Meta Ads

Portfolio

The Advibe Media

Engage. Convert. Scale.

Turning social media into revenue.

Creative Excellence Through Meta Ads

Portfolio ~ 2025

The Advibe Media

About Us

The Advibe Media

Understanding the Project: Building Stronger Connections Through Meta Advertising

At **Advibe Media,** we help brands grow by blending creativity, audience psychology, and precise Meta ad strategies.
Our goal is to create high-converting campaigns that drive awareness, engagement, and real business results.
We focus on connecting brands with the right audience — through storytelling, visuals, and data-driven targeting.

Reasons & Benefits

- Boost brand awareness and reach target audiences
- Drive engagement with creative storytelling
- Generate quality leads through precise targeting
- Retarget users to increase conversions
- Strengthen presence on Facebook & Instagram
- Track results for measurable ROI

Why Google Ads

What You'll Gain with Advibe Media: Measurable Growth

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85%
Website Traffic

Increased Brand Awareness

Reach and engage your ideal audience on Facebook & Instagram, boosting brand visibility by up to 60% within the first 3 months.

35%
Bounce Rate

Lower Ad Wastage

Maximize your budget efficiency by reducing irrelevant impressions by up to 30% through precise audience targeting and campaign optimization.

120%
Conversion Rate

Higher Conversions

Drive interactions and sales, increasing engagement and conversions by up to 120% with creative ad designs, persuasive copy, and advanced retargeting.

Our Expertise in Google Ads

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Driving Results Through Strategy & Precision

Retargeting Ads	Re-engage past visitors and leads using carousel, video, and story ads to increase brand recall.
Maximized ROI	Increase revenue and reduce wasted ad spend with data-driven strategies.
Audience Targeting	Reach the right audience on Facebook & Instagram to connect with customers most likely to buy.
Performance Tracking	Monitor campaigns in real time and optimize for better results and higher ROI.
A/B Testing	Test multiple ad variations to improve performance, lower costs, and scale campaigns.
Ad Creatives	Design compelling visuals and messages that drive clicks, engagement, and conversions.

B2B SaaS Lead Generation

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Strategy

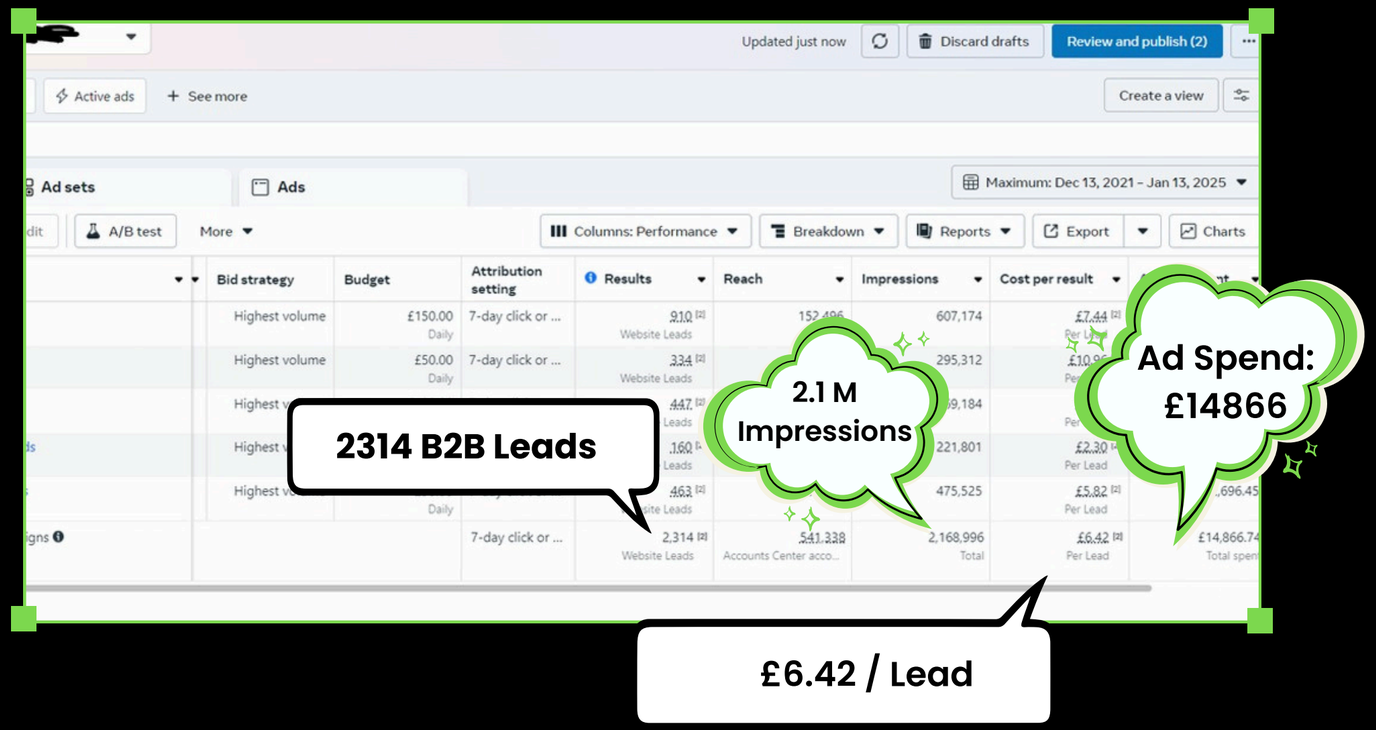
- Lead form campaigns for B2B SaaS Company
- Targeted decision-makers & job titles
- A/B tested creatives & ad copies
- Optimized for lowest CPL

Results

- Ad Spend: £14,864
- Leads Generated: 2,314
- Average CPL: £6.42
- Reach: 541K | Impressions: 2.1M

Impacts

- Consistent high-quality B2B leads
- 25% lower CPL after optimization
- Strengthened SaaS sales pipeline



Generated 2.3K+ quality leads at just £6.42 CPL — turning ad engagement into real business opportunities.

Campaign Overview : 1

E-Commerce Brand - Wall Art Posters

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Strategy

- Full-funnel ads (prospecting + retargeting)
- A/B tested creatives & ad copies
- Lookalike + interest-based targeting
- Seasonal sale push campaigns

Results

- Ad Spend: ₹30,00,000
- Revenue Generated: ₹79,00,000
- Overall ROAS: 2.69
- Purchases: 905
- Average CPP: ₹3,214

Impacts

- Managed ₹30L budget → ₹79L revenue
- ROAS: 2.69 maintained all year
- 905 purchases at avg. CPP ₹3.2K

Ads | 1 Jan 2024 - 31 Dec 2024

A/B test | More | Columns: Sam - Dashboard | Breakdown | Reports | Export | Charts

to cart	Cost per add to cart	Checkouts initiated	Cost per checkout...	Purchases	Cost per purchase	Purchases conversion...	Purchase ROAS (return on ad...	Amount spent
115	₹181.93	20	₹1,046.10	4	₹5,230.49	₹29,043.05	1.39	₹20,921.95
396	₹124.01	73	₹672.73	13	₹3,777.64	₹109,799.00	2.24	₹49,109.34
752	₹191.34	157	₹916.46	41	₹3,509.38	₹309,085.96	2.15	₹143,884.40
317	₹167.92	55	₹967.85	14	₹3,802.27	₹93,589.80	1.76	₹53,231.7
	₹262.63	49	₹868.28	5	₹8,509.10	₹16,344.60		₹48,545.51
	0.69	1,144	₹788.10	295	₹3,056.22	₹2,720,617.92		
	7.62	59	₹696.04					
	171.32	42	₹632.25					54.59
	₹993.28	3	₹2,648.75			675.00		₹7,946.25
16,142 Total	₹180.24 Per Action	3,533 Total	₹823.49 Per Action	905 Total	₹3,214.81 Per Action	₹7,837,285.10 Total	2.69 Average	₹2,909,405.93 Total Spe

Cost Per Checkout

Revenue : ₹78.3 L+

Ad Spend: ₹30L+

905 Orders

Drove high purchase intent — converting engaged shoppers into 905 confirmed buyers with a 2.69x return on ad spend.

Campaign Overview : 2

Furniture E-commerce Brand (UK)

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Strategy

- Targeted high-intent furniture buyers
- Used carousel & lifestyle creatives
- Optimized for conversions and ROAS
- Retargeted abandoned carts and page visitors

Results

- Ad Spend: $48,243.82
- Revenue: $71,909.75
- Profit: $23,665.93
- ROI: 49.05%
- CPL: $0.17 | RPL: $0.26 | SCPL: $0.45
- CVR: 63.87%

Impacts

- Achieved strong ROI and efficient scaling
- 63%+ conversion rate from engaged traffic
- Generated consistent profit with optimized spend

	Spend	Revenue	Profit	ROI	CPL	RPL	SCPL	CVR
imprint prices 20...	$4,472.4	$10,653.14	$6,180.73	138.2 %	$0.22	$0.53	$0.47	34.64 %
aw kohls for sale...	$3,630.83	$7,420.82	$3,790	104.38 %	$0.23	$0.47	$0.59	74.98 %
ed_14-11	$2,438.32	$3,066.89	$628.57	25.78 %	$0.18	$0.22	$0.4	75.64 %
6-12	$1,523.92	$2,509.05	$985.13	64.64 %	$0.2	$0.34	$0.53	78.55 %
ura_	$1,479.76	$2,21[illegible]	[illegible].99	50.01 %	$0.19	$0.28	$0.54	65.61 %
	$1,375.23	[illegible]	[illegible]	34.72 %	$0.27	$0.36	$0.64	34.1 %
	[illegible]63.24	[illegible]	[illegible]	56.94 %	$0.26	$0.41	$0.67	75.99 %
	[illegible],162.44	[illegible]	[illegible]	36[illegible]	[illegible]	[illegible]	$0.27	82 %
	$926.54	$1,489.[illegible]	[illegible].97	60.[illegible]	[illegible]	[illegible]	$0.57	93.71 %
	$48,243.82	$71,909.75	$23,665.93	49.05 %	$0.17	$0.26	$0.45	63.87 %

Spend: $48243.82

Profit: $23665.93

49.05% ROI

Revenue: $71909.75

$0.17 Per Lead

Turned $48K spend into $71K revenue — converting clicks into high-value buyers.

Campaign Overview : 3

Facebook Lead Generation Campaign – Aesthetic & Diet

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Strategy

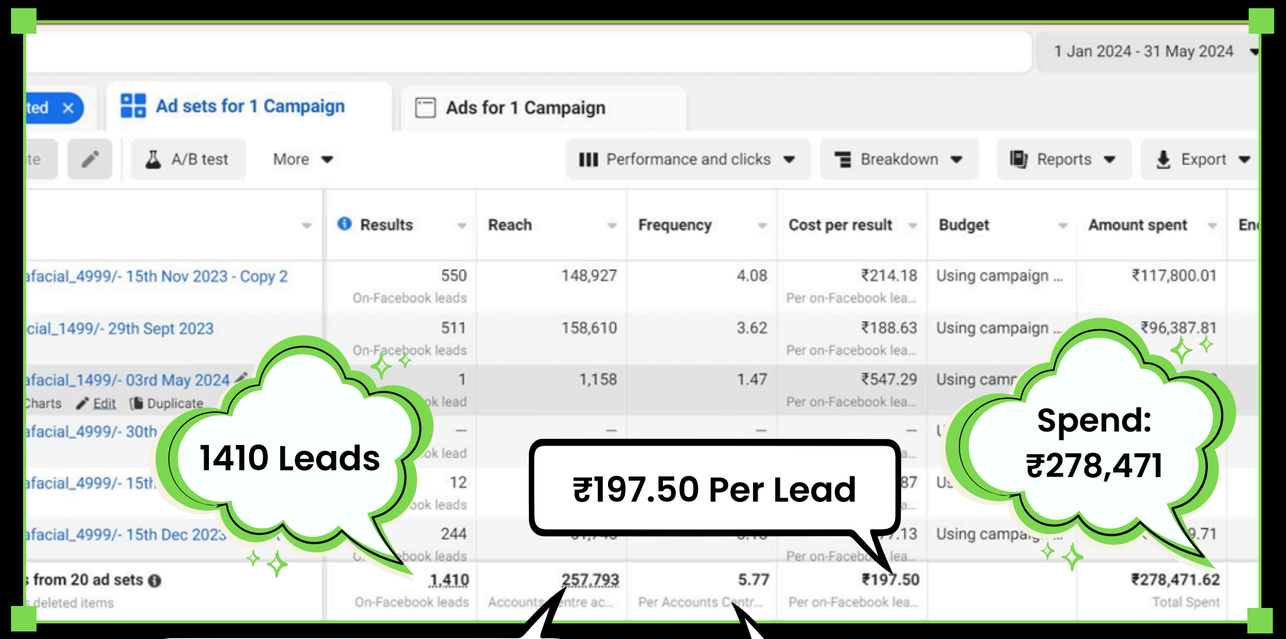
- Targeted health & beauty audience
- Used interest & lookalike targeting
- Promoted free consultation creatives
- Optimized for lowest CPL

Results

- Leads Generated: 1,410
- Reach: 2,57,793 | Frequency: 5.77
- CPL: ₹197.50
- **Ad Spend:** ₹2,78,471.62

Impacts

- Consistently high lead volume at low CPL
- Strong engagement from targeted audience
- Steady conversion flow for 5 months



Generated 1,410 quality leads at just ₹197 per lead — driving consistent growth for 5 months.

Campaign Overview : 4

Simple 4-Step Path to Boost Engagement & ROI

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Research & Strategy

Analyze your business and audience to create a winning ad strategy.

Campaign Setup

Launch targeted campaigns with compelling creatives and smart bidding.

A/B Testing

Refine ads continuously to boost conversions and lower costs.

Reporting & Scaling

Share clear results and scale successful campaigns for maximum ROI.

Our Process

Implementing strategies, optimizing campaigns, and maximizing ROI.

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Why Work With Us??

Helping brands connect with the right customers.

- Data-Driven Results
- Turning Clicks into Conversions
- Conversion Oriented
- Optimized for Maximum Impact
- Creative + Analytical Excellence
- Scaling Brands with Precision
- Expert Media Buyers
- ROI Focused
- Smart Campaigns, Strong Results
- Transparent Reporting

The Advibe Media

Start Your

Meta Ads Now

Let’s Launch Something Extraordinary

Let's Begin!

Ready to get started? Let’s jump on a quick call and shape your ad strategy!!

Thank You

For Your Time

The Advibe Media

Let’s turn ideas into measurable success!!

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See you next time! 😎