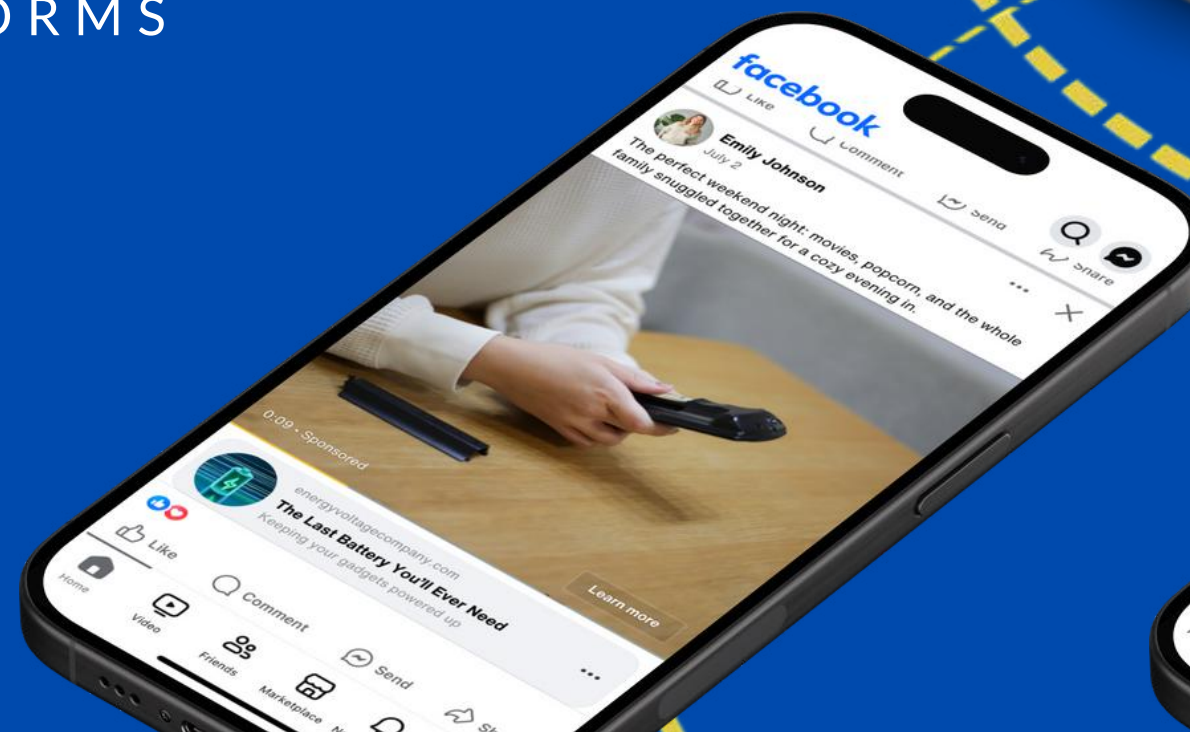




EXPANDING META REACH FOR ELECTRONICS BRAND

DELIVERING 11 MILLION+ IMPRESSIONS WITH TARGETED
VIDEO AD PLACEMENTS ON META PLATFORMS

SUCCESS STORY



Client's goal

The campaign aimed to raise brand awareness and position a global consumer electronics brand as the market leader in battery longevity. Targeting a wide audience across Australia, it sought to establish the brand as the industry leader, emphasizing its superior longevity over its competitors.

Leveraging video ads to drive engagement and maximize impressions, the campaign focused strategically on Facebook Feed, Stories, and Video Feed placements to reach the targeted audience effectively.



Campaign outcome

11M+ Total Impressions
Delivered

Achieving over 11M impressions, the campaign successfully reached a large Australian audience, enhancing brand visibility and awareness for the client.

71%
Impressions
share on **Feed
placement**

Facebook Feed proved to be the most effective placement, with its high visibility and engagement rate making it the core driver of the campaign's reach.

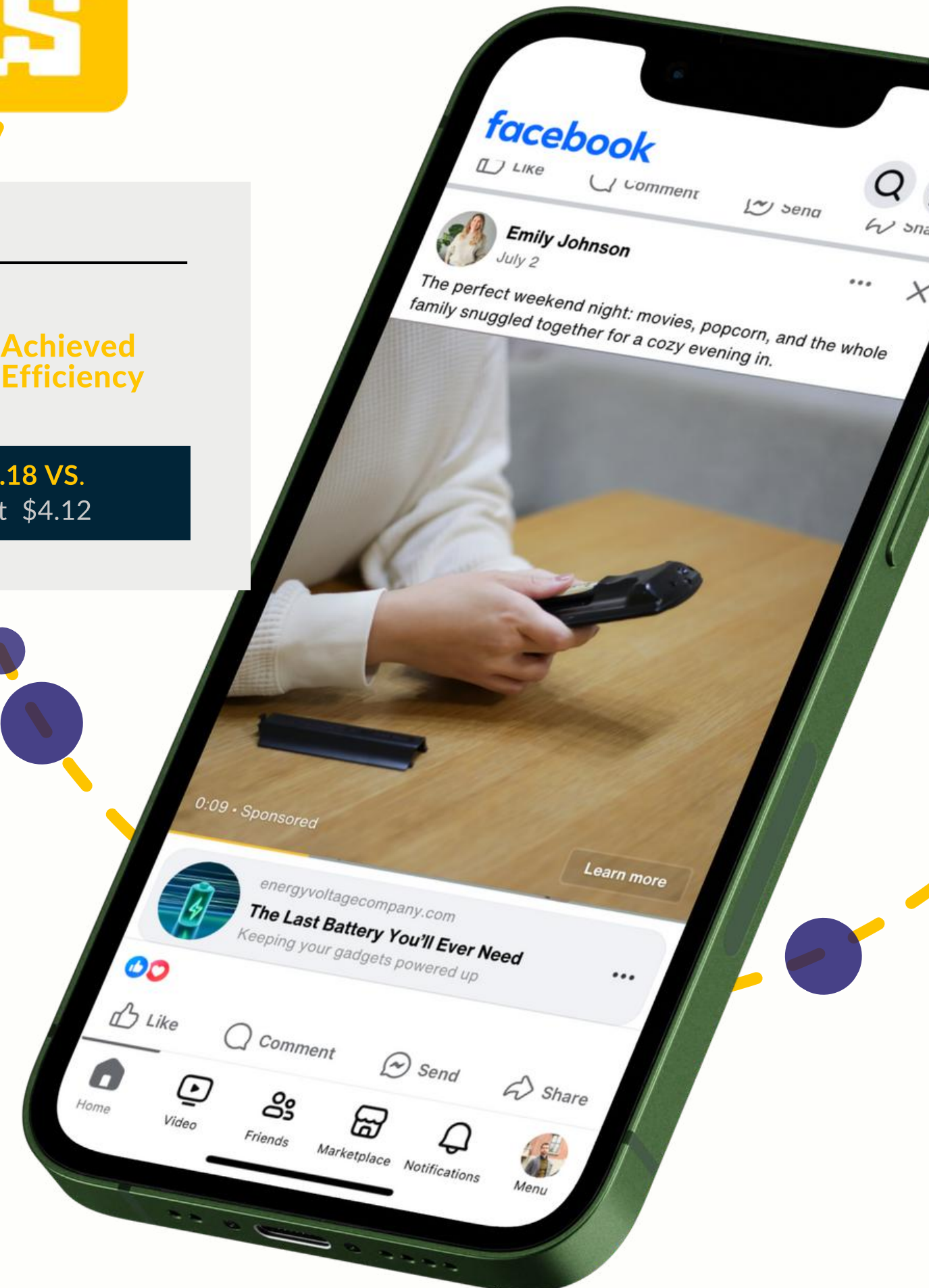
28%
Engagement rate
on Instream Video
placements

Despite the focus on awareness, the use of dynamic video ads contributed to a high post-engagement rate, indicating strong audience interaction.

campaignlab

47%+ Achieved
Efficiency

Actual CPM \$2.18 VS.
Guaranteed cost \$4.12



Strike solution



1 Strike Social strategically allocated budget across **high-performing placements**, focusing on Feed and Stories. Feed ads generated 71% of the impressions and achieved a strong 5.48% engagement rate. Stories and Video Feed rounded out the top-performing placements, with 12% and 15% of impressions share, respectively.

2 Based on insights from previous campaigns, the campaign **specifically targeted Parenting and Shopping audiences** to increase the relevance and engagement of the ads. This contributed to the campaign's strong engagement rate, achieving 28.35% engagement, particularly on Instream Video placements, despite its reach-focused nature.

3 Strike Social's global team performed **continuous performance analysis and real-time optimizations** to improve ad delivery. By utilizing our proprietary optimization tools, we made ongoing budget allocation adjustments to ensure balanced delivery across all placements. This strategy not only helped achieve **over 11 million impressions** but also maintained consistent CPM efficiency throughout the campaign.



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