KJ Serums Meta Campaign: January 2025 Performance Review

Goal: Maximize sales by focusing on conversion and catalog campaigns, ensuring alignment between creatives, landing pages, and audience targeting for women in Dubai and Abu Dhabi.
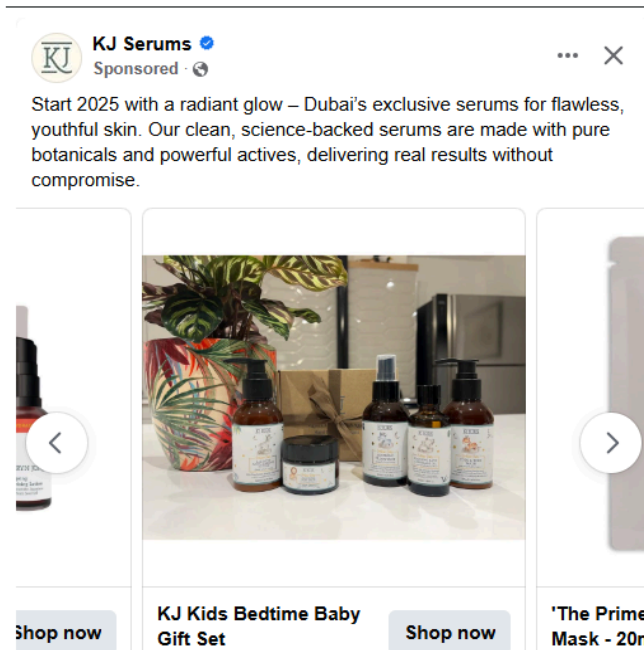
Key Results:

💸 **Amount Spent**: $1,679.82

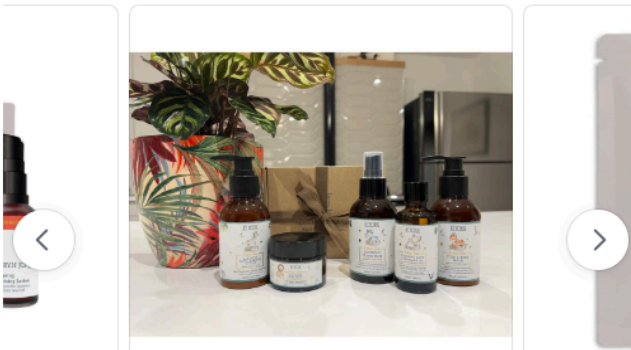📈 **ROAS: 13.27**

🛍️ **Sales: $9,960.73**

✅ **Purchases:** 124

Top Performing Campaign: Catalog Sales Campaign

ROAS: 16.67

Campaign Overview

1. **Pixel Setup & Event Verification:**

    ○ Verified key events like purchases to ensure accurate tracking with the Meta Pixel.

2. **Target Audience:**

    ○ Targeted women in Dubai and Abu Dhabi, tailoring messages to regional aspirations for greater resonance.

* Locations ⓘ

Included location:
- United Arab Emirates: Abu Dhabi; Dubai

Age ⓘ
25 - 55

Gender ⓘ
Women

STRATEGY | DESIGN | LEADS | CONSULTANCY

3. **Seamless Experience:**

    ○ Aligned creatives with landing pages to enhance conversion rates.
    ○ Used consistent visuals and benefit-focused messaging.

4. **Testing & Approval:**

    ○ Tested all ad variations, ensuring approval before launch.

Performance Summary:

|	Off/On	Campaign			Amount spent	Purchase ROAS (return on ad…)	Purchases	Purchases conversion…	Website purchases…
	●	Catalog Sales Campaigns	168		$389.46	16.76 [2]	49 [2]	$6,528.28 [2]	$6,528.28 [2]
	●	Conversion Ad #2	590		$316.50	10.07 [2]	29 [2]	$3,187.73 [2]	$3,187.73 [2]
	●	Kids Conversion Ad	391		$276.93	8.92 [2]	20 [2]	$2,470.54 [2]	$2,470.54 [2]
	●	Traffic Ad #B/A	497		$17.48	—	—	$0.00	$0.00
	●	Reach Ad #B/A	705		$20.52	—	—	$0.00	$0.00
		Results from 52 campaigns ⓘ Excludes deleted items	,835 Total		$1,335.41 Total Spent	11.24 Average	124 Total	$15,004.72 Total	$15,004.72 Total

Primary Campaigns Analyzed:

Campaign Name	Reach	Impressions	Amount Spent (USD)	ROAS	Purchases	Cost per Purchase (USD)	Conversion Value (USD)
Serums Conversion Ad #1	6,761	28,377	278.93	10.10	26	10.73	2,818.18
Conversion Ad #2	6,469	28,590	316.50	10.07	29	10.91	3,187.73
Catalog Sales Campaigns	**10,426**	**55,170**	**389.46**	**16.76**	**49**	**7.95**	**6,528.28**
Kids Conversion Ad	10,753	31,391	276.93	8.92	20	13.85	2,470.54

Benefits-Oriented Messaging

The most effective ads emphasized these product benefits:

- **Natural Ingredients:** Emphasized purity and suitability for sensitive skin.
- **Visible Results:** Showcased transformation with before-and-after examples.
- **Hydration & Glow:** Focused on long-lasting hydration for radiant skin.
- **Anti-Aging Properties:** Addressed concerns like fine lines, pigmentation, and blemishes.

Examples:
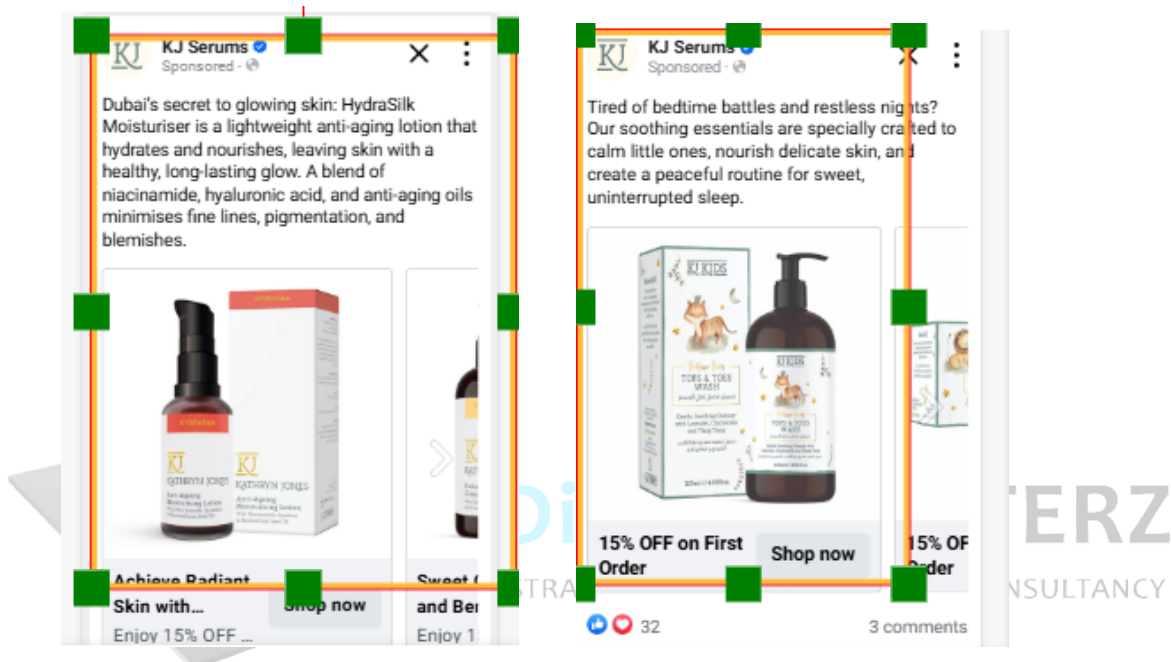
Key Insights

1. **Catalog Sales Campaigns:**

   - Best performance with the highest **ROAS of 16.76** and the lowest **cost per purchase at USD 7.95.**
   - Clear benefit-focused catalog creatives drove high engagement and conversions.

2. **Conversion Ad #2:**

   - Delivered 29 purchases with **USD 3,187.73 in revenue,** showcasing success in single-product conversion campaigns.

3. **Kids Conversion Ad:**

   - Focused on a niche demographic, resulting in targeted but modest performance.

Next Steps

1. **Scale High-Performing Campaigns:**

   ○ Allocate more budget to the **Catalog Sales Campaigns** for the best ROI.
   ○ Focus on enhancing **Serums Conversion Ad #1** with new iterations.

2. **Maintain Benefit-Driven Messaging:**

   ○ Continue crafting ads that directly address customer pain points and aspirations.

3. **Creative Improvement:**

   ○ Test visual elements like testimonial highlights and dynamic product displays.

4. **Landing Page Optimization:**

   ○ Align landing pages to clearly display benefits, simplifying the checkout process.