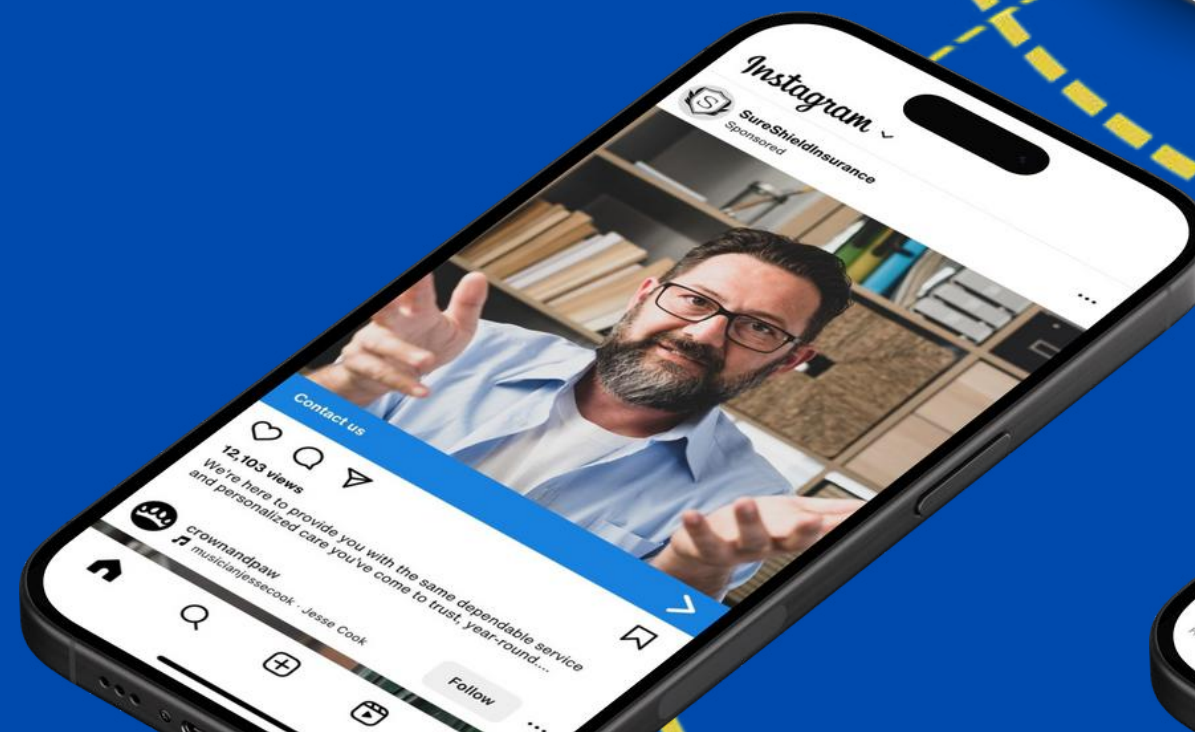




INSURANCE AND FINANCIAL SERVICE

ACHIEVING A 28X ROAS THROUGH DATA-DRIVEN OPTIMIZATION IN A CONVERSION FACEBOOK AD CAMPAIGN

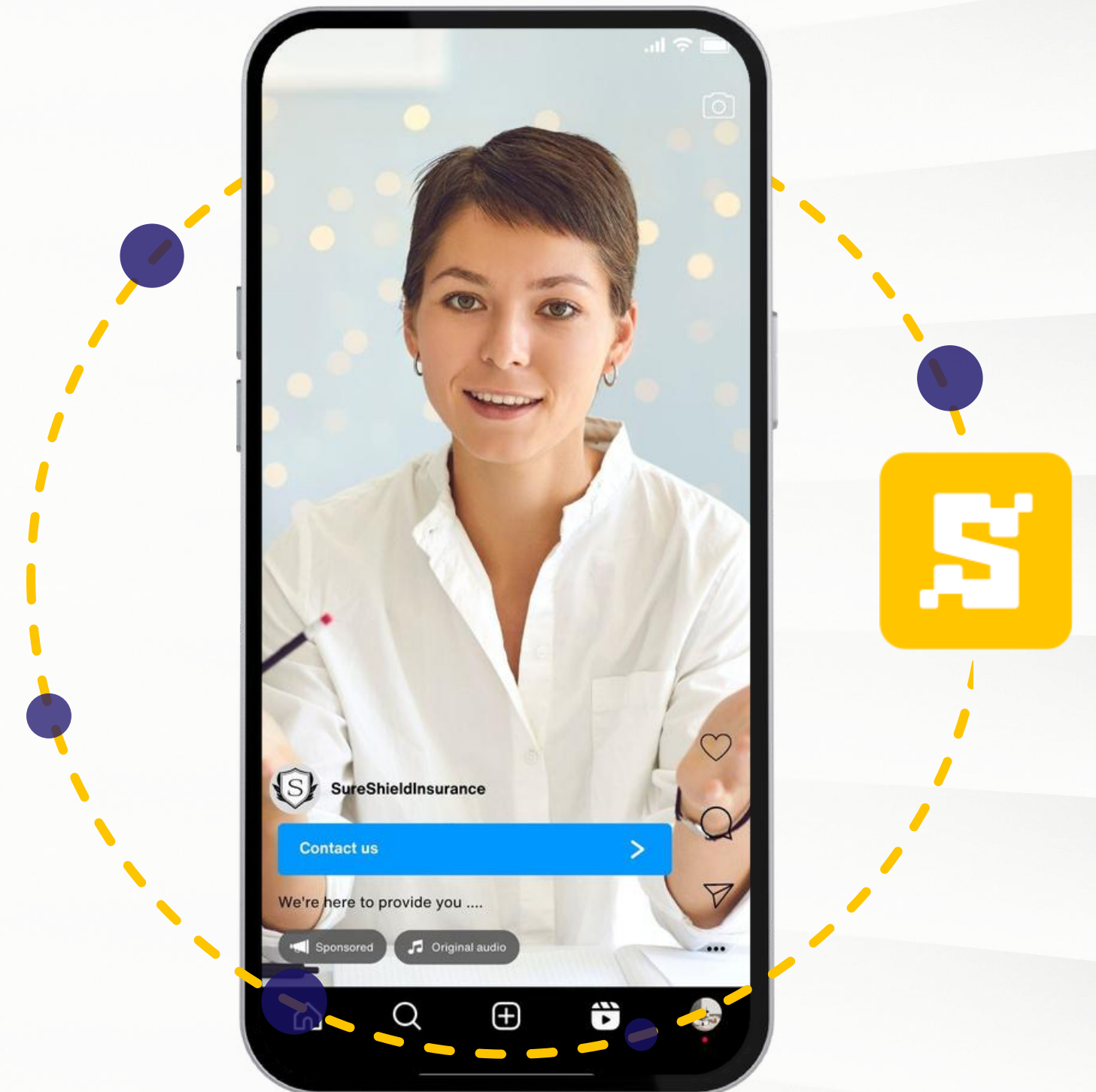
SUCCESS STORY



Client's goal

A global insurance leader partnered with us to run a Facebook conversion campaign to drive high-quality leads and boost sales in the U.S.

Despite ad-level challenges such as managing 60 creatives, identifying top-performing ads across retargeting (RT) and lookalike (LAL) audiences, and monitoring pixel data accuracy, our data-driven approach led to an impressive 28x return on ad spend (ROAS), highlighting the power of precise campaign management.



Campaign outcome

\$1.5M

Generated revenue resulted in a 28x Return on Ad Spend (ROAS)

66K+

Precise targeting contributed to the acquisition of highly-qualified leads

2x

Through close campaign monitoring, we generated double the link clicks than forecasted

66%

Leveraging AI and machine learning, Strike optimized ad delivery to drive 66% more impressions than expected



Strike solution



1 Strike dedicated a **specialized team** to manage the setup of 60 creatives across multiple ad sets. With a guaranteed **48-hour turnaround time**, this quick execution **ensured minimal campaign launch delays**, maximizing early engagement and optimizing budget utilization from day one.

2 A cornerstone of our success was the **continuous monitoring of Facebook pixels** to ensure data accuracy and conversion measurement. Strike proactively monitored pixel performance, **identifying discrepancies or malfunctions** that could impact the campaign outcomes.

3 Strike experts could spot irregularities early by **closely analyzing conversion trends, cost fluctuations, and campaign pacing**. Whether it was a sudden spike in CPA or a drop in impressions, our team worked quickly to identify the root cause—related to audience saturation, creative fatigue, or technical issues. This agility allowed us to **optimize bidding strategies and adjust audience targeting in real-time**, ensuring that the campaign remained on course to deliver strong results.



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