

Monthly Report

November - Desember 2025

Ads/SMM



Private & Confidential

This presentation contains proprietary insights prepared exclusively for our valued client. Redistribution or disclosure is not permitted.

Hadona x RMODA studio BSD

Performance Summary

Date : 26 Oktober s/d 25 November 2025
(bulan lalu)

Compare to : 26 November s/d 25 Desember 2025
(bulan ini)

Rp 11.170.212

Spent

Rp 18.014.323

172

Result

324

Rp 64.943

























cpr

Rp 55.600

Private & Confidential

This presentation contains proprietary insights prepared exclusively for our valued client. Redistribution or disclosure is not permitted.

Tabel Ringkasan Metrik (Month-on-Month)

Metrik	Bulan Lalu	Bulan Ini	Δ (Abs)	$\Delta\%$ MoM	Trend
Amount Spent	Rp 11.170.212	Rp 18.014.323	Rp 6.844.111	61,26%	 
Impressions	288.931	787.193	498.262	172,48%	 
Link Clicks	1.402	12.141	10.739	765,91%	 
CTR (Link)	0,49%	1,54%	1,05%	215,92%	 
CPC (Link)	Rp 7.967	Rp 1.484	-Rp 6.483	-81,37%	 
CPM	Rp 38.660	Rp 22.884	-Rp 15.776	-40,80%	 
Outbound Clicks	1.388	1.495	107	7,71%	 
Messaging Conversations Started (WA)	172	324	152	88,37%	 
Cost per WA	Rp 64.943	Rp 55.600	-Rp 9.343	-14,38%	 
Frequency (weighted avg)	3,55	2,40	-1,15	-32,39%	 
Avg Daily Reach	2.713	10.947	8.234	303,42%	 
OC→WA Landing Ratio	12,39%	21,67%	9,28%	74,90%	 

Report Meta Ads – Month-on-Month

◆ Highlight (Kinerja Positif)

- **WA Started naik +88,37%** (172 → 324). Jumlah percakapan WhatsApp hampir 2x lipat bulan ini. Ini indikator utama bahwa demand dan minat audience sangat tinggi.
- **Biaya per WA (CPA) turun -14,38%** (Rp 64.943 → Rp 55.600). Ini langka: saat biasanya budget naik bikin CPA mahal, di sini justru makin **murah**. Efisiensi biaya sangat meningkat.
- **Link Clicks meledak +765,91%** (1.402 → 12.141) dan **Reach naik +303,42%** (2.713 → 10.947 daily avg). Jangkauan iklan meluas masif dengan biaya yang jauh lebih hemat.
- **CPC (Link) turun -81,37%** (Rp 7.967 → Rp 1.484). Beli traffic sekarang jauh lebih murah dibanding bulan lalu.
- **OC→WA Landing Ratio naik +74,90%** (12,39% → 21,67%). Artinya dari orang yang sempat "klik keluar" (Outbound Clicks), lebih banyak yang akhirnya menghubungi WhatsApp. Funnel bawah makin panas.

👉 Intinya: ini adalah performa **"Perfect Storm"**. Volume naik tajam, biaya turun drastis, dan konversi ke WA makin efisien.

Report Meta Ads – Month-on-Month

▼ Lowlight (Perlu Diperbaiki)

- **Kualitas Traffic (Intent) bergeser ke Awareness.** Meskipun Link Clicks naik 766%, **Outbound Clicks hanya naik +7,71%** (1.388 → 1.495).
 - *Interpretasi:* Banyak klik yang terjadi berupa "Visit Profile" (lihat-lihat doang di Instagram) daripada "Click to WhatsApp" (transaksi). Traffic ini murah (Rp 164/klik di campaign Collaboration), tapi tidak semuanya punya niat beli instan.
- **CPA di beberapa adset BOF masih tinggi.** Rata-rata CPA memang turun jadi Rp 55.6k, tapi adik-adiknya (misal campaign *Brief Creative - VS 1*) masih berada di angka Rp 61k - Rp 77k per WA. Ada potensi efisiensi di segmen Sales yang belum tergarap maksimal.
- **Spend naik +61,26%** (Rp 11,1jt → Rp 18jt). Meskipun efisien, beban cash flow meningkat signifikan. Kita harus pastikan Lead quality (kualitas leads) tetap bagus, karena jika banyak leads "iseng", biaya operasional tim sales akan boros.

👉 Intinya: kita sedang banjir traffic murah dan awareness, tapi perlu filter lebih ketat agar traffic "lihat-lihat" ini bisa dikonversi jadi transaksi tanpa membuang tim sales.

Conclusion (Overall)

- Bulan ini adalah bulan terbaik untuk RMODA. Kita berhasil melakukan *scaling volume* (Reach +300%, Leads +88%) sambil meningkatkan *efisiensi biaya* (CPC turun 81%, CPA turun 14%). Faktor pendorong utamanya adalah kampanye *Traffic - Collaboration Post* yang memberikan impressions dan clicks sangat murah (CPC Rp 164), serta performa kampanye *Winning Ads* yang stabil.
- Meskipun ada gap antara Link Clicks (di dalam Instagram) vs Outbound Clicks (keluar aplikasi), namun rasio konversi ke WhatsApp (OC→WA) justru membaik. Artinya, iklan berhasil menarik minat, dan landing page/chatbot bekerja efektif mengubah minat itu menjadi percakapan.
- Dengan kata lain, campaign berhasil "beli" traffic berkualitas tinggi dengan harga diskon.

Singkatnya:

- ➡ Volume naik, Biaya turun. Skenario ideal.
- ➡ Fokus berikutnya: Main aman dengan scale up winning ads, dan manfaatkan database 15k profil visits untuk retargeting murah.

Data Breakdown

Private & Confidential

This presentation contains proprietary insights prepared exclusively for our valued client. Redistribution or disclosure is not permitted.

Audience Performance

Age

Pivot table ▾										
Group breakdowns										
▶ 4 Reset column widths										
Format Customize										
Age ▾	Impressions ▾	Link clicks ▾	CTR (link click-through... ▾	Outbound clicks ▾	Messaging conversations started ▾	Cost per messaging conversation started ▾	Instagram follows ▾	Instagram profile visits ▾	Amount spent ▾	
25–34	551.403	10.030	1,82%	705	120	Rp66.109	270	12.153	Rp7.933.075	
35–44	134.669	1.675	1,24%	406	116	Rp50.037	127	2.308	Rp5.804.313	
45–54	26.238	174	0,66%	139	38	Rp59.502	27	354	Rp2.261.062	
55–64	6.352	73	1,15%	73	25	Rp36.220	7	85	Rp905.506	
18–24	58.805	159	0,27%	157	17	Rp52.424	19	444	Rp891.204	
65+	2.159	15	0,69%	15	4	Rp49.396	—	29	Rp197.584	
Uncategorized ⓘ	7.567	15	0,20%	—	4	Rp5.395	—	1	Rp21.579	
Total results 7 / 7 rows displayed	787.193 Total	12.141 Total	1,54% Per Impressions	1.495 Total	324 Total	Rp55.600 Per Action	450	15.374	Rp18.014.323 Total spent	

- 25–34 (≈64 WA) & 35–44 (≈60 WA) menyumbang ±72% total WA → segmen inti scale.
- Efisiensi terbaik di 25–44 (~Rp54–58k/WA); 18–24 & 65+ sangat mahal (>Rp90k).
- Prioritaskan budget ke 25–44 untuk volume; tes hemat di 55–64.

Audience Performance

Gender

Pivot table

Group breakdowns

Reset column widths

Format

Custom

Gender	Impressions	Link clicks	CTR (link click...	Outbound clicks	Messaging conversations started	Cost per messaging conversation started	Instagram follows	Instagram profile visits	Amount spent
Male	762.345	12.051	1,58%	1.419	295	Rp57.822	434	15.125	Rp17.057.570
Female	15.696	68	0,43%	68	23	Rp37.445	13	223	Rp861.243
Uncategorized ⓘ	9.152	22	0,24%	8	6	Rp15.918	3	26	Rp95.510
Total results 3 / 3 rows displayed	787.193 Total	12.141 Total	1,54% Per Impressi...	1.495 Total	324 Total	Rp55.600 Per Action	450	15.374	Rp18.014.323 Total spent

- Male dominan total (≈165 WA; 96%) dengan Cost/WA ~Rp65,8k.
- Female kecil (7 WA) & mahal (Rp82,4k).
- Fokus male-first; female cukup uji kreatif spesifik (copy/visual lebih relevan).

Audience Performance

Region

Pivot table ▼ Group breakdowns										Reset column widths		Format	C
Region ▼	Impressions ▼	Link clicks ▼	CTR (link click... ▼	Outbound clicks ▼	Messaging conversations started ▼	Cost per messaging conversation started ▼	Instagram follows ▼	Instagram profile visits ▼	Amount spent ▼				
Jakarta	361.946	5.171	1,43%	770	—	—	214	—	Rp9.794.934				
West Java	142.342	2.362	1,66%	239	—	—	75	—	Rp2.680.866				
Banten	282.905	4.608	1,63%	486	—	—	161	—	Rp5.538.523				
Total results 3 / 3 rows display	787.193 Total	12.141 Total	1,54% Per Impressi...	1.495 Total	324 Total	Rp55.600 Per Action	450	15.374	Rp18.014.323 Total spent				

- Jakarta volume & spend terbesar (Outbound 876; spend ~Rp7,34M).
- Banten kedua (Outbound 447; spend ~Rp3,16M) → potensi volume tambahan efisien.
- Alihkan sebagian budget eksplorasi ke Banten untuk tambah volume.

Audience Performance

Platform

Pivot table

Group breakdowns

Reset column widths

Format

Custo

Platform	Impressions	Link clicks	CTR (link click-through...	Outbound clicks	Messaging conversations started	Cost per messaging conversation started	Instagram follows	Instagram profile visits	Amount spent
Instagram	779.343	12.127	1,56%	1.495	320	Rp56.228	450	15.374	Rp17.993.050
WhatsApp	7.850	14	0,18%	—	4	Rp5.318	—	—	Rp21.273
Total results 2 / 2 rows display	787193 Total	12.141 Total	1,54% Per Impressions	1.495 Total	324 Total	Rp55.600 Per Action	450	15.374	Rp18.014.323 Total spent

- 100% WA Started dari Instagram (Outbound 1.388, WA 172).
- Platform lain (WhatsApp) tidak berkontribusi signifikan.
- Fokus optimasi penuh di Instagram (format, placement, & CTA).

Audience Performance

Placement

<div> <div>Pivot table</div> <div>Group breakdowns</div> <div> <div>4</div> Reset column widths </div> <div> Format </div> <div> Custom </div> </div>										
Placement	Impressions	Link clicks	CTR (link click...	Outbound clicks	Messaging conversations started	Cost per messaging conversation started	Instagram follows	Instagram profile visits	Amount spent	
Instagram Reels	349.755	5.717	1,63%	337	118	Rp63.489	179	7.315	Rp7.491.745	
Instagram Stories	310.472	5.861	1,89%	946	106	Rp49.527	177	6.495	Rp5.249.868	
Feed	113.940	531	0,47%	210	96	Rp54.211	94	1.532	Rp5.204.255	
Status	7.850	14	0,18%	—	4	Rp5.318	—	—	Rp21.273	
Explore	1.377	3	0,22%	1	—	—	—	8	Rp31.930	
Explore home	3.799	15	0,39%	1	—	—	—	24	Rp15.252	
Total results 6 / 6 rows displayed	787.193 Total	12.141 Total	1,54% Per Impressi...	1.495 Total	324 Total	Rp55.600 Per Action	450	15.374	Rp18.014.323 Total spent	

- Instagram Stories paling efisien (79 WA; Cost/WA ~Rp56,8k; Outbound 1.051).
- Feed (56 WA; ~Rp73,6k) & Reels (37 WA; ~Rp72,9k) biaya lebih mahal.
- Naikkan porsi Stories untuk efisiensi; Feed/Reels jaga jangkauan.

Audience Performance

Objective

Had delivery X		Search to filter by name, ID or metrics				Clear		Nov 26, 2025 – Dec 25, 2025		
Pivot table		Group breakdowns		4 Reset column widths		Format		Customize		
Objective	Impressions	Link clicks	CTR (link click-through...)	Outbound clicks	Messaging conversations started	Cost per messaging conversation started	Instagram follows	Instagram profile visits	Amount spent	
Sales	333.993	1.294	0,39%	1.268	285 [2]	Rp50.057 [2]	198	4.046	Rp14.266.355	
Traffic	453.200	10.847	2,39%	227	39	Rp96.102	252	11.328	Rp3.747.968	
Total results 2 / 2 rows displayed	787.193 Total	12.141 Total	1,54% Per Impressions	1.495 Total	324 Total	Rp55.600 Per Action	450	15.374	Rp18.014.323 Total spent	

- Sales: Volume Impressions lebih rendah (334k) namun optimasi lebih fokus ke konversi (WA).
- Traffic: Menghasilkan trafik & klik tertinggi (453k Imp) → kuat untuk top-funnel awareness.
- Rekomendasi: Prioritaskan budget pada Objective Sales untuk efisiensi hasil; gunakan Traffic hanya untuk menekan biaya jangkauan.

Content Performance

Private & Confidential

This presentation contains proprietary insights prepared exclusively for our valued client. Redistribution or disclosure is not permitted.

Content Performance

Based on : **CTR/L-OC-RESULT-SPEND**

Pivot table

Group breakdowns

Reset column widths

Format

Customize

Ad creative	Impressions	Link clicks	CTR (link click-throug...	Outbound clicks	Messaging conversations started	Cost per messaging conversation started	Instagram follows	Instagram profile visits
<div></div> <div>Chat with us Gini nih akibat poles Nano Cera... Used in 15 ads</div>	162.613	436	0,27%	431	104 [2]	Rp60.147 [2]	70	1.583
<div></div> <div>Standing out among the @suzu... Used in 16 ads</div>	77.474	478	0,62%	475	89 [2]	Rp43.717 [2]	72	926
<div></div> <div>Misi, ilmu mahal numpang lewa... Used in 11 ads</div>	16.336	86	0,53%	85	26 [2]	Rp40.116 [2]	19	344
<div></div> <div>Chat with us Your mini car deserves an upgr... Used in 3 ads</div>	25.406	97	0,38%	94	21 [2]	Rp55.447 [2]	15	269
<div></div> <div>Ini kata om Fitra Masuk gravel s... Used in 13 ads</div>	10.400	92	0,88%	92	13 [2]	Rp35.398 [2]	11	168
<div></div> <div>Chat with us! Beralih ke SPPF untuk Warna B... Used in 4 ads</div>	25.750	77	0,30%	77	11 [2]	Rp115.250 [2]	17	547
<div></div> <div>Let's Discuss! From Crystal Soul Red to Marin... Used in 14 ads</div>	9.261	30	0,32%	30	10 [2]	Rp54.983 [2]	9	128
<div></div> <div>Chat with us Every Lines & Curves, Perfectly ... Used in 1 ad</div>	2.834	19	0,67%	19	9 [2]	Rp19.892 [2]	—	95
<div></div> <div>RMODA Studio Your timeless design car need t... Used in 2 ads</div>	8.244	28	0,34%	19	7 [2]	Rp13.278 [2]	1	33
<div></div> <div>Chat with us Protect What Matters Most, PP... Used in 1 ad</div>	3.331	25	0,75%	24	6 [2]	Rp29.043 [2]	—	75
<div></div> <div>Chat with us Your Big Car also Need a PPF P... Used in 1 ad</div>	3.508	16	0,46%	16	5 [2]	Rp36.206 [2]	1	50
<div></div> <div>I don't know about you But this ... Used in 3 ads</div>	2.155	8	0,37%	8	5 [2]	Rp13.781 [2]	1	31
<div>Total results 25 / 25 rows displayed</div>	787.193 Total	12.141 Total	1,54% Per Impressions	1.495 Total	324 Total	Rp55.600 Per Action	450	15.374

Content Performance

Based on : **CTR/L-OC-RESULT-SPEND**

1. Chat with us — Gini nih akibat poles Nano Ceramic Coating...

→ 104 WA / 431 OC (24,1%), CTR 0,27%, Cost/WA Rp60,1k

→ Paling tinggi volume WA; efisiensi biaya cukup baik. Scale dengan penyesuaian hook untuk tingkatkan konversi.

2. Standing out among the @suzuki_id Jimny...

→ 89 WA / 475 OC (18,7%), CTR 0,62%, Cost/WA Rp43,7k

→ Volume tinggi & biaya per WA paling rendah di antara top 5. Sangat efisien — scale agresif dan duplikasi ke format lain.

3. Misi, ilmu mahal numpang lewat... Hanya 2 m...

→ 26 WA / 85 OC (30,6%), CTR 0,53%, Cost/WA Rp40,1k

→ Efisiensi tertinggi (OC/WA terbaik), biaya per WA paling murah. Ideal untuk duplikasi ke Stories/Reels atau kampanye hemat budget.

4. Chat with us — Your mini car deserves an upgrade! Dengan S...

→ 21 WA / 94 OC (22,3%), CTR 0,38%, Cost/WA Rp55,4k

→ Konversi cukup solid, tapi biaya per WA lebih tinggi. Perlu optimasi copy atau visual agar lebih menarik minat langsung ke WA.

5. Ini kata om Fitra Masuk gravel saking brutaln...

→ 13 WA / 92 OC (14,1%), CTR 0,88% (tertinggi!), Cost/WA Rp35,4k

→ CTR tertinggi di semua kreatif — artinya klik kuat, tapi konversi WA rendah. Perkuat CTA dan gunakan prefilled message untuk dorong percakapan.

Next Step

- **Agresif scale "Collaboration Post" & "Winning Ads"**
 - Karena CPA masih Rp 55.6k (jauh di bawah target biasanya Rp 100k+), kita boleh naikkan budget harian di blok ini untuk mendominasi market share BSD.
 - Target: Tembus 400-500 WA Started bulan depan dengan menjaga CPA di bawah Rp 60k.
- **Optimasi Traffic "Profile Visit" jadi Transaksi**
 - Banyak user mampir ke profil (Profile Visits +15k) tapi belum tentu chat.
 - Solusi: Jalankan kampanye **Retargeting** spesifik ke orang yang sudah "Visit Profile" atau "Engaged" bulan ini, dengan penawaran *Exclusive / Limited Time* untuk memancing mereka chat.
- **Perbaiki Adset BOF yang CPA-nya > Rp 60k**
 - Audit campaign *Brief Creative - VS 1* dan 17/11/25. Coba ganti angle gambar atau copywriting untuk menurunkan CPA-nya agar setara dengan TOF.
 - Jika tidak memperbaiki, realokasi budgetnya ke Winning Ads yang lebih murah.
- **Jaga Kualitas Lead**
 - Karena traffic datang dari banyak source (termasuk Collaboration), pastikan Tim Sales melakukan *qualifying* ketat. Jangan sampai traffic "lihat-lihat" membuang waktu follow up tim sales.

Private & Confidential

This presentation contains proprietary insights prepared exclusively for our valued client. Redistribution or disclosure is not permitted.

Thankyou

Let's Discuss!

Private & Confidential

This presentation contains proprietary insights prepared exclusively for our valued client. Redistribution or disclosure is not permitted.