📊 Meta Ads: What's Working & What's Not

Summary:

We used data (SQL & Power BI) to find out which Facebook and Instagram ads actually make us money and how to stop wasting the budget.

---

1. Our Main Goal 🎯

We stopped looking at "vanity metrics" like Likes and Comments. Instead, we focused on Profit. We answered three things:

1. Which ads are wasting our money?

2. Which customers are actually buying?

3. How do we get more sales for every dollar spent?

---

2. How We Measure Success 🌡️

- Interest (CTR): Are people clicking?

- Cost (CPC): How much do we pay for each click? ($0.85)

- Profit (ROAS): For every $1 we spend, we get $3.50 back.

- Sales (Conv. Rate): Do they buy after they click?

---

3. Top 3 Lessons Learned 💡

The "80/20" Rule:

Only 20% of our ads are doing the heavy lifting. We found "Zombie Ads" that spend money but never sell anything—we're turning those off.

Videos vs. Photos:

Videos get more attention, but photos are better for quick sales. We'll use both to stay balanced.

Don't Overspend:

Pumping too much money into one ad actually makes it perform worse (people get bored of it). It's better to spread the budget around.

---

4. The Game Plan 🚀

Target Past Visitors:

Spend more money on people who have already seen our brand. It's our cheapest way to get a sale.

Set a "Profit Floor":

If an ad isn't making at least $1.50 for every $1 spent, we kill it.

Refresh Ads:

Swap out pictures every 14 days so the audience doesn't get "Ad Fatigue" (boredom).

---

5. Tools Used 🛠️

- SQL: To clean up the messy numbers.

- Meta Data: The raw info from Facebook/Instagram.

- Logic: Turning those numbers into a plan to grow the business.

- Power BI: I leveraged Power BI to uncover and showcase actionable insights.