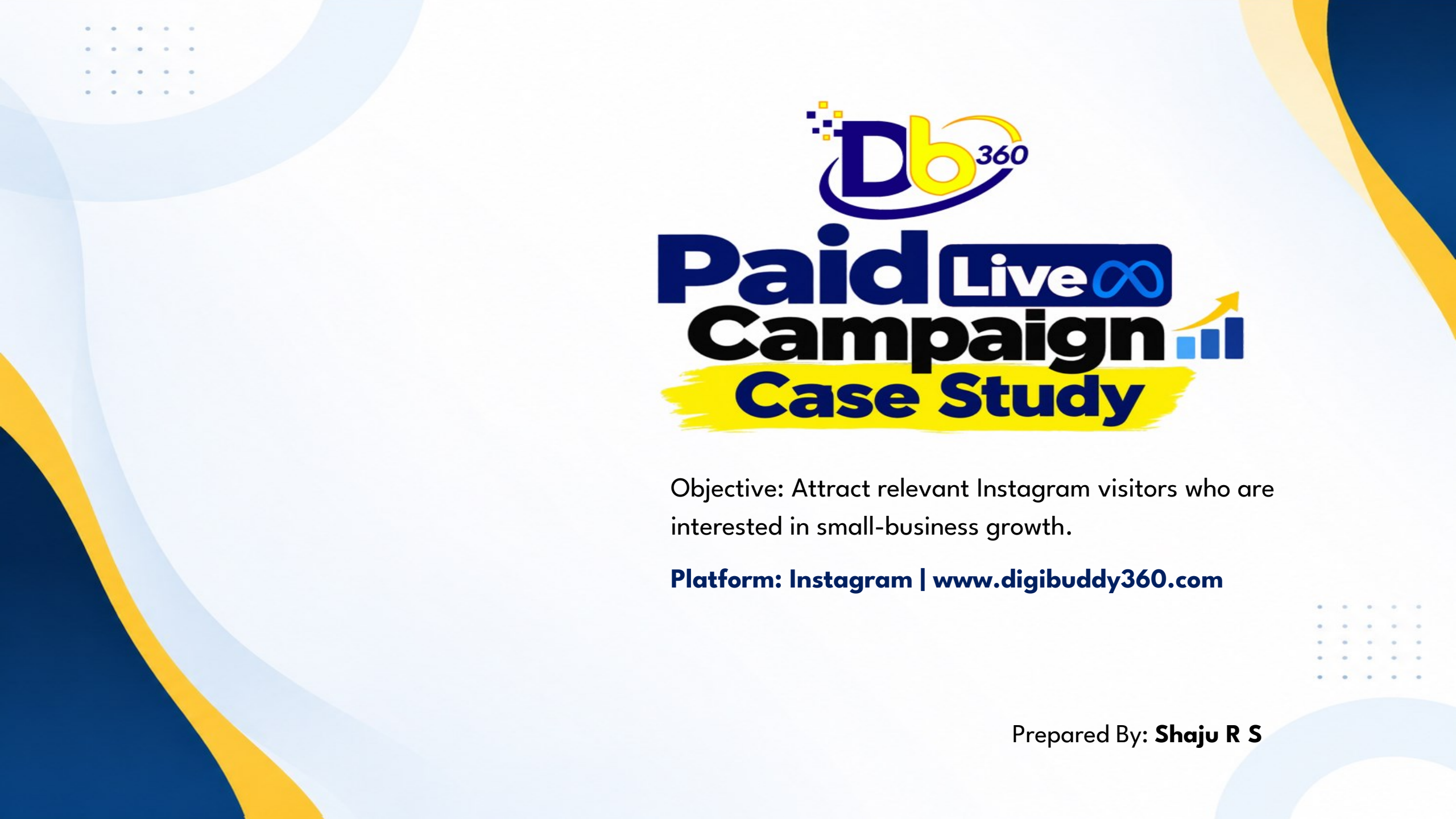




Paid Live **Campaign** **Case Study**

Objective: Attract relevant Instagram visitors who are interested in small-business growth.

Platform: Instagram | www.digibuddy360.com

Prepared By: **Shaju R S**

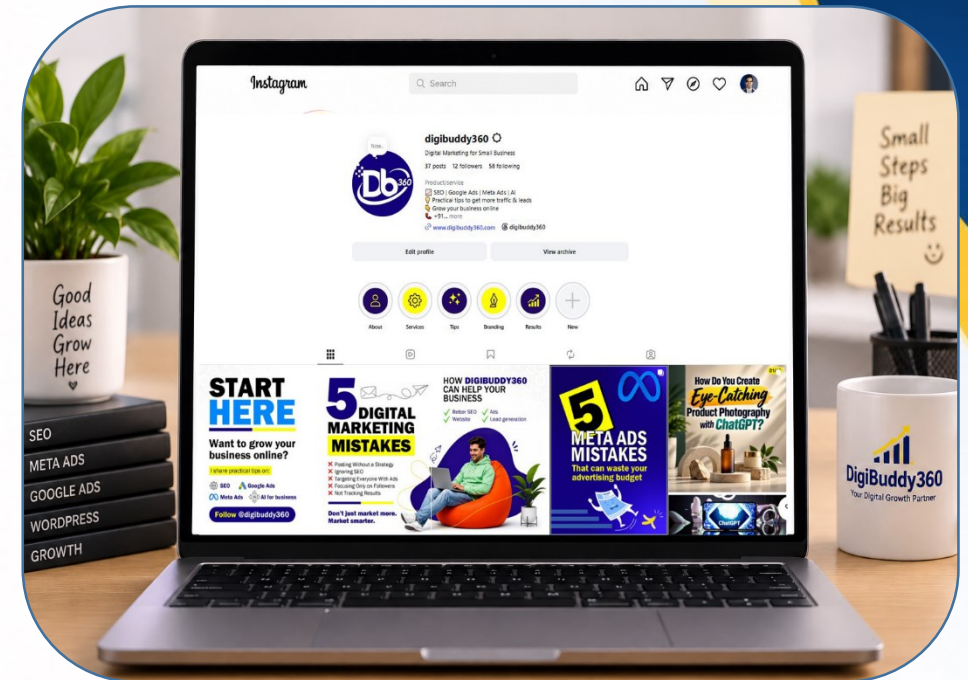
Introduction

This presentation highlights the Meta Ads campaign planned for DigiBuddy360.

The campaign was designed to:

- Increase profile views among potential customers
- Build brand awareness for DigiBuddy360
- Drive traffic and engagement on Instagram

The campaign builds on learnings from two earlier paid campaigns, which generated strong profile traffic but limited follower growth. The new approach focuses on a more structured campaign strategy, targeted audiences, relevant creatives, and measurable marketing outcomes.



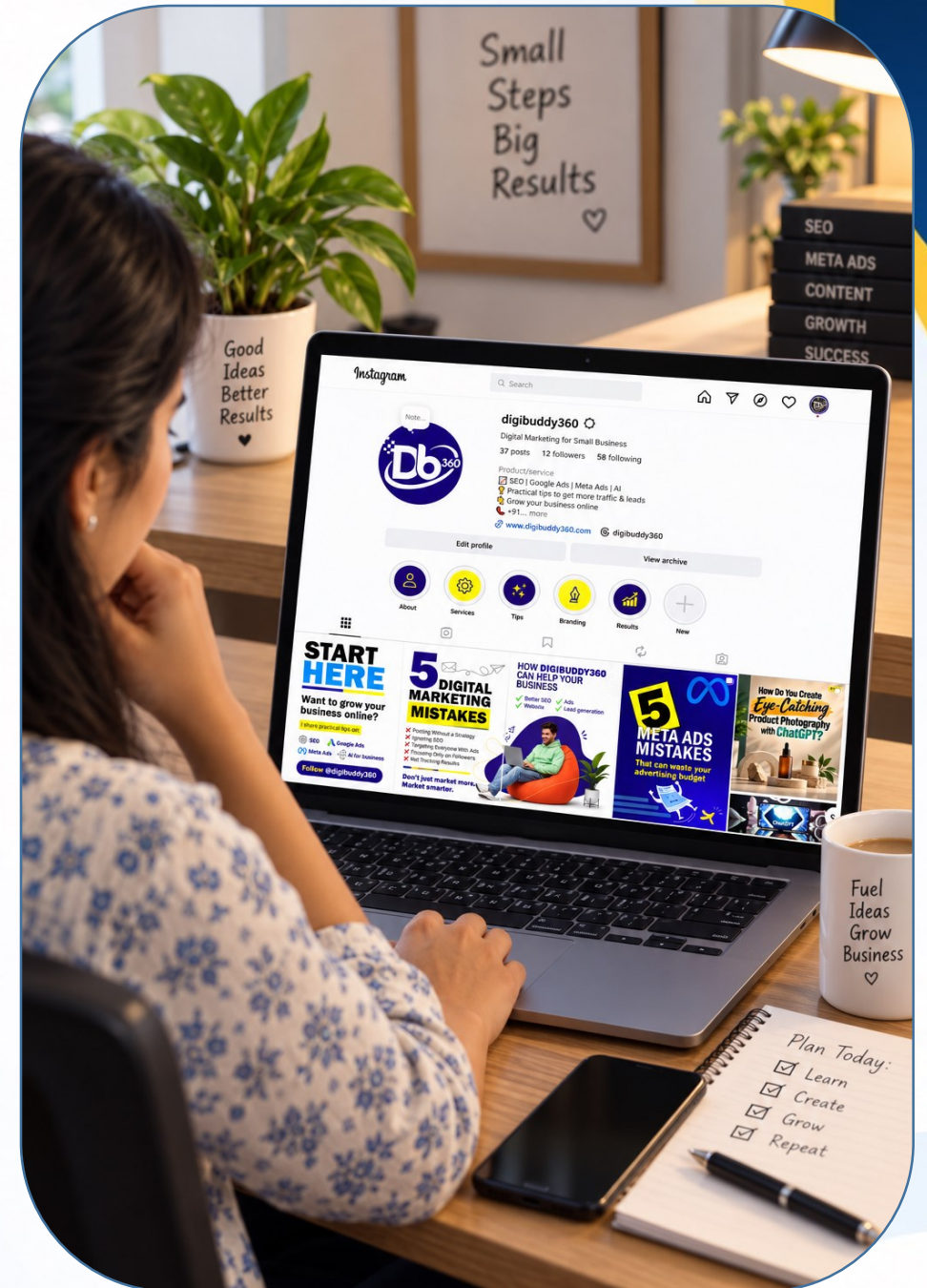
Campaign Objective

1. Primary Goal:

- Increase Instagram profile views

2. Secondary Goals:

- Increase audience engagement
- Improve brand visibility
- Attract potential customers



Campaign Overview

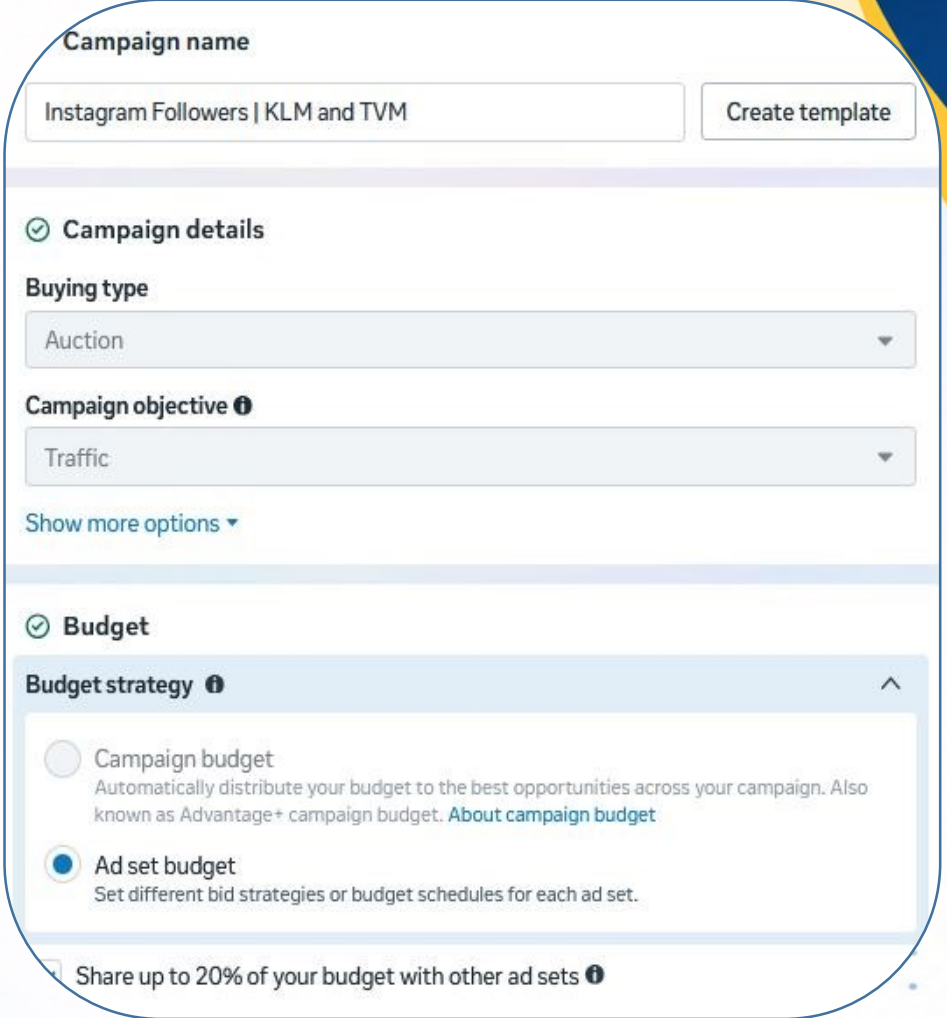
Campaign Type: Traffic Generation

Conversion Goal: Profile Visits

Platform: Instagram

Ad Format: Carousel + Image Ads

Campaign Approach: Drive targeted users to the DigiBuddy360 Instagram profile through engaging creatives and relevant audience targeting.



The screenshot displays the Facebook Ads 'Campaign Overview' interface. At the top, the 'Campaign name' field contains 'Instagram Followers | KLM and TVM', with a 'Create template' button to its right. Below this, the 'Campaign details' section is marked with a green checkmark. It includes a 'Buying type' dropdown set to 'Auction' and a 'Campaign objective' dropdown set to 'Traffic'. A 'Show more options' link is visible below these dropdowns. The 'Budget' section, also marked with a green checkmark, features a 'Budget strategy' dropdown. Two options are visible: 'Campaign budget' (unselected) and 'Ad set budget' (selected). The 'Ad set budget' option includes a description: 'Set different bid strategies or budget schedules for each ad set.' At the bottom of the visible section, there is a checkbox labeled 'Share up to 20% of your budget with other ad sets'.

Campaign name

Instagram Followers | KLM and TVM [Create template](#)

✓ Campaign details

Buying type

Auction

Campaign objective ⓘ

Traffic

[Show more options](#)

✓ Budget

Budget strategy ⓘ

☐ Campaign budget
Automatically distribute your budget to the best opportunities across your campaign. Also known as Advantage+ campaign budget. [About campaign budget](#)

☒ Ad set budget
Set different bid strategies or budget schedules for each ad set.

☐ Share up to 20% of your budget with other ad sets ⓘ

Budget and Bid Strategy

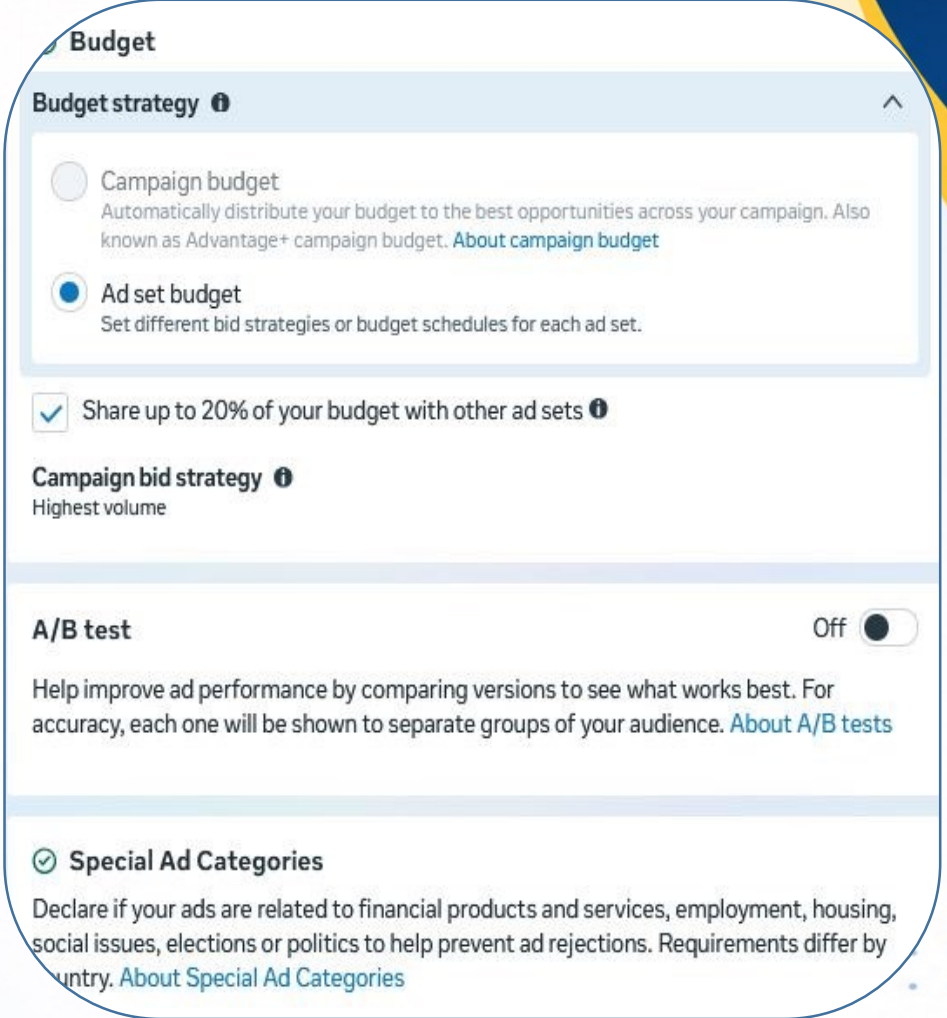
Budget Strategy: Ad Set Budget

Bid Strategy: Highest Volume

Performance goal: Maximise number of Instagram profile visits

Why We Used Ad Set Budget

- **Better budget control** across different audience segments
- **Set individual budgets** based on audience performance
- **Useful for a small test campaign** with a limited budget



The screenshot shows the 'Budget' section of the Facebook Ads Manager interface. It includes a 'Budget strategy' section with two radio button options: 'Campaign budget' (unselected) and 'Ad set budget' (selected). Below this is a checked checkbox for 'Share up to 20% of your budget with other ad sets'. The 'Campaign bid strategy' is set to 'Highest volume'. An 'A/B test' section has a toggle switch set to 'Off'. At the bottom, there is a 'Special Ad Categories' section with a green checkmark icon and explanatory text.

Budget

Budget strategy ⓘ

☐ Campaign budget
Automatically distribute your budget to the best opportunities across your campaign. Also known as Advantage+ campaign budget. [About campaign budget](#)

☒ Ad set budget
Set different bid strategies or budget schedules for each ad set.

☒ Share up to 20% of your budget with other ad sets ⓘ

Campaign bid strategy ⓘ
Highest volume

A/B test Off ☐

Help improve ad performance by comparing versions to see what works best. For accuracy, each one will be shown to separate groups of your audience. [About A/B tests](#)

☒ **Special Ad Categories**
Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. [About Special Ad Categories](#)

Target Locations

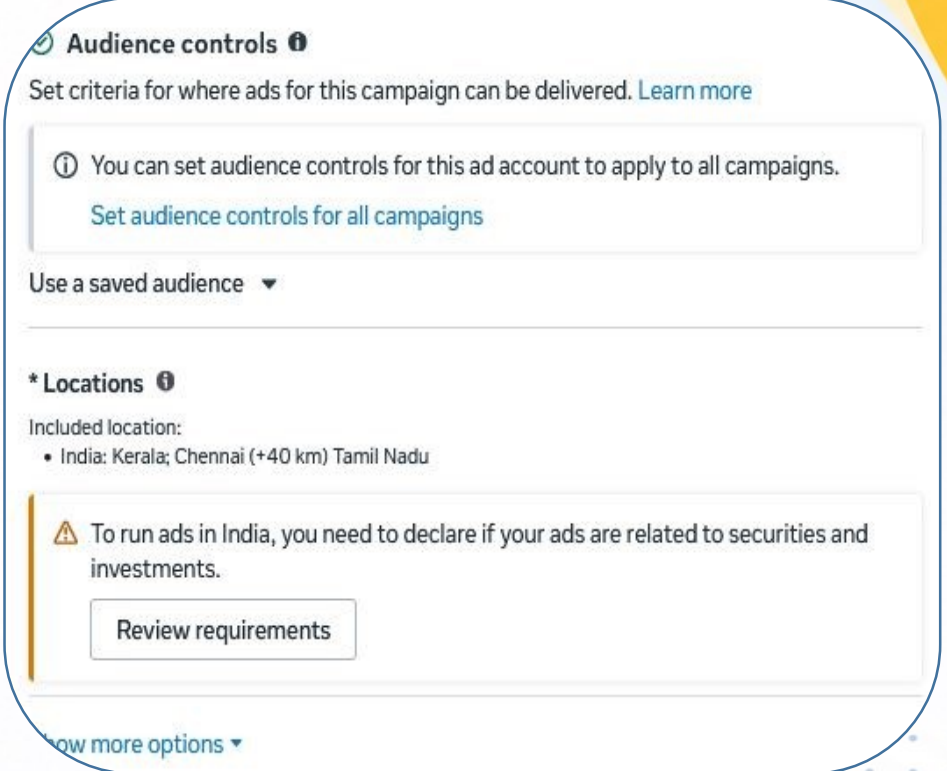
As this was a **test campaign**, the targeting was intentionally kept broad to evaluate audience response across key markets.

Target Locations: Kerala and Chennai (+40 km)

Audience Type: General audience

Targeting Approach: Broad audience targeting without detailed interest restrictions

Objective: Evaluate profile-visit potential across different audience segments



The screenshot shows the 'Audience controls' section of a Google Ads campaign setup. It includes a header with a checkmark icon and the title 'Audience controls'. Below the header is a description: 'Set criteria for where ads for this campaign can be delivered.' followed by a 'Learn more' link. A message box states: 'You can set audience controls for this ad account to apply to all campaigns.' with a link 'Set audience controls for all campaigns'. Below this is a dropdown menu 'Use a saved audience'. The 'Locations' section is marked with an asterisk and includes an information icon. It shows 'Included location:' with a bullet point 'India: Kerala; Chennai (+40 km) Tamil Nadu'. A warning box with a triangle icon states: 'To run ads in India, you need to declare if your ads are related to securities and investments.' with a 'Review requirements' button. At the bottom is a 'Show more options' link.

Audience controls ⓘ
Set criteria for where ads for this campaign can be delivered. [Learn more](#)

ⓘ You can set audience controls for this ad account to apply to all campaigns.
[Set audience controls for all campaigns](#)

Use a saved audience ▼

*** Locations** ⓘ
Included location:
• India: Kerala; Chennai (+40 km) Tamil Nadu

⚠ To run ads in India, you need to declare if your ads are related to securities and investments.
[Review requirements](#)

[Show more options](#) ▼

Audience Targeting

Age Group: 25 - 45 years

Gender: All genders

Detailed Targeting: No specific interests or behaviours were added.

Custom Audience: No custom audience was used.

Targeting Approach: A broad audience was selected to test overall response and identify potential customers organically through Meta's optimisation.

Advantage+ audience +

We'll automatically show ads to people most likely to respond. We'll show ads to people matching your suggestion, and other audiences when it's likely to improve performance.

[About audiences](#)

Include these custom audiences ⓘ

Create new ▼

🔍 Search existing audiences

Age ⓘ

25 - 45

Gender ⓘ

All genders

Detailed targeting

Include people who match ⓘ

🔍 Add demographics, interests or behaviours

Browse

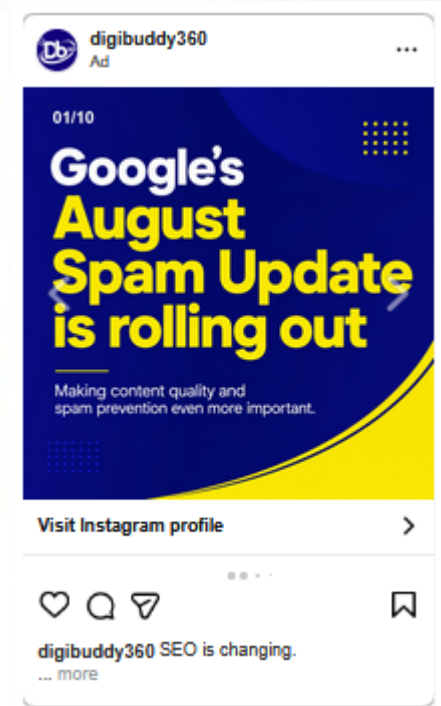
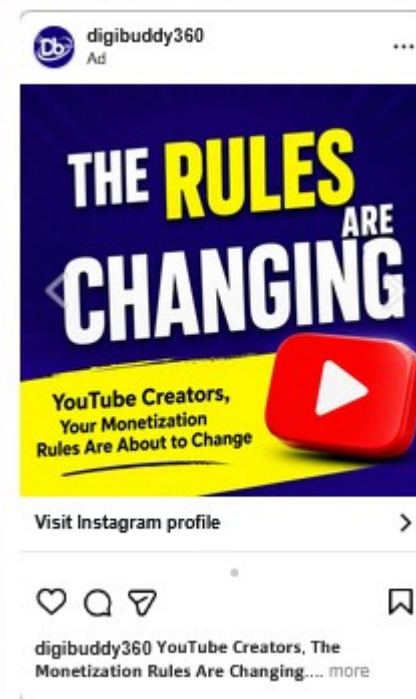
📘 Reach people by household income in India ✕

Add these new detailed targeting options to reach more specific audiences in India. Search for household income or browse **Demographics > Household income > India**. They use high-quality data sources to show your ads to people based on their income.

[About reaching audiences by household income](#)

Creative Strategy

Multiple carousel ads were used to promote the DigiBuddy360 Instagram profile through **timely and relevant digital marketing updates**. The creatives focused on topics such as **YouTube monetisation rule changes** and **Google's August Spam Update**, using bold headlines, strong brand colours, and simple visual messaging to capture attention. Both ads used **Visit Instagram Profile** as the call-to-action, encouraging users to explore the profile and discover more practical digital marketing content.



Campaign Performance

The campaign generated **269** Instagram profile visits at a cost of **₹0.89** per profile visit. With a lifetime budget of **₹300**, the campaign spent **₹239.58** over the 3-day period from 21 August to 24 August 2026.

Profile Visits: 269

Impressions: 31,940

Cost per Profile Visit: ₹0.89

Reach: 31,940

Amount Spent: ₹239.58

Campaign Duration: 3 days

Lifetime Budget: ₹300

Target Location: Kerala & Chennai (+40 km)

Ad sets

M

Digibuddy360 (1475703...

100

Opportunity score

Updated just now

Discard Drafts

Review and publish (3)

All ads

Active ads

Actions

Had delivery

+ See more

Create a view

Describe what you're looking for

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

Last 30 days: 18 Aug 2026 - 16 Sep 2026

+ Create

Duplicate

Edit

Analyse

A/B test

More

Columns: Performance

Breakdown

☐	Off/On	Ad set	Results	Cost per result	Budget	Amount spent	Impressions	Reach	Schedule	E
☐		For Insta Followers KLM and TVM	269 Instagram profile visits	₹0.89 Cost per Instagram pr...	₹300.00 Lifetime	₹239.58	31,940	31,940	21 Aug 2026-24 Aug 2026 3 days	

Performance Analysis

The campaign delivered **269 Instagram profile visits** from **31,940 impressions**, with **₹239.58 spent** from the ₹300 lifetime budget. The campaign achieved a **₹0.89 cost per profile visit**, indicating that the ads were able to generate profile traffic at a relatively low cost.

Strong Profile Traffic: 269 profile visits were generated during the 3-day campaign.

Efficient Cost: The average cost was **₹0.89 per profile visit**.

Good Reach: The campaign reached **31,940 people**, providing broad exposure across the selected locations.

High Content Exposure: The ads generated **31,940 impressions**, giving the creatives significant visibility.

Budget Utilisation: **79.9% of the ₹300 budget** was spent during the campaign period.

Key Learning: The campaign successfully generated profile traffic, while the next campaign can focus on converting more of these visitors into **followers and potential customers**.



Challenges Faced

Low Follower Conversion: The campaign generated 269 profile visits, but only a small number of users converted into followers.

High Traffic, Low Conversion: Strong profile traffic did not translate proportionately into follower growth.

Limited Campaign Duration: The 3-day campaign period provided limited time to optimise targeting and creatives.

Small Test Budget: The ₹300 budget restricted the ability to test multiple audience and creative combinations.

Need for Stronger Conversion Elements: The profile and ad creatives could be further optimised with stronger reasons for users to follow the page.





Conclusion

The campaign successfully generated **269 Instagram profile visits** at a cost of **₹0.89 per visit**, demonstrating that the creatives were effective in attracting users to the DigiBuddy360 profile. However, **follower growth remained limited**, showing that profile traffic did not convert strongly into followers.

The campaign provided useful insights for future campaigns. A stronger **follow-focused CTA, improved profile optimisation, engaging content, and longer testing period** can help improve follower conversion and overall campaign performance.





Thank You!