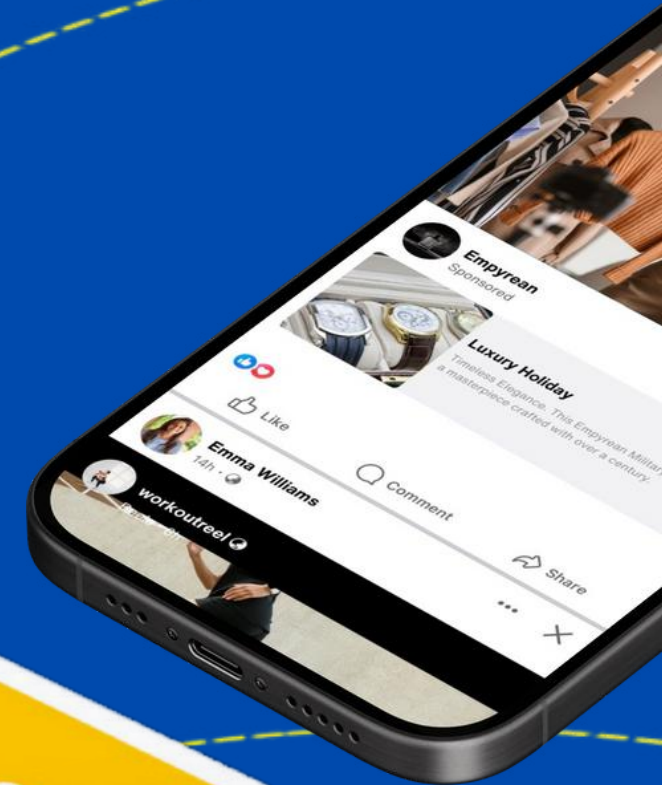
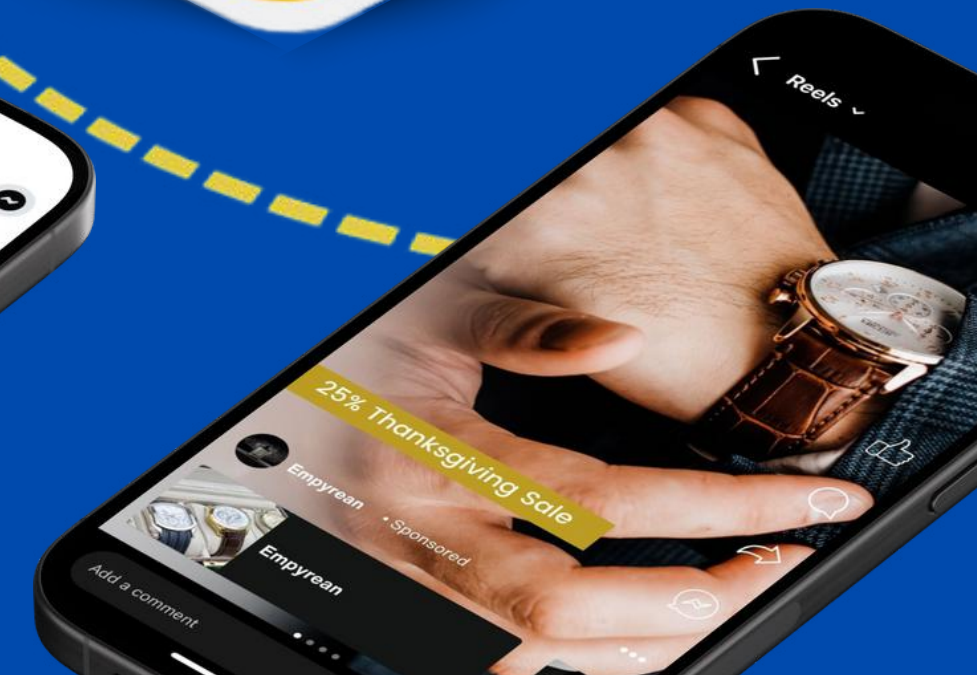
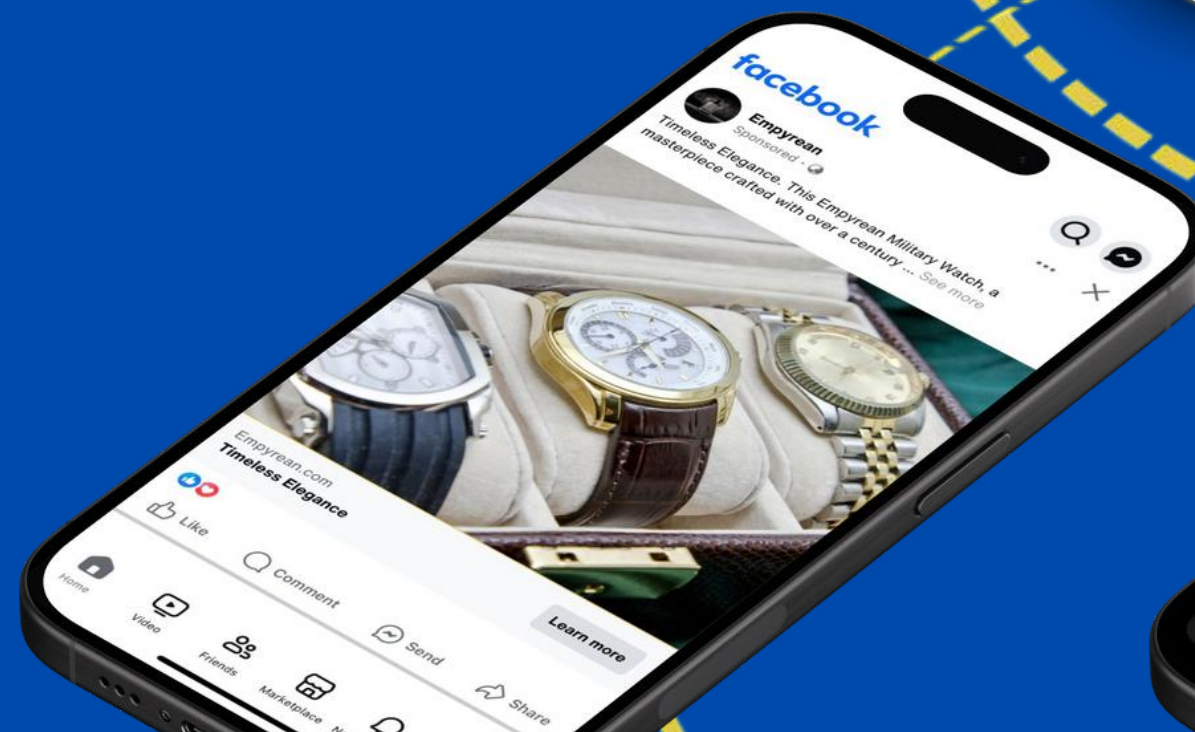




LUXURY WATCH FACEBOOK AD TRAFFIC CAMPAIGN

DRIVING 34.7% MORE COST-EFFICIENT COST PER LINK
CLICKS THROUGH STRATEGIC FACEBOOK AD PLACEMENTS

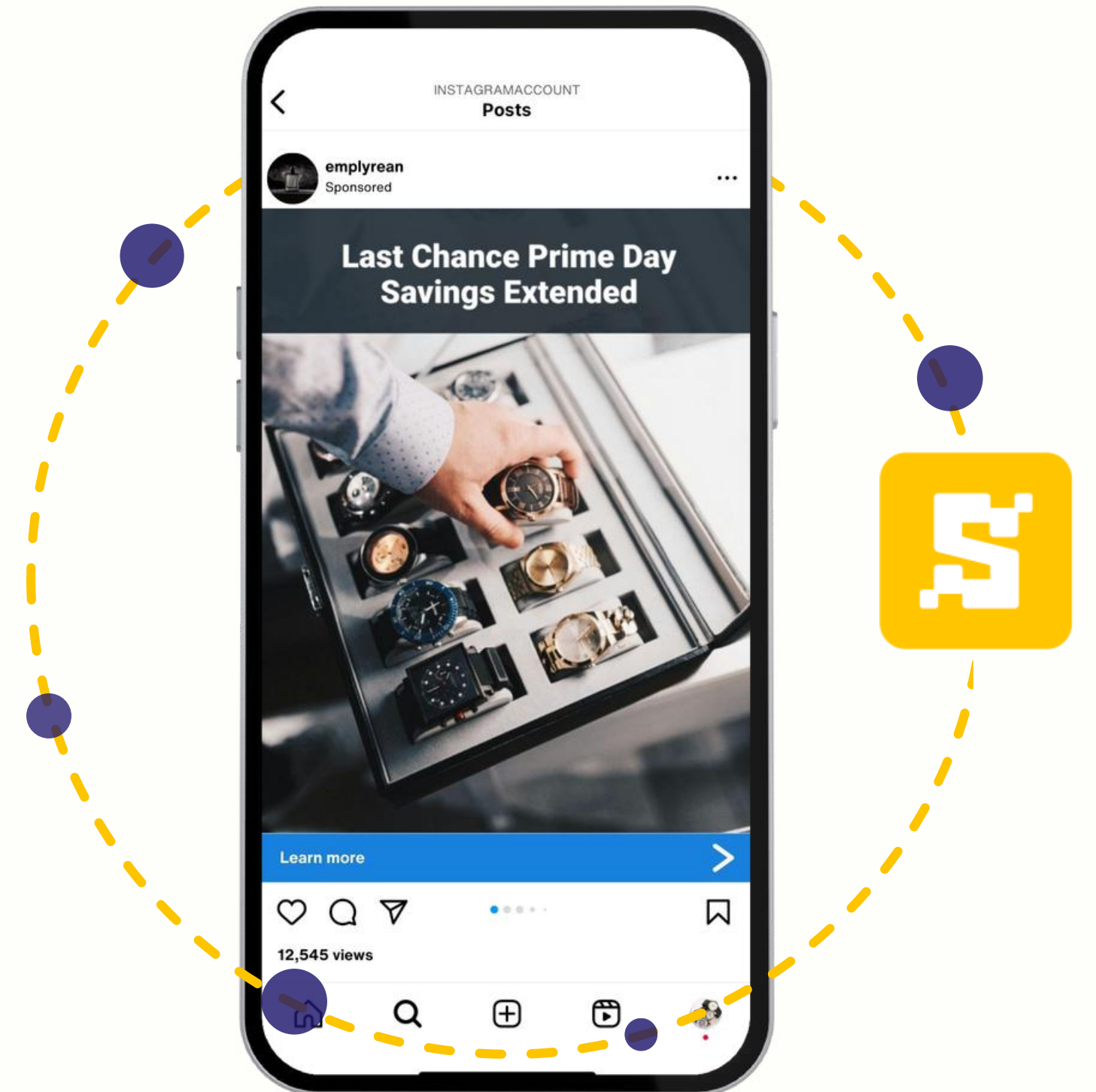
SUCCESS STORY



Client's goal

Introduce the new luxury watch series, emphasizing its reputation for crafting affordable, stylish, and durable automatic watches.

This campaign aimed to drive traffic to the brand's digital platforms by targeting a broad yet relevant audience interested in men's fashion, timepieces, and luxury lifestyles and highlighting the brand's 55th-anniversary collection using Facebook's static and video ad placements, specifically the Carousel and Reels overlay, using both static and video creative.



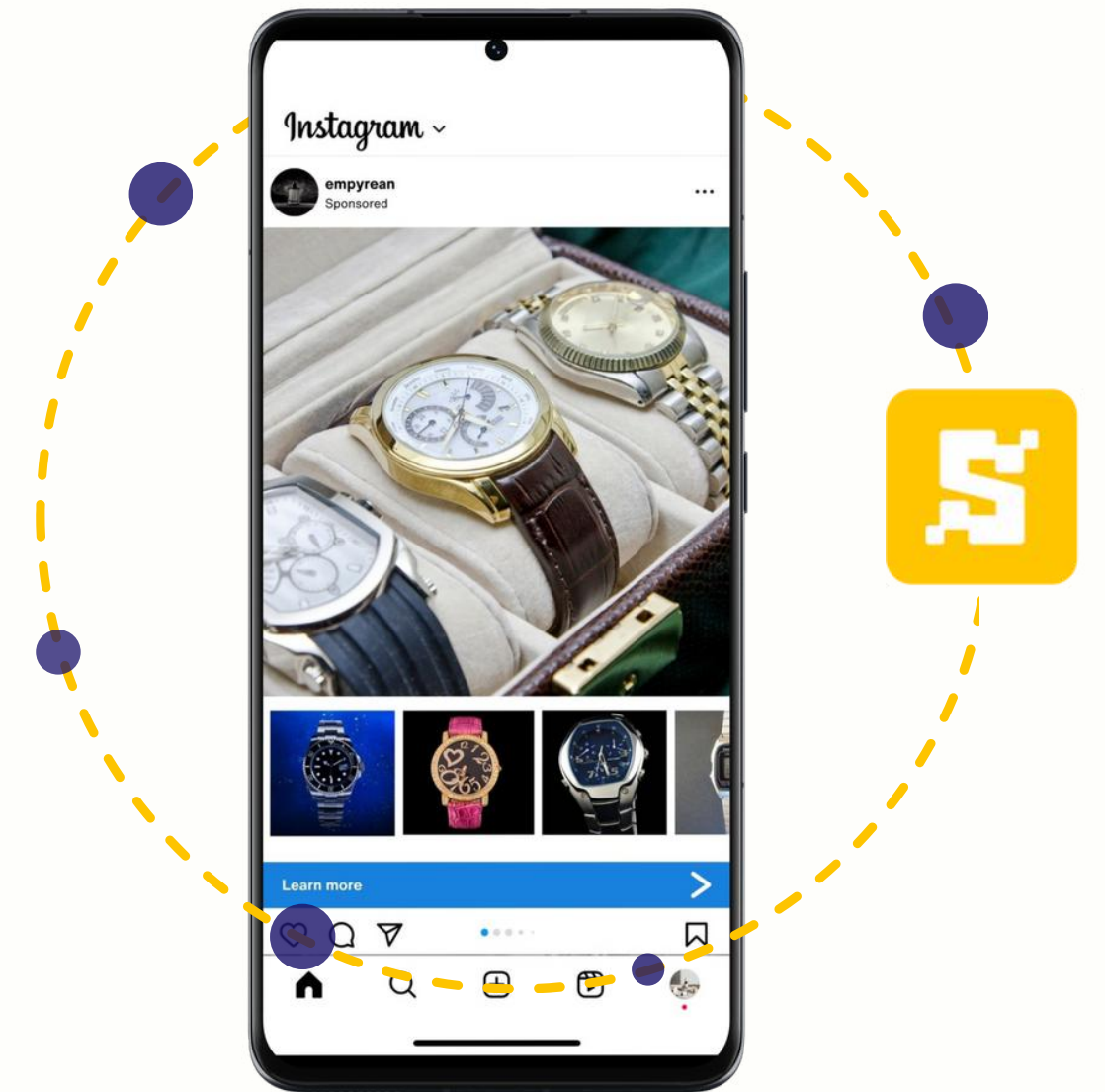
Campaign outcome

34.69% Achieved Savings

Actual CPLC \$0.24 VS.
Guaranteed \$0.37

39.79% Achieved Outcome

Actual Link Click 206,249 VS.
Guaranteed 147,541



77%

Reel overlay ads reach and impressions

Despite having only 40% of the spend, Reels demonstrated high engagement efficiency as ad placements, resonating with audiences interested in dynamic, static, or video-based content.

10%

Reels efficiency vs overall CPLC

Reel ad placement generated higher ad engagement at a lower cost, making it a high-performing asset for this campaign.

56%

Carousel total landing page distribution

Carousel outpaced static creative, even though it had a smaller budget share, only 38%. Carousel ad placement highlighted the potential to drive significant traffic to the landing page.

Strike solution



1 Strike strategically allocated budget toward **high-engagement formats**, focusing 40% of spending on Reels to capture the majority of reach and impressions, which resulted in Reels delivering 77% of total reach and being 10% more cost-efficient in CPLC than other ad formats.

2 Based on previous campaigns, **Strike continues to leverage the engagement opportunities brought by Carousel ads**. Despite lower budget allocation, this strategy resulted in 56% of landing page views. This ad format allowed for a more comprehensive product narrative, enhancing engagement and optimizing ad spend.

3 Strike conducted a **continuous performance analysis** and optimized ad delivery based on landing page views and link clicks, reallocating the budget toward the most effective placements. **Our campaign monitoring effort resulted in more than 1300 optimizations** made by our experts within two months. This iterative process enabled the campaign to deliver 34.69% more cost efficiency and 39.79% more link clicks than the guaranteed targets.



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