

Case Study : Meta Ads Sales Campaign for an Ebook

Project Overview

I launched a Meta Ads Sales Campaign to promote a digital ebook and gain hands-on experience with conversion-focused advertising, audience testing, landing pages, and tracking implementation.

Objective

Generate purchases for a digital ebook using Meta Ads while collecting performance data for optimization.

Campaign Setup

Campaign Objective

Sales

Budget

₹428

Target Audience

Ad Set 1:

- India
- Age 19–27
- All genders
- Broad targeting

Ad Set 2:

- India
- Age 19–27
- All genders
- Detailed interest targeting

Creatives Tested

3 ad creatives were tested to compare engagement and traffic quality.

Tracking Setup

- Meta Pixel implemented
 - Google Tag Manager (GTM) configured
 - Conversion tracking tested
 - Add to Cart event tracking enabled
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Results

- Campaign Spend: ₹428
 - Add to Cart Events: 2
 - Multiple link clicks generated
 - Performance data collected for audience and creative analysis
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Challenge Identified

The campaign generated link clicks, but Landing Page Views were significantly lower than expected.

Even though the landing page had good loading speed, the gap between link clicks and landing page views suggested that additional investigation into tracking, user behavior, or loading experience was required.

Key Learnings

Learning 1: Link Clicks Are Not Enough

I learned that link clicks do not always indicate that users successfully reached the landing page. Landing Page Views provide a more accurate measure of traffic quality and user engagement.

Learning 2: Tracking Is Critical

Implementing Meta Pixel and GTM helped me understand the importance of conversion tracking. Accurate tracking is essential for analyzing user behavior and making optimization decisions.

Learning 3: Audience Testing Matters

Running both broad targeting and detailed targeting allowed me to understand how audience structure can influence campaign performance and future optimization strategies.

Skills Demonstrated

- Meta Ads Campaign Setup
- Audience Testing
- Meta Pixel Implementation
- Google Tag Manager (GTM)
- Conversion Tracking
- Landing Page Analysis
- Campaign Performance Analysis
- Creative Testing
- Data-Driven Optimization