

META ADS CAMPAIGN PERFORMANCE REPORT BY GLOBE SERVE

College Admissions Lead Campaign — Instant Forms

Dreams EdTech | Facebook & Instagram | Mar 21 – Jun 22, 2025

572	₹18,723	₹32.73	10%
Total Leads	Total Spend	Cost Per Lead	Lead-to-Sale Rate
4,33,024	1,44,923	1,856	0.98%
Impressions	Unique Reach	Link Clicks	CTR

01 | CAMPAIGN OVERVIEW

Client / Brand	Dreams EdTech
Industry	Education — Career Counselling & College Admissions
Campaign Name	College Admissions Lead Campaign — Instant Forms
Platforms	Facebook & Instagram (Meta)
Ad Format	Reels (Primary) + Static Image (Retargeting)
Campaign Objective	Lead Generation (Instant Form)
Funnel Stage	Consideration (Middle of Funnel)
Campaign Duration	21 March 2025 – 22 June 2025 (94 Days)
Budget Type	Daily Budget
Total Budget	₹20,000 (Approx.)
Total Amount Spent	₹18,723.11
Budget Utilization	93.6% of total budget utilised

02 | OBJECTIVE & STRATEGY OVERVIEW

The primary objective of this campaign was to generate high-quality leads for college admissions counselling services offered by Dreams EdTech. The campaign targeted prospective students who had recently completed Class 12 and parents actively seeking admission guidance for their children.

A two-pronged strategy was deployed:

- Primary Cold Audience Campaign — Reel-based ads were served to a new, interest-targeted audience of parents (35–60 years) and students (18–20 years) across North Bengal using Meta's Instant Lead Forms.
- Retargeting Campaign — A static image ad was used to re-engage warm audiences including users who watched more than 50% of the video and individuals who visited the page or engaged with the ad.

This funnel-based approach was designed to maximise both top-of-funnel awareness (via Reels) and mid-funnel conversion (via retargeting), ensuring a cost-effective and progressive lead journey.

03 | TARGET AUDIENCE & LOCATION ANALYSIS

Primary Audience

- Parents aged 35–60 years seeking professional college admission guidance for their children.
- Students aged 18–20 years who have passed or are awaiting Class 12 results, actively researching college options.

Interest Targeting

- Higher Education, Career Development, College Admissions, Bachelor's Degrees, Academic Planning.

Geographic Targeting

- Primary Location: North Bengal, West Bengal, India.
- This region demonstrates a strong demand for structured career and college counselling services.

Retargeting Audiences

- Video Watchers: Users who viewed more than 50% of the campaign Reel.
- Page Engagers: Users who visited the page or actively engaged with the ad content.

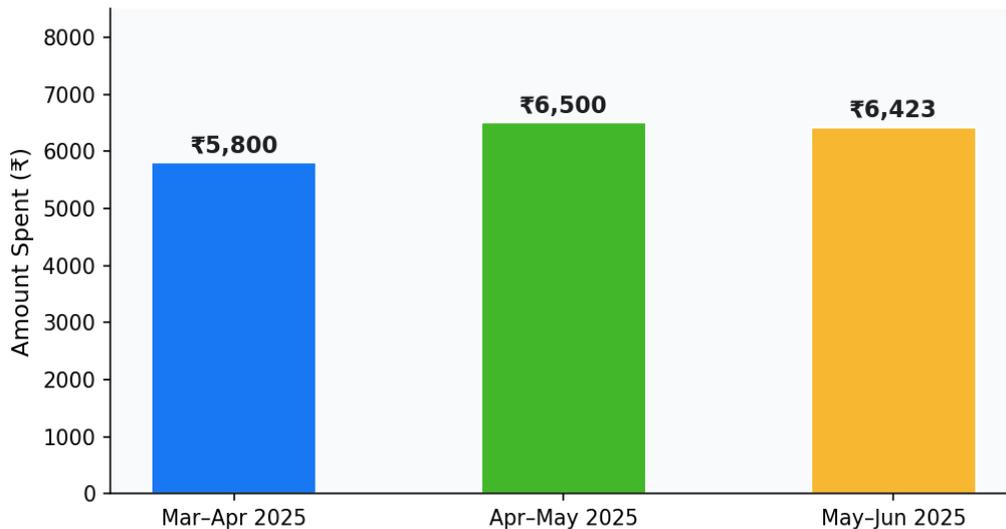
Audience Strategy Assessment: The combination of interest-based cold targeting with warm retargeting audiences was a sound strategic approach. The frequency of 2.99 for the main campaign suggests healthy exposure without significant audience fatigue at the campaign level, though a creative refresh was later required — indicating that the audience pool size was relatively contained for the geography and segment targeted.

04 | BUDGET & SPEND ANALYSIS

Budget Metric	Value
Total Budget Allocated	₹20,000.00
Total Amount Spent	₹18,723.11
Budget Utilization Rate	93.6%
Unused Budget	₹1,276.89
Campaign Duration	94 Days
Average Daily Spend	₹199.18 / day
Total Leads Generated	572
Cost Per Lead (CPL)	₹32.73

Spend Efficiency: The campaign delivered strong budget discipline, utilising 93.6% of the allocated budget over 94 days with an average daily spend of ₹199. With a CPL of ₹32.73, this is an exceptionally cost-efficient result for an education lead generation campaign in the Indian market, where industry CPLs typically range between ₹80–₹200.

Estimated Monthly Spend Distribution



* Monthly spend distribution is estimated based on total campaign spend and duration.

05 | CREATIVE PERFORMANCE INSIGHTS

Ad Creatives Used

- Creative 1: Reel Video Ad (Cold Audience) — Primary campaign driver
- Creative 2: Reel Video Ad (Cold Audience) — Introduced after creative fatigue
- Creative 3: Static Image Ad (Retargeting Only)

Primary Ad Copy

"Stressed about college admissions?"

We're here to help you find your perfect fit — for FREE!

No brokers, no hidden fees. Just expert guidance on top colleges.

No extra costs • No middlemen • Hassle-free admission

Ready to land your dream college? Click now and let's get started!"

Creative Observations

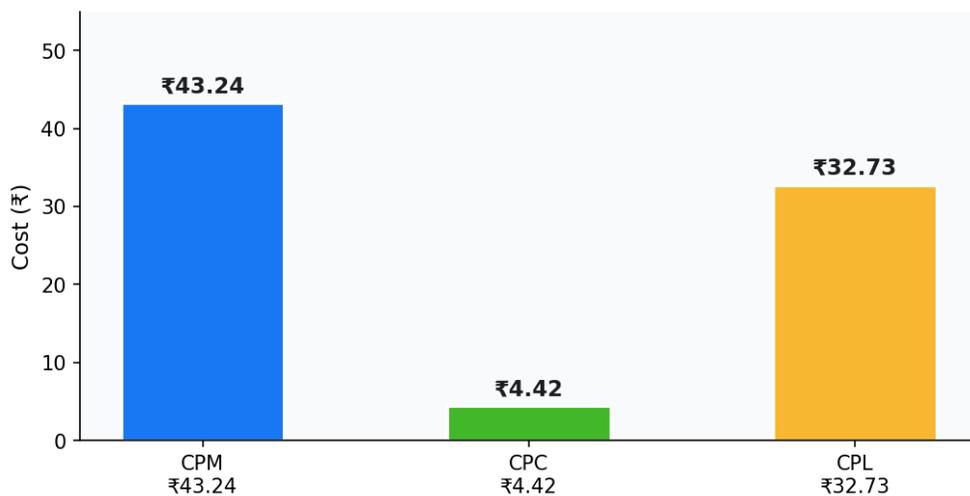
- The Reel ad format was the clear performance driver, generating the majority of the 572 leads and 175,463 video views — demonstrating strong audience resonance with short-form video content.
- The ad copy was concise, emotionally relevant, and addressed a key pain point (broker fees and complexity), which likely contributed to the above-average CTR of 0.98%.
- Creative fatigue was observed mid-campaign, necessitating a creative refresh. This is a common outcome for geographically concentrated campaigns with a finite audience pool.
- The retargeting image ad served as a timely re-engagement tool for warm audiences, helping convert users who had already interacted with the brand.

06 | KEY PERFORMANCE METRICS

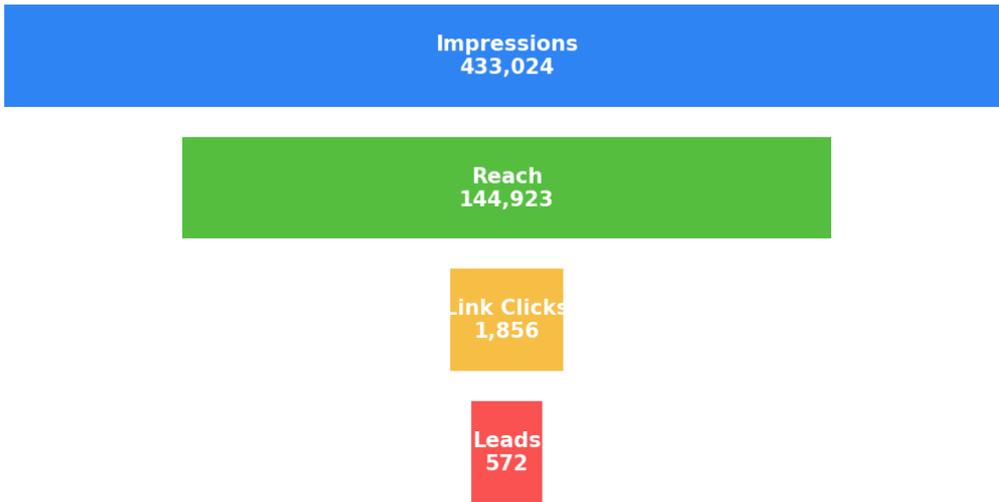
Metric	Value	What This Means
Impressions	4,33,024	The ad was displayed 4.33 lakh times in total across Facebook & Instagram.
Reach	1,44,923	1.44 lakh unique people saw the ad at least once during the campaign.
Frequency	2.99	On average, each person saw the ad approximately 3 times — within a healthy range.

Link Clicks	1,856	<i>Over 1,800 people clicked through — indicating strong ad relevance.</i>
CTR (Click-Through Rate)	0.98%	<i>Nearly 1% of all impressions resulted in a click — above the industry average of ~0.5–0.7%.</i>
CPC (Cost Per Click)	₹4.42	<i>Each click cost just ₹4.42 — a very cost-effective rate for the education sector.</i>
CPM (per 1,000 Impressions)	₹43.24	<i>It cost ₹43.24 to reach 1,000 people — efficient for a regional Meta campaign.</i>
Video Views	1,75,463	<i>1.75 lakh video views, reflecting strong content engagement from the Reel format.</i>
Leads Generated	572	<i>572 prospective students/parents submitted their details via the Instant Form.</i>
Cost Per Lead (CPL)	₹32.73	<i>Each lead cost ₹32.73 — significantly below the industry benchmark of ₹80–₹200.</i>
Lead-to-Sale Conversion Rate	10%	<i>Approximately 57 leads are estimated to have converted into paid admissions.</i>
Total Spend	₹18,723.11	<i>Total campaign expenditure over 94 days.</i>

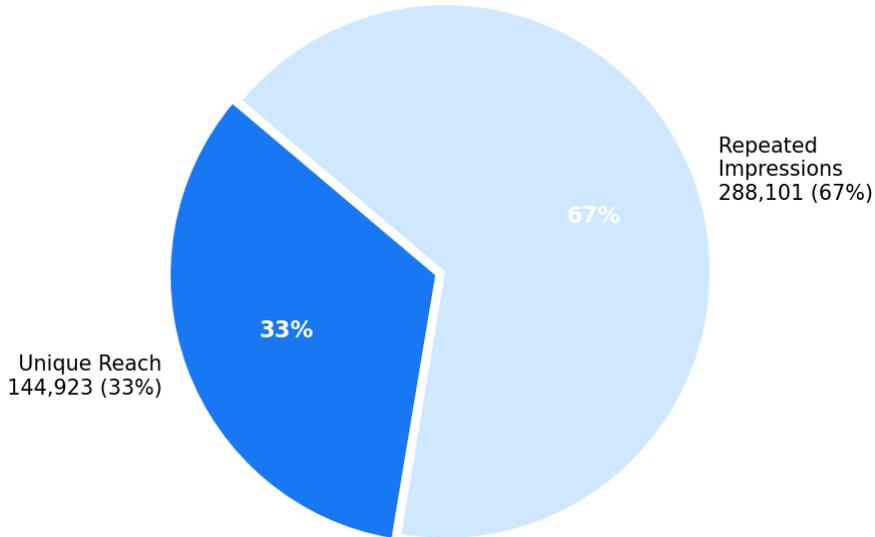
Cost Metrics Overview



Campaign Funnel Overview



Impressions: Reach vs. Frequency



07 | META ADS MANAGER — CAMPAIGN SNAPSHOT

The following screenshot from Meta Ads Manager provides a comparative view of all campaigns run during the same period. The College Admissions Lead Campaign — Instant Forms (highlighted) is the primary campaign analysed in this report and visibly outperforms other concurrent campaigns in terms of volume, efficiency, and scale.

Off / On	Campaign	Results	Reach	Frequency	Cost per result	Budget	Amount spent
<input type="checkbox"/>	phase 2 retargetting	Lead (Form)	—	—	Per Lead (Form)	Daily average	₹0.00
<input type="checkbox"/>	Career Counselling Phase 2	Lead	—	—	Per Lead	Daily average	₹0.00
<input type="checkbox"/>	Career Counselling Leads Campaign	Multiple Conversion	—	—	Per Conversion	Daily average	₹0.00
<input type="checkbox"/>	Carrier Counselor Ad Campaign	Website Completed R...	—	—	Per Complete Registr...	Daily average	₹0.00
<input type="checkbox"/>	west bengal College admission from june	Leads (Form)	11	6,526	₹94.43	₹300.00	₹1,038.73
<input type="checkbox"/>	medical leads Campaign 2025	Leads (Form)	35	9,021	₹53.52	₹200.00	₹1,873.22
<input type="checkbox"/>	medical student	Leads (Form)	76	17,099	₹39.22	₹300.00	₹2,981.08
<input checked="" type="checkbox"/>	College Admissions Lead Campaign Instant F...	Leads (Form)	572	144,923	₹32.73	₹300.00	₹18,723.11
Results from 16 campaigns							

As visible in the dashboard, this campaign achieved 572 leads at ₹32.73 CPL with a reach of 1,44,923 — the highest performance figures among all active campaigns during the reporting period.

08 | WINS, GAPS & LEARNINGS

Campaign Wins

- Exceptional Cost Efficiency: CPL of ₹32.73 is 60–80% below the typical education sector benchmark on Meta, representing outstanding budget performance.
- High Lead Volume: 572 leads generated from a ₹18,723 spend demonstrates a strong offer-market fit for the admissions segment in North Bengal.
- Strong Video Engagement: 1,75,463 video views from Reel ads confirm that short-form video is the right format for this audience demographic.

- **Quality Lead Intent:** Leads were characterised as high-intent, and a 10% lead-to-sale conversion rate confirms that the targeting and ad copy attracted genuinely interested prospects.
- **Above-Average CTR:** A 0.98% CTR exceeds the Meta education sector average, validating the strength of the ad copy and creative concept.
- **Healthy Frequency:** A frequency of 2.99 indicates effective exposure without over-saturation across the campaign duration.

Key Learnings

- Reel ads are highly effective for the education-admissions audience in tier-2 regional markets in West Bengal.
- Emotionally resonant, problem-solution ad copy (addressing broker fees and complexity) drives above-benchmark engagement.
- A two-stage funnel combining cold Reel ads with warm retargeting delivers efficient and scalable lead generation.
- In tight geographic markets, creative refresh cycles should be planned at 4-week intervals rather than reactively.

This report was prepared based on Meta Ads Manager data for the period 21 March – 22 June 2025.

All figures are in Indian Rupees (₹). For queries, please contact the campaign team.