

PACIFICA NAVRATRI **BRAND AWARENESS CAMPAIGN CASE STUDY**

The goal of the campaign was to increase brand awareness for Pacifica's lens products using Meta platforms, with a focus on Instagram engagement through profile visits and link clicks.

OVERVIEW

	Campaign Duration	Sept 28 – Oct 8, 2024
	Total Spend	₹4,514 across multiple ad sets
	Campaign Objective	Reach and engagement through brand awareness (Instagram Profile Visits, Link Clicks)

AUDIENCE TARGETING

AGE GROUP

18-40
years old

LOCATION

Bhuyangdev
Cross Road-
+5 km radius

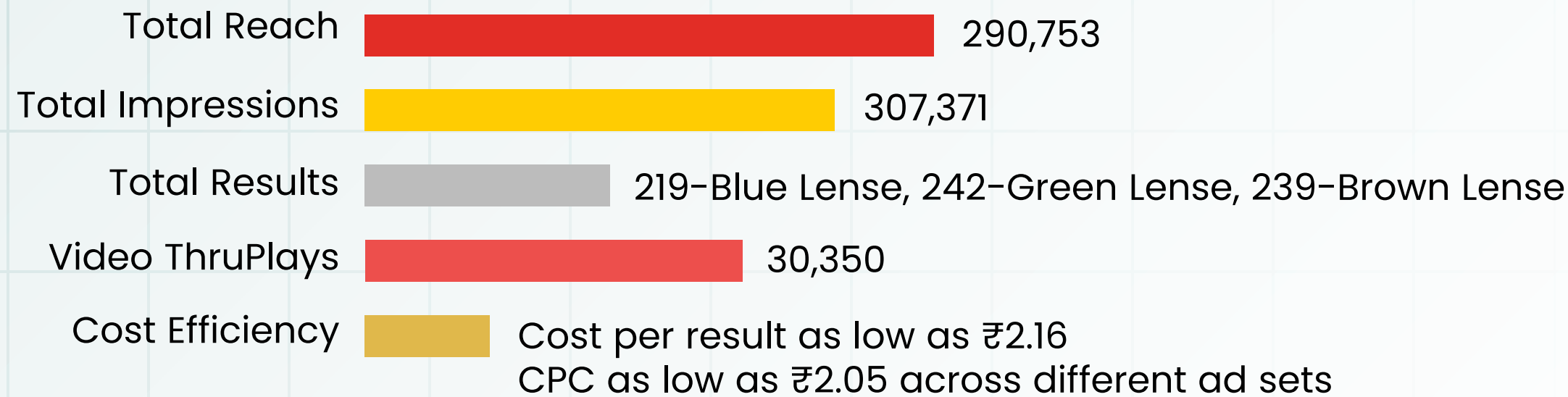
INTERESTS

Lens (optics), Eyewear, Fashion accessories,
Online shopping, Sunglasses, Ray-Ban,
Luxury goods, Oakley, Inc., Optics,
and Shopping

PERFORMANCE HIGHLIGHTS

Ads for 2 Campaigns						
Columns: Performance ... Breakdown Reports Export						
Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Clicks (all)	
90,319	₹6.64	248	₹2.42	0.27%	248	
81,842	₹7.33	252	₹2.38	0.31%	251	
54,637	₹6.89	162	₹2.32	0.30%	162	
240,884	₹8.66	143	₹14.58	0.06%	425	
467,682 Total	₹7.83 Per 1,000 Impressions	805 Total	₹4.55 Per Action	0.17% Per Impressions	1,086 Total	

Ads for 2 Campaigns						
Columns: Performance ... Breakdown Reports Export						
Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends
239	56,079	1.61	₹2.51	₹200.00	₹599.86	
Instagram profile visits			Cost per Instagram pr...	Daily		
242	52,461	1.56	₹2.48	₹200.00	₹599.86	
Instagram profile visits			Cost per Instagram pr...	Daily		
161	38,662	1.41	₹2.34	₹200.00	₹376.52	
Instagram profile visits			Cost per Instagram pr...	Daily		
22,496	165,901	1.45	₹0.09	₹300.00	₹2,085.12	
ThruPlays			Cost per ThruPlay	Daily		
—	250,667	1.87	—		₹3,661.36	
Multiple conversions	Accounts Centre acco...	Per Accounts Centre a...	Multiple conversions		Total Spent	



SUMMARY

This campaign successfully met its brand awareness goals by leveraging advanced targeting tools to reach a niche audience of eyewear and fashion enthusiasts. The campaign proved to be cost-efficient, achieving low costs per result and high engagement through video content. The video boost, in particular, delivered consistent and strong results, solidifying brand's visibility in a cluttered market.

The case study demonstrates how our experience, when combined with targeted audience interests and engaging content, can significantly enhance brand presence.