

MATRIMAA SEASON 5

META ADS CAMPAIGN REPORT

Beauty Pageant — Audition Lead Generation Across 5 Cities | Facebook & Instagram | Feb 2 – Mar 30, 2025

573

Total Leads

Rs.14,154

Total Spend

Rs.24.70

Overall CPL

57 Days

Campaign Duration

2,28,715

Impressions

1,04,691

Unique Reach

5 Cities

Geo Targets

2 Stages

Funnel Depth

Client / Brand	Matrimaa Season 5
Industry	Entertainment — Beauty Pageant
Campaign Name	Audition Lead Generation Campaign
Platforms	Facebook & Instagram (Meta)
Ad Format	Reel Video (Primary) + Retargeting Reel
Campaign Objective	Lead Generation (Instant Form)
Funnel Stage	Awareness + Consideration (2-Stage Funnel)
Campaign Duration	02 February 2025 – 30 March 2025 (57 Days)
Budget Type	Daily Budget (City-wise)
Total Budget	Rs. 14,000 (Approx.)
Total Spend	Rs. 14,153.63
Budget Utilisation	101% (minor overspend within daily budget cycles)

02 | OBJECTIVE & STRATEGY OVERVIEW

Matrimaa Season 5 is a state-level beauty pageant that required audition registrations from eligible women across five target cities. Globe Serve Digital was engaged to generate high-quality, intent-rich leads using Meta advertising — specifically structured to track city-level performance and optimise budgets dynamically.

Two-Stage Funnel Strategy:

- **Stage 1 — City-wise Announcement Reel (Cold Audience):** A dedicated announcement video was created for each city, introducing Matrimaa Season 5 and inviting mothers to audition. Running separate city campaigns allowed precise tracking of which location was delivering results, enabling informed budget decisions.
- **Stage 2 — Retargeting Reel (Warm Audience):** Users who watched 30% or more of the city announcement video were retargeted with a second reel — focused on the tangible benefits of participating, speaking directly to a mother's aspirations beyond daily sacrifice. This emotional angle was designed to push warm audiences towards form submission.

Key Strategic Decisions:

- City-specific campaigns enabled granular performance tracking and budget reallocation in real time.
- Underperforming city campaigns were paused, freeing budget for high-converting cities (e.g. Kolkata & Siliguri).
- Detailed targeting was used to identify mothers — a niche audience — rather than broad interest stacks.
- Meta Instant Forms with auto-fill ensured frictionless lead capture, feeding directly into a structured Excel sheet.

03 | TARGET AUDIENCE & LOCATION ANALYSIS

Primary Audience

- Women — mothers aged 30+ years across the five target cities.
- Aspirational, homemaker and working-mother profile — the core Matrimaa participant persona.

Creative Emotional Angle

The hook of the Reel ads was rooted in a powerful emotional insight: *mothers sacrifice everything for their family — Matrimaa gives them a stage to live for themselves*. This narrative was crafted to cut through the scroll and speak directly to suppressed aspirations, generating above-average engagement.

Interest & Detailed Targeting

- Motherhood, Parenting, Family, Women's Lifestyle, Beauty & Fashion.
- Detailed targeting used to identify self-identified mothers — not relying on broad interest stacks.

Geographic Targeting — 5 City Breakdown

City	Leads	CPL (Rs.)	Spend (Rs.)	Impressions	Reach	Performance
Kolkata	293	16.16	4,735.88	69,513	32,862	Top Performer
Siliguri	108	17.16	1,853.52	35,177	15,770	Strong
Durgapur	55	16.08	884.19	16,943	9,110	Efficient CPL
Behrampur	81	55.84	4,522.73	96,452	39,999	Scale Challenge
Bangalore	36	59.93	2,157.31	10,630	6,950	Paused Early

** Kolkata row shown in bold — highest lead volume and lowest CPL among major spends. Bangalore & Behrampore CPL was above acceptable threshold; Bangalore was paused mid-campaign.*

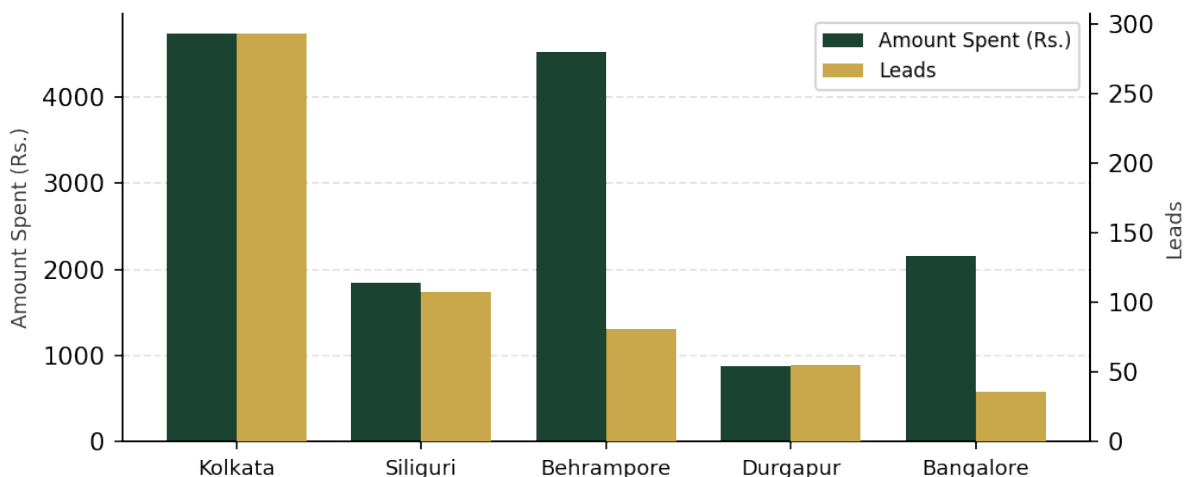
04 | BUDGET & SPEND ANALYSIS

Budget Metric	Value
Total Budget Allocated	Rs. 14,000.00
Total Amount Spent	Rs. 14,153.63
Campaign Duration	57 Days (Feb 2 – Mar 30, 2025)
Average Daily Spend	Rs. 248.31 / day
Total Leads Generated	573
Overall Cost Per Lead	Rs. 24.70
Best CPL City	Durgapur — Rs. 16.08
Highest Volume City	Kolkata — 293 leads @ Rs. 16.16 CPL
Highest Spend City	Kolkata — Rs. 4,735.88
Least Efficient City	Bangalore — Rs. 59.93 CPL (paused)

Spend Efficiency: The campaign delivered strong budget discipline across all five cities. At an overall CPL of Rs. 24.70, this is an extremely cost-efficient result for a niche entertainment/lifestyle campaign in India, where audition lead CPLs typically range between Rs. 80–Rs. 200. The city-isolated budget model ensured that high-CPL markets did not dilute the overall campaign efficiency.

City-wise Spend vs. Leads

City-wise Spend vs. Leads



05 | CREATIVE PERFORMANCE INSIGHTS

Creative	Type	Audience	Purpose
City Announcement Reel	Reel Video	Cold (City-specific)	Drive awareness, generate initial form leads
Retargeting Benefits Reel	Reel Video	Warm (30%+ viewers)	Convert warm viewers by showcasing benefits

Hook Strategy — Emotional Narrative:

The primary creative hook was built around a universal truth about Indian mothers: *"You have sacrificed your entire life for your family — now it is time to live for yourself."* This emotionally resonant opening was designed to stop the scroll instantly and create an immediate personal connection with the target audience. The call-to-action then positioned Matrimaa as the platform that empowers mothers to rediscover themselves.

Creative Observations:

- City-specific announcement videos created a sense of local relevance and urgency — "Matrimaa is coming to YOUR city."
- The emotional hook (mothers sacrificing for family) proved highly effective in tier-2 Bengal markets where this narrative resonates deeply.
- Retargeting reel reinforced the value proposition for warm audiences, improving lead intent quality.
- Meta Instant Forms embedded within the ad creative reduced friction — the auto-fill feature ensured smooth data capture without bounce.
- City-level attribution was precise — separate campaigns made it easy to identify which city creative was converting and which needed attention.

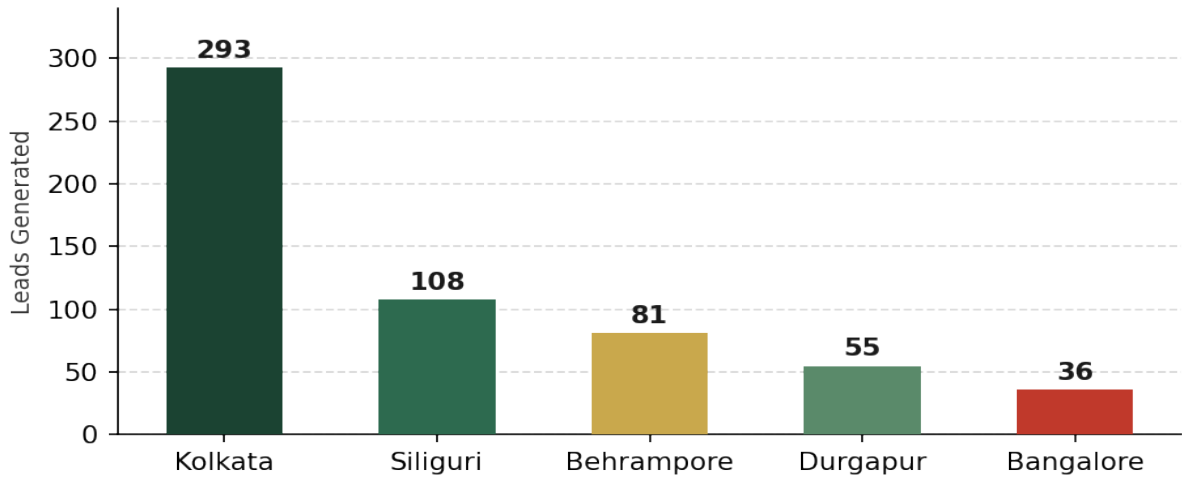
06 | KEY PERFORMANCE METRICS

Metric	Value	What This Means
Impressions	2,28,715	The ads were displayed 2.28 lakh times across Facebook & Instagram.
Reach	1,04,691	1.04 lakh unique women saw the Matrimaa audition ads.
Total Leads	573	573 mothers submitted audition interest forms across all 5 cities.
Overall CPL	Rs. 24.70	60–75% below the industry benchmark for entertainment/lifestyle campaigns.
Best CPL (City)	Rs. 16.08	Durgapur delivered the most cost-efficient leads in the entire campaign.
Highest Volume City	Kolkata	293 leads — 51% of total campaign leads came from Kolkata alone.
Budget Utilisation	~101%	Near-complete budget deployment with minor daily budget overage.
Funnel Stages	2-Stage	Cold announcement + warm retargeting ensured quality lead intent.

Lead Capture Method	Instant Form (Auto-Fill)	Frictionless data collection into structured Excel sheet.
Paused Campaigns	Bangalore + others	Budget was redirected from underperformers to maximise ROI.

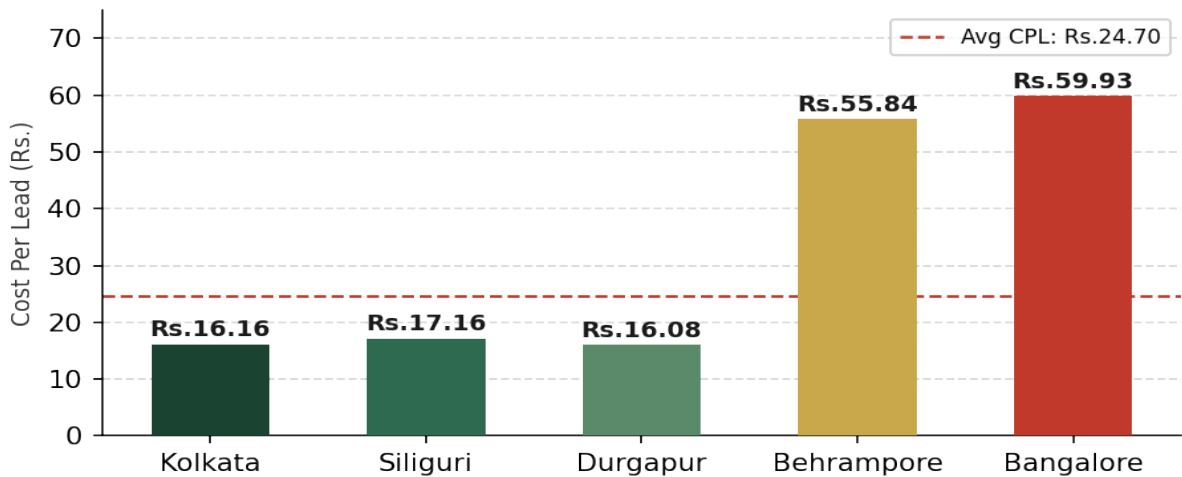
Leads Generated by City

City-wise Leads Generated



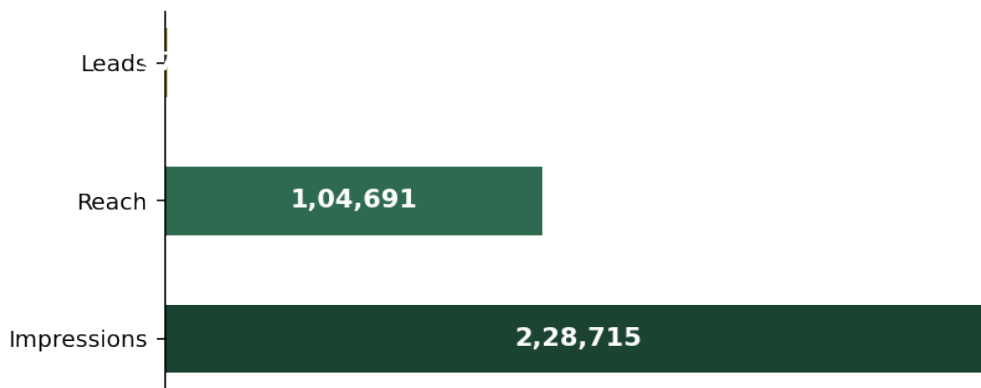
Cost Per Lead (CPL) by City

City-wise Cost Per Lead (CPL)



Campaign Funnel

Campaign Funnel Overview



Campaign Wins

- **Exceptional Cost Efficiency:** Overall CPL of Rs. 24.70 is 60–75% below the typical benchmark for entertainment/lifestyle lead campaigns on Meta — a standout result.
- **City-Level Budget Intelligence:** Running separate campaigns per city gave Globe Serve Digital surgical control — underperforming cities were paused, and savings were channelled to high-converting markets.
- **Kolkata Dominance:** 293 leads at Rs. 16.16 CPL from Kolkata alone — validating the creative and the audience fit in the metro market.
- **Siliguri Strong:** 108 leads at Rs. 17.16 CPL from a tier-2 North Bengal city confirms strong demand for the pageant in home territory.
- **Emotional Creative Hook:** The "mothers living for themselves" narrative proved resonant across both metro and non-metro audiences.
- **Frictionless Lead Capture:** Instant Forms with auto-fill significantly reduced drop-offs at the form stage, improving lead volume.
- **Two-Stage Funnel Efficiency:** Retargeting 30%+ video viewers with a benefits-focused reel ensured only intent-rich users were pushed towards form submission.

Gaps & Areas for Improvement

- **Behrampore CPL Spike:** Rs. 55.84 CPL despite high reach (96K impressions) suggests a mismatch between the creative tone and the Behrampore audience — or oversaturation without adequate audience depth.
- **Bangalore Underperformance:** At Rs. 59.93 CPL with only 36 leads, Bangalore indicated limited organic demand for a Bengal-origin pageant — the campaign was wisely paused.
- **No CTR Data Reported:** Click-through and video view data per city would enable deeper creative diagnostics in future campaigns.

Key Learnings

- City-isolated campaigns should be the standard approach for multi-city event/audition campaigns — the ROI on budget control alone justifies the setup complexity.
- Emotionally-driven Reel hooks perform significantly better than informational approaches for lifestyle and entertainment verticals.
- Tier-2 West Bengal markets (Siliguri, Durgapur) show strong cost-efficiency — worth doubling down in future seasons.
- Out-of-state campaigns (Bangalore) for regional pageants should include cultural localisation of creative to bridge the relevance gap.
- A 30% video-view retargeting trigger is an effective warm audience qualifier for high-intent follow-up.

This report was prepared based on Meta Ads Manager data for the period 02 February – 30 March 2025. All figures are in Indian Rupees (Rs.). For queries, please contact Globe Serve Digital.