

**Breaking Boundaries:
How a Targeted
Meta Campaign
Achieved 2M+ Reach
& Amplified
Brand Visibility at Scale**

Client Overview

Rokomari.com is Bangladesh's leading online bookstore & knowledge platform, offering a wide range of books, educational materials, and more. With a growing reader base and seasonal campaigns (Ekushey Boi Mela), the brand sought to scale visibility and engagement using precision-targeted Meta campaigns

Objectives

1. **Increase Brand Visibility:** Expand Rokomari's online presence to reach a broader audience and maximize brand visibility before the Ekushey Book Fair season..
2. **Enhance Customer Engagement:** Encourage active interactions with the brand through likes, shares, comments, and other forms of engagement.
3. **Drive Website Traffic:** Increase the number of visitors to Rokomari's website, leading to higher sales conversions.

Campaign Timeline

Duration: February 1 – February 21 (Pre-Ekushey Boi Mela Phase)

Ad Placements: Facebook Feed, Instagram Stories, Facebook Reels, Instant Articles

Strategy Breakdown

Audience Targeting :

1. Custom Audience

- Retargeting users who visited specific book genres.
- Engaged video viewers and past add-to-cart users.

2. Lookalike Audiences

- Modeled on loyal buyers, newsletter subscribers, and app users.

3. Interest Targeting

- Focused on readers of Bengali literature, SSC/HSC students, and academic & motivational book seekers.

4. Geo Targeting

- Dhaka, Chattogram, and other education-heavy urban zones in Bangladesh

Creative Strategy :

1. Visual Variants

- A/B tested static carousels vs. short-form videos.
- Created multiple hero video ads using animated book stacks, author highlights, and unboxing clips.

2. UGC & Social Proof

- Included real customer reviews, fan photos, and unboxing reels.
- Campaign hashtag #RokomariPori was featured in several creatives to encourage participation

3. Cultural Anchoring

- Integrated famous book quotes and faces of new authors
- Used Boi Mela-themed creatives.

4. Mobile Optimization

- All creatives were mobile-first (4:5 ratio for feed, 9:16 for stories)
- Used kinetic text and vertical transitions for thumb-stopping effects

5. Mobile Optimization

- Swipe-up links took users directly to curated landing pages
- Used Instagram/Facebook Story polls: Fiction vs. Non-Fiction

6. Dynamic Product Ads

- Enabled catalog-based remarketing featuring personalized book suggestions based on user behavior.

Meta Ads Report

Ad Set based Breakdown

Pivot table

Ungroup breakdown

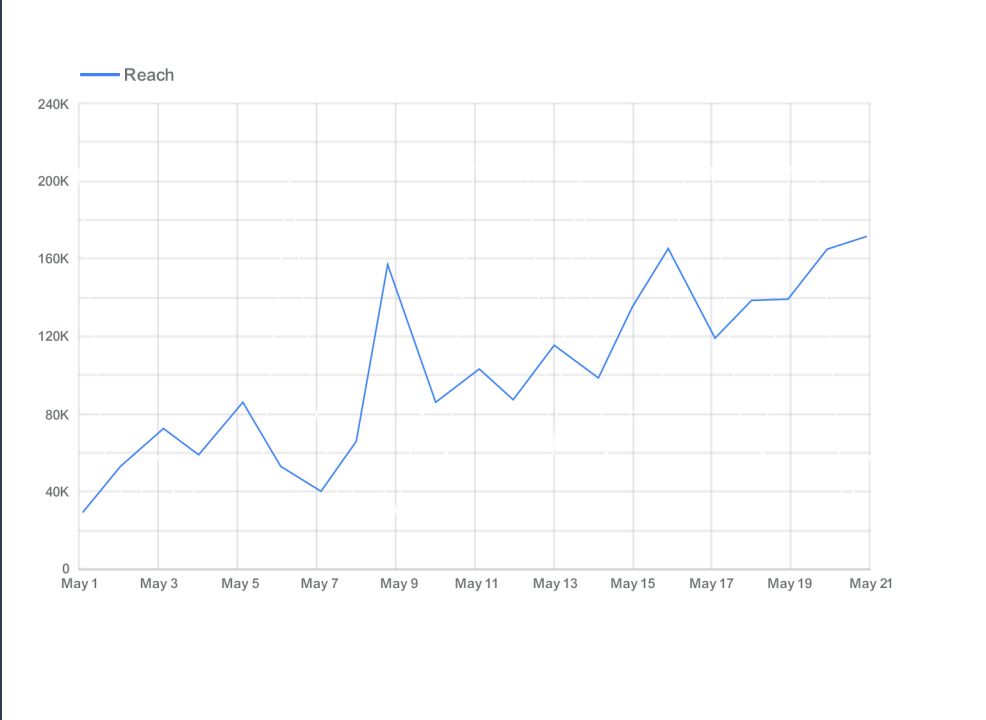
Reset column widths

Customize

Campaign name	Ad Set Name	Impression	Reach	CTR(link click-through rate)	CPC(cost per link click)	ROAS(return on ad spend)
Rokomari_BookFair2025_BrandReach_Meta	All	7,843,186	2,352,180	4.14%	\$0.23	6.1
	UGC_StaticCarousel_Urban	1,090,564	675,564	4.9%	\$0.24	7.4
	HeroVideo_30s_BookLovers_Engaged	2,130,934	780,934	3.6%	\$0.21	5.8
	HeroVideo_15s_Unboxing_LLA_1%	3,190,674	890,674	2.8%	\$0.19	6.8
	HeroVideo_60s_AuthorSpotlight_Retarget	19,334	3,784	5.6%	\$0.31	4.9
	IG_Reels_StaticVsVideo_18-24_Testing	10,224	1,224	3.8%	\$0.22	5.6
Total Result 5/5 rows displayed		7,843,186 Total	2,352,180 Accounts Center account	4.14% Per Impressions	\$0.23 Per Action	6.1 Average

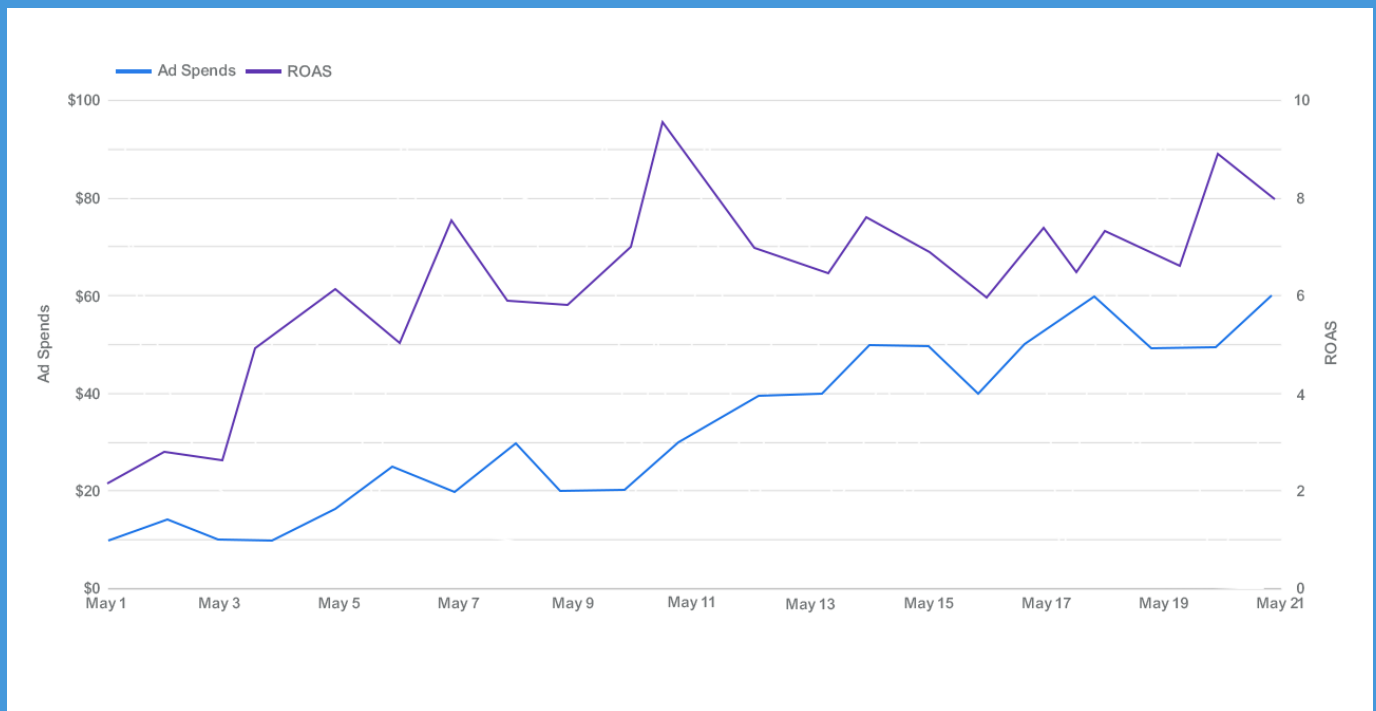
Data Studio Report

Reach Over Time



Data Ads Report

Ad Spends vs ROAS



Insights & Takeaways

1. User Generated Content & Social Proof contained content led to 7.4x ROAS.
2. Retargeting past book buyers led to 5.6% click through rate.
3. Gradual and consistent increases in ad spend resulted in a sustained improvement in ROAS

Conclusions

Rokomari.com's Meta campaign was a resounding success, combining sharp targeting, cultural relevance, and data-driven decision-making. Through synchronized reporting between Meta Ads Manager and GA4, the brand gained a 360° view of user engagement — from impression to purchase — while significantly amplifying its presence ahead of Bangladesh's biggest book season.