Upmarkets

MARKETING CONSULTANT & STRATEGY

Data-driven marketing consulting that turns research into measurable growth — for emerging consumer brands.

SBM META ADS Overview

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TRACK

Projects Delivered To Date



Harman
Marketing Consultant

23+

End-to-end performance marketing & marketing mix modeling projects completed to date

- Pizza Brand — market research & MMM across UAE, Oman, Qatar
- KFC — market research & MMM in Canada, France, and Spain
- Taco Bell — market research & MMM in the USA and UK
- Glucerna & Reynolds — marketing mix modeling Projects

Brands I've Worked With

- Pizza Hut
- KFC
- Taco Bell
- American Express
- Yum! Brands
- Reynolds
- Glucerna

SERVICES

What Upmarkets Does

I provide data-driven marketing consulting, combining deep research with hands-on execution to deliver measurable growth.

01

Marketing Consulting

Helping brands crack the toughest questions: lowering CPMs, finding the highest-ROI platforms, and deciding where the next dollar should go.

02

Brand Consulting

Transforming business challenges into growth strategies through brand consulting, analytics, and performance marketing expertise.

03

Performance Marketing

Driving measurable business growth through data-driven performance marketing across digital channels.

04

Data Analysis / MMM Studies Analysis

Turning complex marketing data into actionable insights through advanced MMM and data analysis.

ACCOUNT OVERVIEW

WHAT IS WORKING

Study period : June – Sept 26
Total spend: ₹22.26L
Revenue: ₹23.59L
Purchases: 438
Overall observed ROAS: 1.06x (platform-attributed revenue ÷ ad spend)

SBM_3_MONTHS_PROGRAM_SALES_RTG_08-07-26 Old_Ad2 is particularly efficient at 2.26x ROAS with 57 purchases.

WHAT NEEDS A FIX

Several campaigns consume substantial budget with little/no purchase value or expected result.

The biggest spend : SBM_WEBINAR_WEB_ALL_AUD_19-06-26: ₹4.04L spend → ₹1.70L revenue → 0.42x ROAS, making it one of the clearest budget-efficiency concern.
(Despite being an upper-funnel / lead-generation campaign, spend was relatively high.)

Some campaigns have meaningful spend but zero recorded purchases/revenue, which needs either optimization or measurement investigation.`

Revenue: Derived from Purchase Conversion Value reported by Meta. Additional offline purchases may not be captured in this data.
ROAS: Calculated as platform-attributed revenue ÷ ad spend and should be interpreted as observed attribution, not proof of incremental revenue.
Ad Account : Slow Burn Method Meta

ACCOUNT OVERVIEW

WHAT CHANGED

Performance improved substantially after June:

ROAS : platform-attributed revenue ÷ ad spend
June ROAS: **0.21x**
July: **1.19x**
August: **1.58x**
September to date: **1.13x**

So, the account appears to have moved from a heavily inefficient acquisition period into a materially better-performing sales setup.

This is a strong signal that **35–44 deserves more attention**, while 65+ and 18–24 currently look particularly weak on recorded purchase outcomes. Female are more aligned.

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Ad Account : Slow Burn Method Meta

VIDEO RETENTION

Delivery status	Campaign Start Da	Campaign name	Sum of Video plays	Sum of Video plays at 25%	Sum of Video plays at 50%	Video at 25%/ Video Play	Video at 50%/ Video Play
active	20-07-2026	SBM_RTG_3_MONTHS_PROGRAM_SALES_20-07-26_Ad2-3-6	75114	4599	2026	6%	3%
	28-07-2026	SBM_LAL-1%_3-MONTHS_PROGRAM_SALES_28-07-26	139925	5183	2413	4%	2%
	03-09-2026	SBM_PROSPECTING_OPEN_TARGETING_ADV+SALES_03-09-26	366964	6093	2593	2%	1%
	04-09-2026	SBM_PROSPECTING_USA_INDIANS_HEALTHFITNESS_ADV+SALES_03-09-26_v3	1327	153	65	12%	5%
archived	28-07-2026	SBM_LAL-1%_3-MONTHS_PROGRAM_SALES_28-07-26	355	69	39	19%	11%
		SBM_PRO_1&3-MONTHS_PROGRAM_SALES_28-07-26	1491	168	80	11%	5%
		SBM_PRO_3-MONTHS_PROGRAM_SALES_28-07-26	2173	306	171	14%	8%
		SBM_RTG_3-MONTHS_PROGRAM_SALES_28-07-26	356	92	55	26%	15%
	03-09-2026	SBM_PROSPECTING_OPEN_TARGETING_ADV+SALES_03-09-26	1173	122	60	10%	5%
	04-09-2026	SBM_PROSPECTING_USA_INDIANS_HEALTHFITNESS_ADV+SALES_03-09-26_v3	312	81	59	26%	19%
inactive	06-06-2026	14July_SBM_WeightLoss_Program_InstantForm_ABO	87623	9015	5735	10%	7%
	20-06-2026	SBM_WEBINAR_WEB_ALL_AUD_19-06-26	429875	60546	33539	14%	8%
	23-06-2026	SBM_WEBINAR_INST_ALL_AUD_23-06-26	295472	42114	23163	14%	8%
	24-06-2026	SBM_WEBINAR_INST_RTG_23-06-26	69655	9321	5312	13%	8%
		SBM_WEBINAR_WEB_RTG_23-06-26	21822	3259	1377	15%	6%
	05-07-2026	SBM_1&3_MONTHS_PROGRAM_SALES_RTG_05-07-26 Old_Ad1	155732	18820	10818	12%	7%
		SBM_3_MONTHS_PROGRAM_SALES_PRO_05-07-26	40163	2824	1625	7%	4%
	08-07-2026	SBM_3_MONTHS_PROGRAM_SALES_RTG_08-07-26 Old_Ad2	123359	6978	3576	6%	3%
	20-07-2026	SBM_RTG_3_MONTHS_PROGRAM_SALES_20-07-26_Ad2-3-6	250992	11667	5729	5%	2%
	28-07-2026	SBM_LAL-1%_3-MONTHS_PROGRAM_SALES_28-07-26	85152	4664	2373	5%	3%
		SBM_PRO_1&3-MONTHS_PROGRAM_SALES_28-07-26	762851	33735	11797	4%	2%
		SBM_PRO_3-MONTHS_PROGRAM_SALES_28-07-26	9265	233	117	3%	1%
		SBM_RTG_3-MONTHS_PROGRAM_SALES_28-07-26	35311	2835	1493	8%	4%
not_delivering	01-01-2026	Webinar 2 Leads	0	0	0		

Active campaigns show weak overall video retention, with weighted completion of ~2.8% at 25% and ~1.2% at 50%. However, performance varies materially by campaign
This indicates weak early-stage retention and potentially a **creative hook / message-market fit / audience alignment issue**, which may be contributing to lower-quality leads downstream.

Ad Account : Slow Burn Method Meta

SALES CAMPAIGNS GENERATE 1.65X ROAS, WHILE UPPER-FUNNEL / LEAD ACTIVITY GENERATES 0.34X TRACKED ROAS.

Campaign type	Spend	Revenue	ROAS (estimated based on META only)
Sales campaigns (currently running)	₹12.28L	₹20.23L	1.65x
Lead / Upper-funnel campaigns (ran in June- Jul)	₹9.98L	₹3.36L	0.34x

Lead / Upper-funnel campaigns (Campaigns with highest spend)	
E.g. SBM_WEBINAR_WEB_ALL_AUD_19-06-26	E.g. SBM_WEBINAR_INST_ALL_AUD_23-06-26
20 Jun → 5 Aug	23 Jun → 5 Aug
47 days	44 days
₹4.04L spend	₹2.14L spend
₹1.70L revenue	₹1.48L revenue

Revenue: Derived from the Average Purchase Conversion Value reported by the platform. Additional offline purchases may not be captured in this data.
ROAS: Calculated as platform-attributed revenue ÷ ad spend and should be interpreted as observed attribution, not proof of incremental revenue.

VALIDATING UPPER-FUNNEL CAMPAIGNS

DEEP DIVE ANALYSIS : SBM_WEBINAR_WEB_ALL_AUD_19-06-26

(SIMILAR PATTERNS ACROSS OTHER WEBINAR CAMPAIGNS)

- These campaigns were designed with a lead acquisition objective, rather than as direct sales/conversion campaigns.
- The campaign generated 2,642 website lead results at ₹153 per result, indicating that Meta was able to acquire leads at a relatively consistent cost. {CTR: 2.53% / CPC: ₹17.97 /Click → LPV: 72.1% : for this campaign }
- However, the campaign generated only ₹1.70L in currently attributed purchase value against ₹4.04L in spend, resulting in a reported 0.42x ROAS.

- **The immediate performance gap appears to be downstream: lead quality, intent, conversion, follow-up and/or attribution should be investigated.**
- **The critical question is whether the leads acquired had genuine purchase intent and whether they were adequately followed up and nurtured through to conversion.**

Therefore, before making a decision based solely on ROAS, CRM and sales data should be reconciled with Meta data to establish:

- Webinar registrations vs. actual attendance
- Lead quality and purchase intent
- Follow-up and lead nurturing rates
- Eventual purchases from acquired leads

Refer excel sheet for all Campaigns & bifurcations.

VALIDATING UPPER-FUNNEL CAMPAIGNS

DEEP DIVE ANALYSIS : SBM_WEBINAR_WEB_ALL_AUD_19-06-26

HIGH SPEND + WEAK TRAFFIC EFFICIENCY			
Ad	Spend	CTR (Average)	CPC
Health & Fitness AD-1	₹38.4K	1.10%	₹41.25
Health & Fitness Webinar-6 AD-1	₹32.9K	1.73%	₹29.39
Health & Fitness Webinar-8 AD-2	₹27.1K	1.13%	₹36.28
Health & Fitness Webinar-5 AD-3	₹25.9K	1.29%	₹41.71
Health & Fitness Webinar-6 AD-2	₹23.4K	1.44%	₹28.22

- The campaign continued buying expensive impressions for creatives that were not demonstrating downstream commercial value, instead of pruning them and reallocating spend toward better-performing creatives.
- The campaign's high spend was not driven by unusually high CPM alone. The primary issue was budget concentration within the Health & Fitness Tier-1 ad set, where several high-spend creatives had materially weaker CTR, CPC and cost-per-LPV than other creatives running simultaneously.
- **81.7% of the entire budget went into Health & Fitness Tier-1.**
  That is not automatically wrong — it may have been the largest audience — but it becomes a problem when we see that several individual ads inside that ad set were materially more expensive than other available creatives.

This is where Meta delivery allocation should be investigated.

- The same pattern is evident across other webinar campaigns.

Ad Account : Slow Burn Method Meta

SALES CAMPAIGNS

DEEP DIVE ANALYSIS : SBM_LAL-1%_3-MONTHS_PROGRAM_SALES_28-07-26

(SIMILAR INSIGHTS ON OTHER SALES CAMPAIGNS)

- The LAL campaign family reports 1.57x ROAS overall, with performance concentrated in the 28-Jul campaign.
- The core 28-Jul campaign generates 1.67x ROAS, while the 18-Aug campaign has spent ₹15.8K without a reported purchase.
- Furthermore, 22% of total spend has generated zero reported purchase value, indicating significant scope for creative-level budget reallocation and funnel investigation.

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Ad Account : Slow Burn Method Meta
Refer excel sheet for all Campaigns & bifurcations.

SALES CAMPAIGNS

DEEP DIVE ANALYSIS : SBM_LAL-1%_3-MONTHS_PROGRAM_SALES_28-07-26

(SIMILAR INSIGHTS ON OTHER SALES CAMPAIGNS)

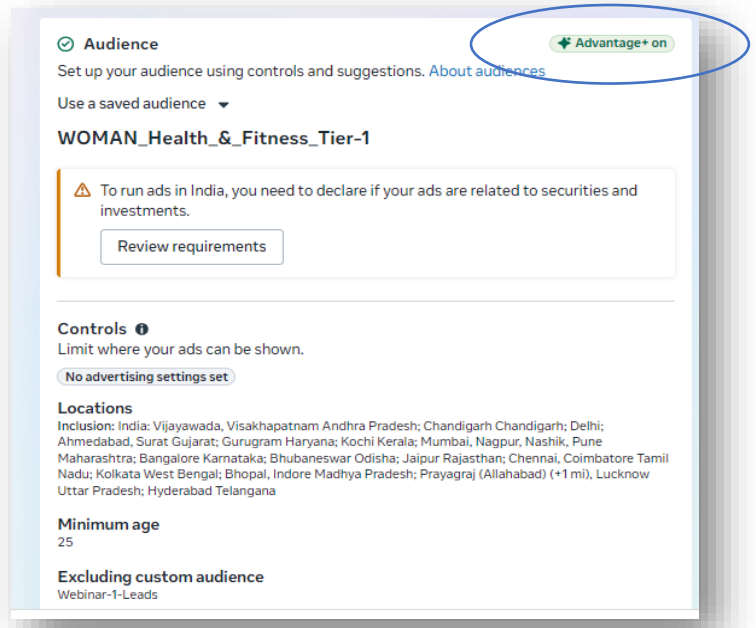
INACTIVE ADS							
Ad	Spend	CTR	CPC	CPM	LPV Rate	ROAS	Assessment
AD-13	₹32.1K	1.11%	₹ 75.22	₹ 835	89.20%	3.18x	Strong volume + excellent LPV quality
AD-6	₹11.4K	1.86%	₹ 41.78	₹ 779	79.20%	0x	Strong traffic; investigate conversion issue
AD-3	₹15.6K	1.08%	₹ 84.32	₹ 912	78.40%	3.62x	Good engagement + quality traffic
AD-2	₹9.4K	1.96%	₹ 75.68	₹ 1,486	66.90%	0x	Strong CTR but expensive CPM
AD-9 Static	₹33.6K	0.81%	₹ 28.83	₹ 232	42.50%	1.72x	Extremely cheap traffic; weaker LPV quality

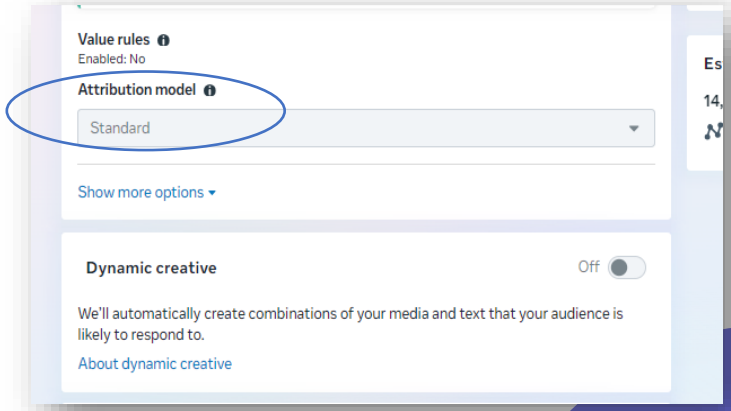
- Inactive ads should be evaluated primarily on traffic quality and efficiency rather than ROAS alone.
- CTR, CPC, CPM, click volume and LPV rate identify several inactive creatives with meaningful engagement signals.
- ROAS is retained as a secondary outcome metric to distinguish commercially validated ads from those requiring funnel or tracking investigation.

AD-13 was inactive despite demonstrating strong traffic quality and conversion efficiency: 427 clicks, 381 LPVs, 24 purchases and 3.18x reported ROAS. With frequency at only 1.27x, there is no clear evidence of creative fatigue. The reason for deactivation is not available in the dataset and should be validated against Ads Manager change history.

SEGMENTATION & SETTINGS CHECK

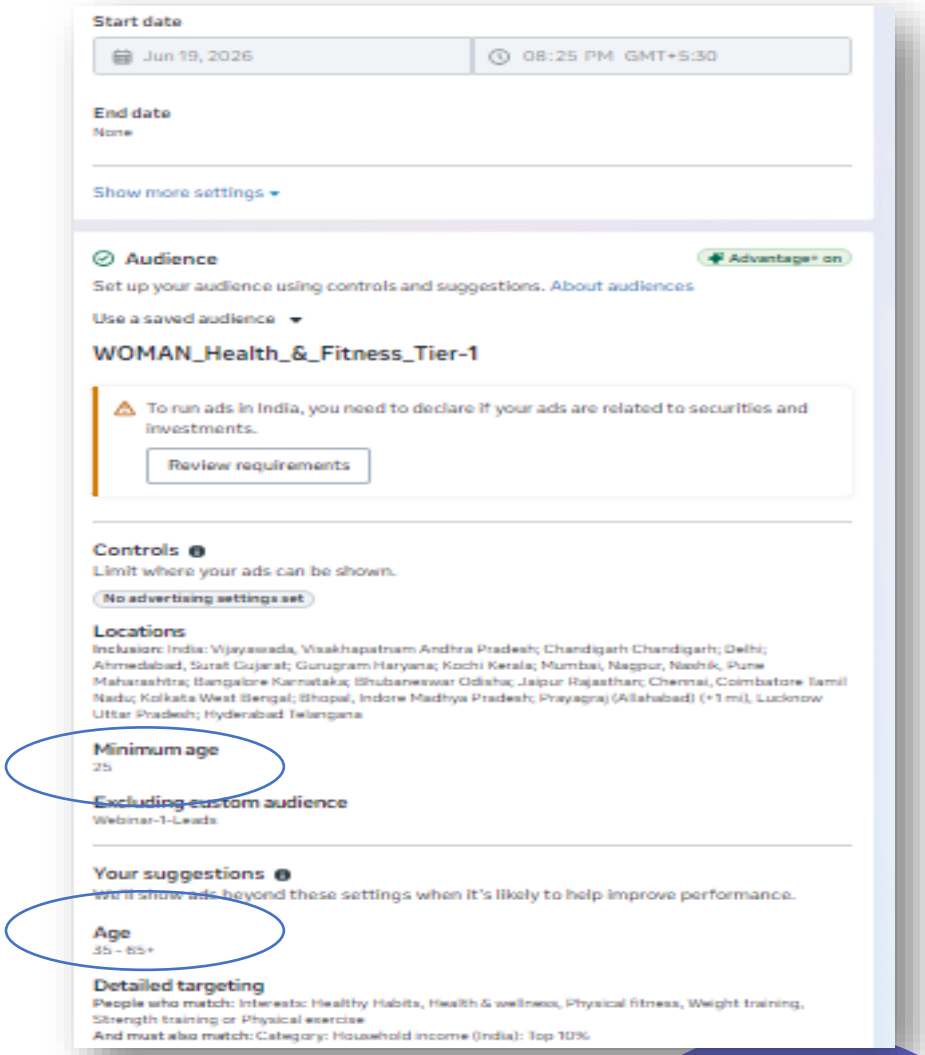
	To use it or not to!	Remarks
Dynamic Creatives	When I'd use it : If you have, for example: 3–5 different videos/images 2–4 primary texts 2–3 headlines Different hooks/angles Dynamic Creative lets Meta test combinations and find which creative + copy combinations perform best for different users.	I'd suggest avoiding putting 15–20 completely different assets into a single Dynamic Creative ad set and treating it as a clean test. Meta may heavily Favor a few asset combinations, making it difficult to determine which creative element actually drove the performance.
Attribution Models	If you select Incremental in the campaign setup, Meta uses its modelling/optimization approach to focus on conversions it estimates are more likely to be caused by the ads.	I wouldn't recommend this approach across all campaigns. I'd suggest testing it on 1–2 campaigns specifically to understand incrementality. It can also be introduced once we've established and consistently achieved our benchmark ROAS, so we can evaluate incremental impact without compromising the core performance campaigns.
Advantage +	For controlled launch tests, consider starting with manual audience segmentation where the setup allows it, then test Advantage+ expansion separately	If you have very precise segmentation available, I would not automatically use Advantage+ Audience expansion at launch. Start with your precise audience as the control so you can clearly understand how that segment performs and whether it can generate profitable sales. Advantage+ can be tested later as a separate setup to see whether Meta can find additional buyers beyond your defined audience. This gives you a cleaner comparison between intentional targeting vs. Meta's algorithmic expansion, rather than allowing expansion to blur the results from the beginning.





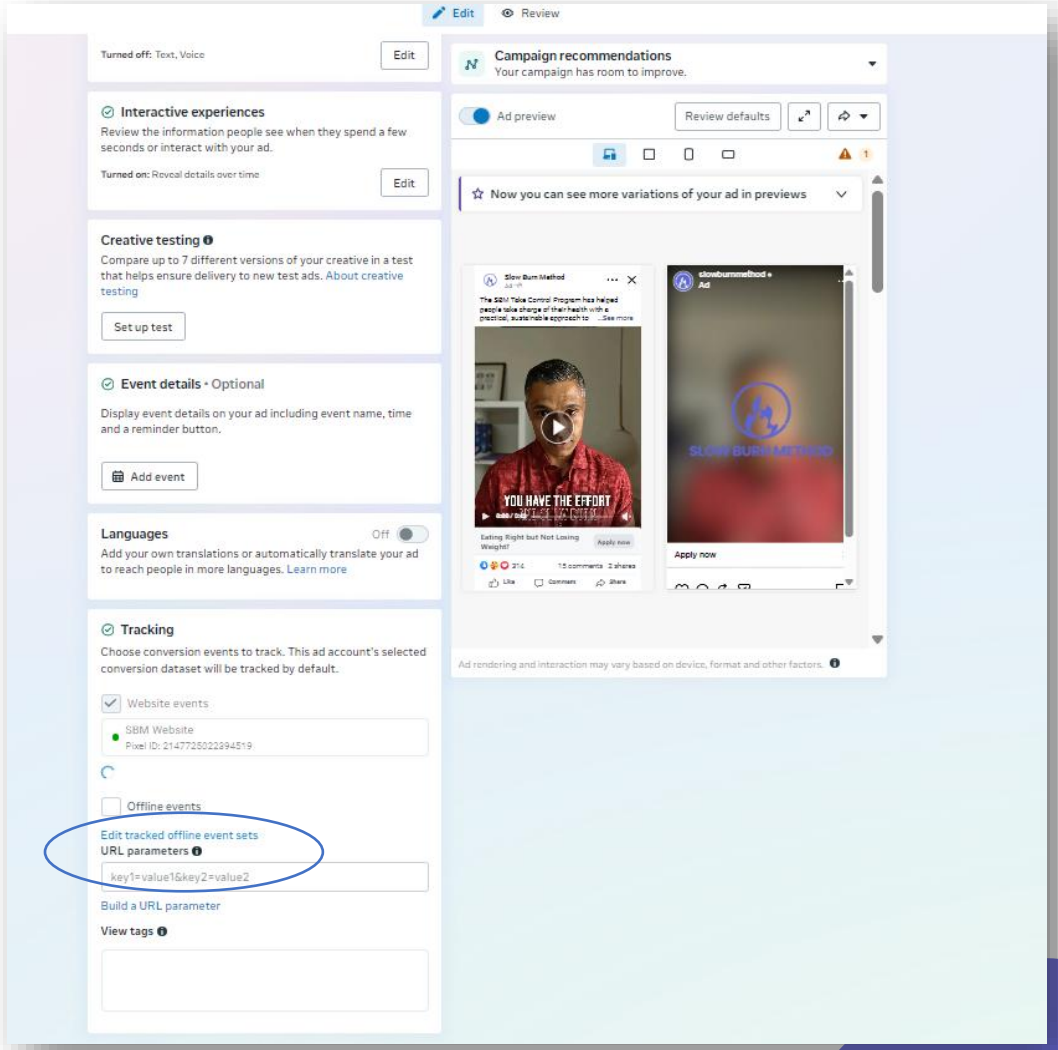
SEGMENTATION & SETTINGS CHECK

	To use it or not to!	Remarks
Controls v/s minimum age :	In many ad sets, I noticed inconsistent audience settings, particularly differences in minimum age and age gaps. This can lead to inconsistent audience targeting and make performance comparisons less reliable	
Advantage+ Audience	For selected launch tests, consider keeping Advantage+ Audience expansion OFF initially and use manual segmentation as the control.	
Advantage+ Placements ON:	Initially test this approach on 1–2 campaigns to evaluate its impact before scaling it across other campaigns.	We can surely run, Let Meta automatically allocate your budget across eligible placements (Feed, Stories, Reels, etc.) based on where it expects the best lead performance. Since your audience is already tightly controlled, I'd allow flexibility on placements and evaluate them later based on lead quality.
Audience & Segmentation	Pre-research and revalidate the audience, then create manual audience segments based on the findings.	



SEGMENTATION & SETTINGS CHECK

	To use it or not to!
Consider all previously discussed points, along with this +	
Test Video creatives	Add 2–4 creative variations if available
URL tracking	Proper UTMs so you can identify the campaign/ad in GA4 or your analytics system. **Please validate.**



THANK YOU