

The primary goal of the campaign was to generate leads for Samsung's V-Tech product line through targeted ads on Meta platforms.

OVERVIEW

Campaign Duration

Sept 18 - Oct 6, 2024

Total Spend

₹21,834.86



Campaign Objective

Lead generation through optimized ad placements across various Samsung product lines



AUDIENCE TARGETING



AGE GROUP

18-55 years old

BEHAVIORS

Engaged shoppers (users more likely to make purchase based on past behaviors)

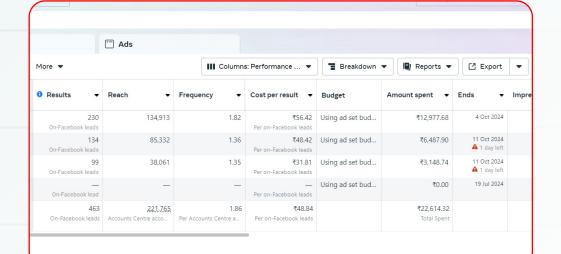
DEVICES

Mobile users on Meta platforms

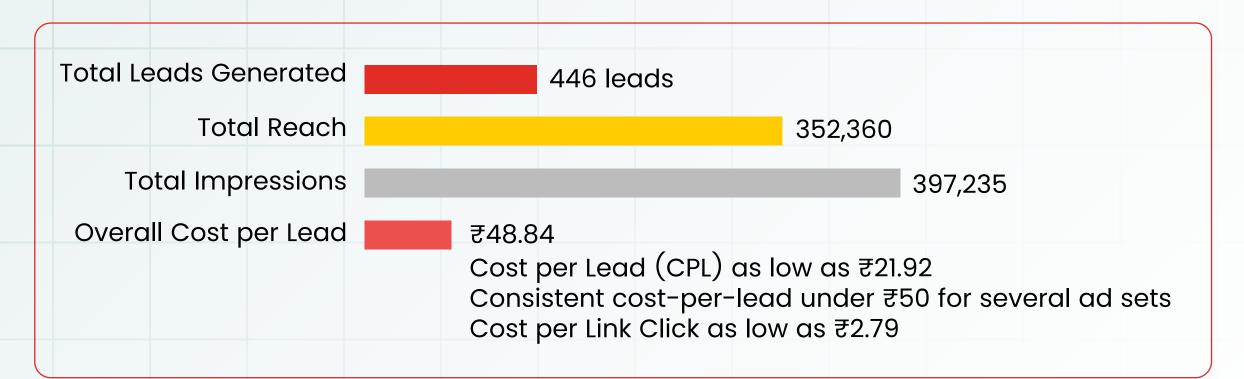
INTERESTS

Mobile phones (smartphone), Samsung, Smartphones (consumer electronics), Mobile devices (consumer electronics), or Android (operating system)

PERFORMANCE HIGHLIGHTS



	- Ads					
More ▼		III Columns: Performance ▼		■ Breakdown ▼	■ Reports ▼	☑ Export ▼
mpressions •	CPM (cost per 1,000 ▼ impressions)	Link clicks ▼	CPC (cost per link click)	CTR (link click- through rate)	Clicks (all) ▼	CTR (all) ▼
244,877	₹53.00	1,303	₹9.96	0.53%	2,244	0.92%
116,112	₹55.88	976	₹6.65	0.84%	1,373	1.18%
51,223	₹61.47	855	₹3.68	1.67%	1,088	2.12%
_	_	_	_	_	_	_
412,212	₹54.86	3,134	₹7.22	0.76%	4,705	1.14%
412,212 Total	₹54.86 Per 1,000 Impressions	3,134 Total	₹7.22 Per Action	0.76% Per Impressions	4,705 Total	1. Per Impres





AD SET INSIGHTS

Leads

Top Ad Performance (S24-E Lead Ad)

33 14,004

Reach

₹33.35 ₹6.05

Cost per Lead

CPC

V-Tech Lead Generation Campaign (General)

24

18,853

₹40.22 ₹8.70

Leads

Reach

Cost per Lead

CPC

SUMMARY

The Samsung V-Tech Lead Generation Campaign delivered strong results, generating 446 leads with a total spend of ₹21,834.86, 352,360 total reach, and 397,235 total impressions. The campaign achieved an overall cost per lead of ₹48.84, showcasing cost-effective engagement across various ad sets.

Focused on engaged shoppers and smartphone enthusiasts, the campaign leveraged Meta's tools to successfully maximize lead generation, driving strong results for Samsung's product line.

