



MAXIMIZING AWARENESS WITH MULTI-FORMAT FACEBOOK ADS

CPG BRAND'S STRATEGIC MIX OF VIDEO AND
CAROUSEL ADS BOOSTED EFFICIENCY BY 43%

SUCCESS STORY



Client's goal

A premium CPG brand aimed to increase brand awareness and engagement for its Valentine's chocolate product line. To achieve this, a multi-format Facebook ad strategy was implemented, leveraging 15-second video ads and carousel ads to cater to different user behaviors and optimize engagement.

Each ad format focused on storytelling, evoking emotions linked to Valentine's Day. By dynamically showcasing a variety of product options and driving deeper interaction, the campaign is expected to maximize cost efficiency entering a peak seasonal gifting period.



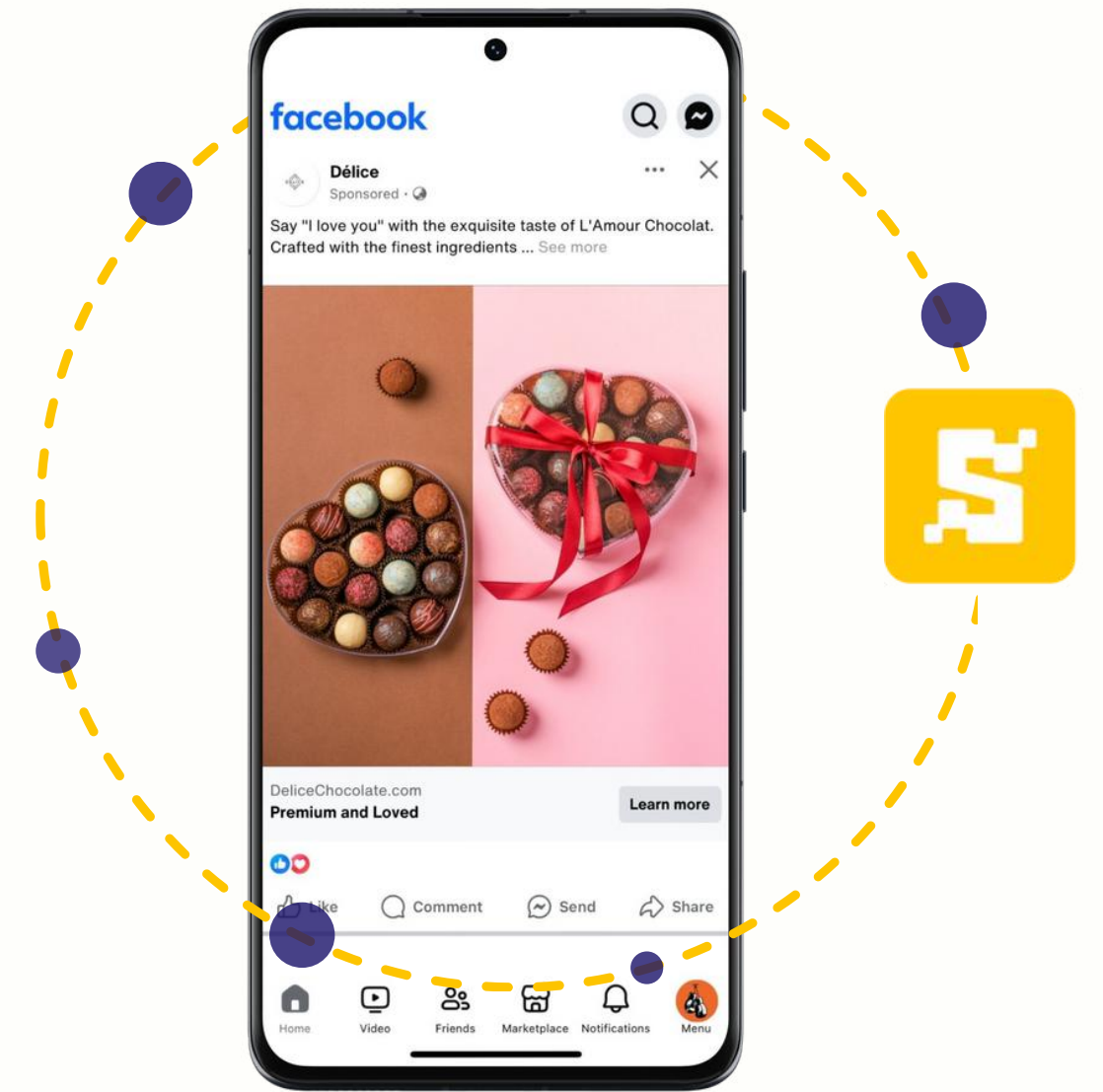
Campaign outcome

43% Overall Campaign Savings

Actual budget \$27,017 vs.
Guaranteed cost \$47,335

4.5% Post Engagement Rate

Exceeded internal benchmark of
4.12% Engagement Rate during the same period



53%

of views took place in Meta Feed placement

Emerged as the most effective placement for carousel ads, delivering over half (53%) of total views despite only accounting for 42% of the cost distribution

25%

of clicks was driven by video-centric Reels placement

15-second video ads performed exceptionally well on Reels, capturing audience attention and generating 25% of total ad clicks, while utilizing only 18% of the ad budget

96.7%

Nearly all impressions led to unique audience reach

Minimal ad waste and strong campaign relevance to target highly relevant audience

Strike solutions

Optimized Multi-Format Ad Strategy

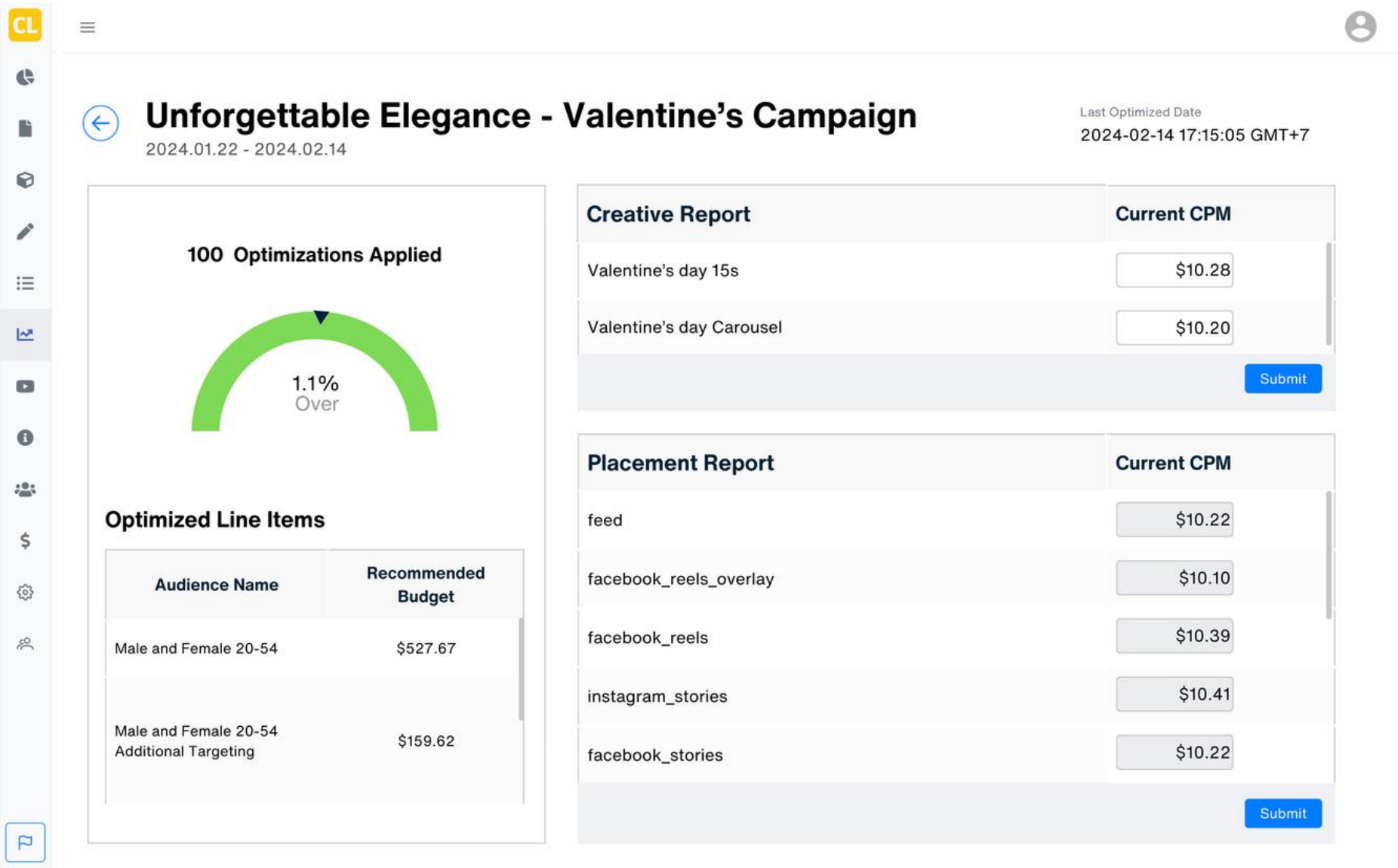
The campaign maximized user engagement while optimizing ad spend by leveraging a data-driven mix of 15-second video and carousel ads. This multi-format approach contributed to 43% overall cost savings. Aligning creative formats with audience behavior helps increase ad efficacies.

Leveraging Short-form Ads on Reels

Capitalized on Meta’s short-form video placements, Reels placements generated 25% of ad clicks while utilizing only 18% of the budget, confirming it as a high-impact format for driving traffic, especially for 15-second video creatives.

Balancing Reach and Frequency for Optimal Exposure

By maintaining an ad frequency of 1.03, the campaign extended its reach to unique viewers without over-saturating. This balance minimized audience fatigue while maximizing reach efficiency at 96.77%. Additionally, the carousel ads achieved a 5.5% post-engagement rate, surpassing internal benchmarks, further demonstrating its effectiveness of multiple static creatives.





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