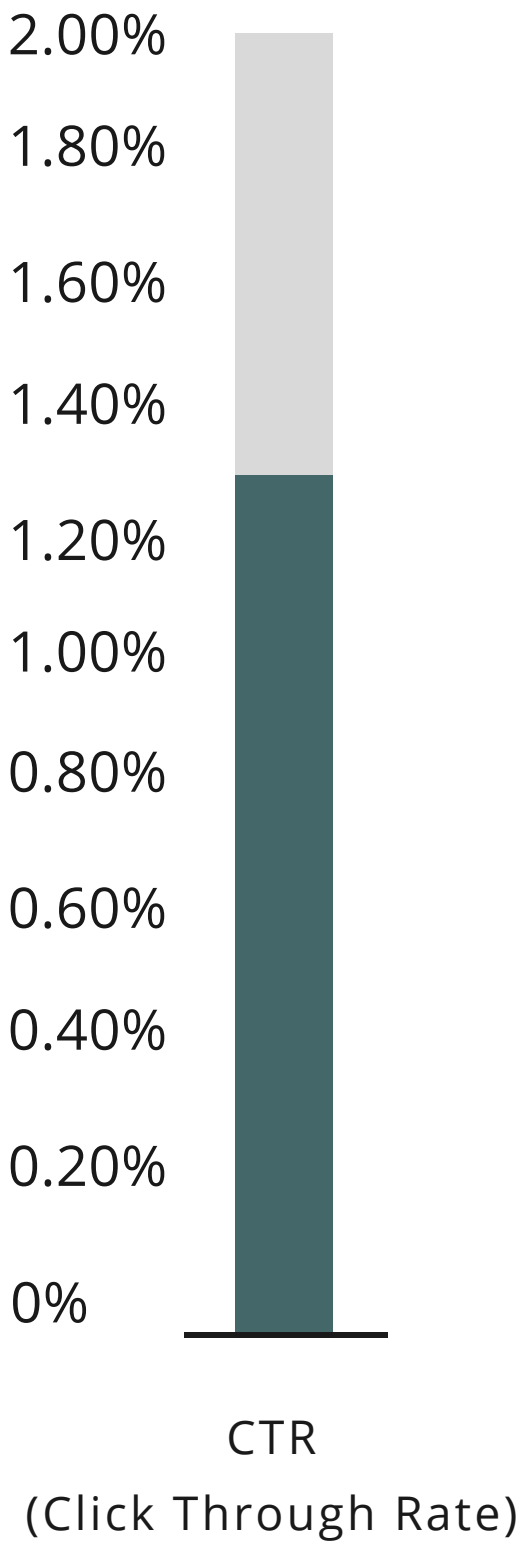
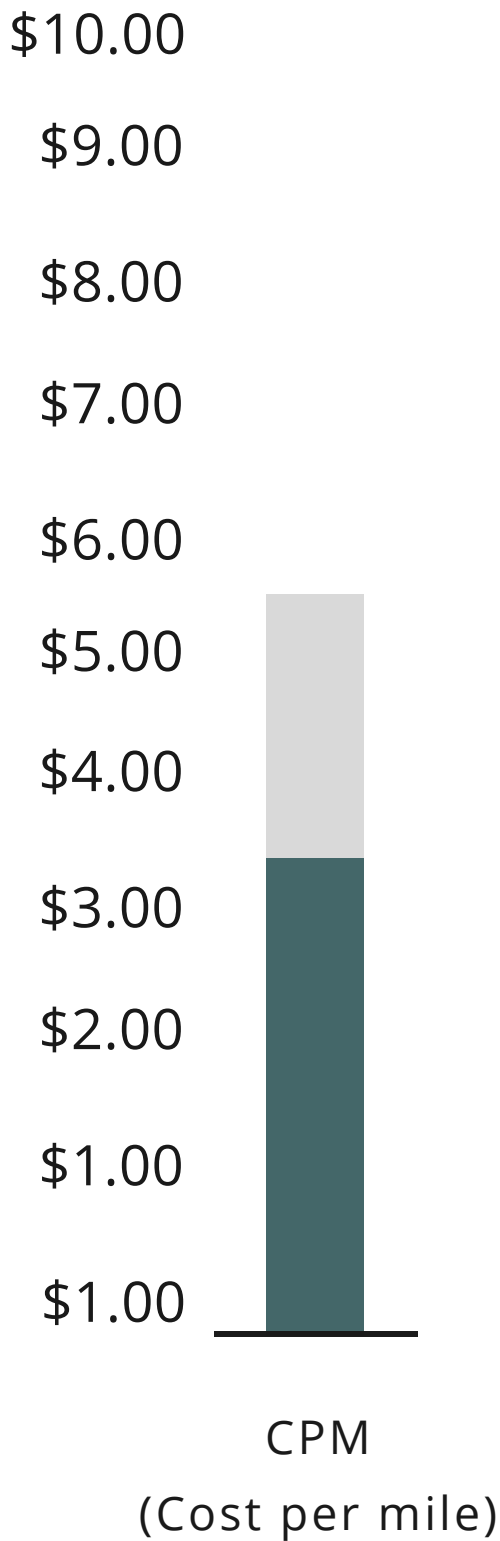
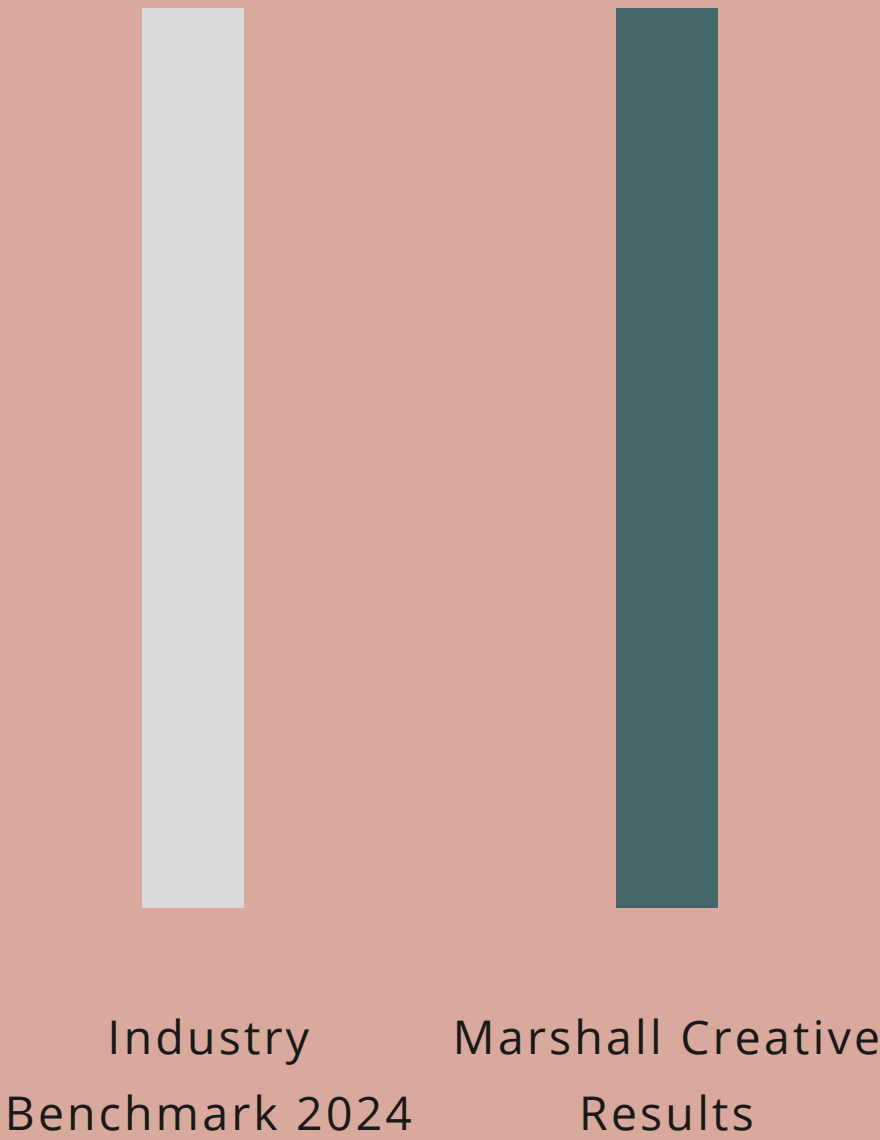
Cost per
landing page view



\$5.33

CPM
Cost per mille (thousand)

Our results





Date Period:
30 Days

Total Spend:
£3698

Purchases

1228



CTR
1.30%



Cost per Landing
Page View
£0.14



CPM
£3.23



Impressions

1144863



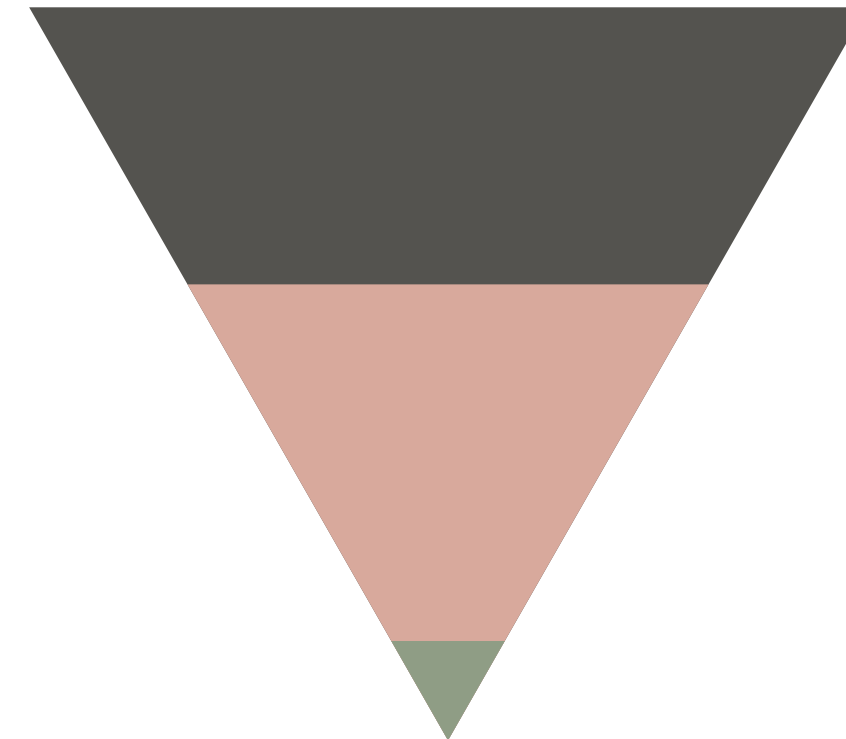
Reach

302222



Landing Page
Views

12835



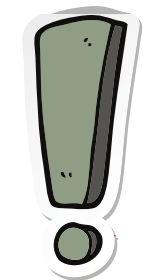
ROAS
(Return On
Ad Spend)

£82,262



ROAS

x 22



"Right from our initial conversation Hope understood the product, had fresh ideas how to engage parents and produced a strategic approach on how best to target the audience.

Her campaign delivery is always excellent and Hope is always a pleasure to work with.

I would highly recommend Hope and Marshall Creative."





hope@marshall-creative.co.uk
www.marshall-creative.co.uk