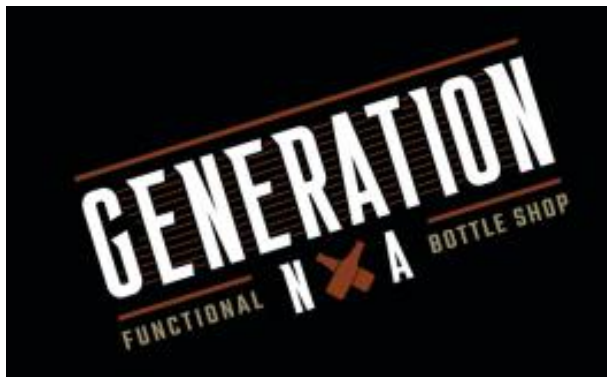


Non-Alcoholic Beverage Marketing Campaign Analysis for Generation NA

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In Collaboration With



THE MIDWEST'S OG
FUNCTIONAL BOTTLE SHOP
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Executive Summary

This report evaluates an A/B testing campaign run for Generation NA, a non-alcoholic beverage shop in Lafayette, Indiana. The campaign compared two ad creatives targeting Purdue University students - Ad A emphasized functional/utilitarian benefits (e.g., focus and wellness), while Ad B highlighted social/hedonic benefits (e.g., shared fun). Contrary to the initial hypothesis, Ad A significantly outperformed Ad B, achieving a higher click-through rate (1.07% vs. 0.74%), more link clicks (88 vs. 57), and a lower cost-per-click (\$0.60 vs. \$0.92).

Across both ads, the campaign reached nearly 7,000 unique users and generated 15,917 impressions, resulting in 294 engagements and 145 link clicks. This led to 25 form submissions (cost per submission: \$4.00) and 15 verified in-store visits (cost per attendee: \$6.70). These results indicate that functional appeals centered on productivity and wellness are more effective motivators for this student segment than socially driven messaging. The findings also reveal demographic trends - Ad A resonated more with younger males, while Ad B performed better among females and older students.

Organization and Campaign Goal

About Generation NA

Generation NA is a specialized non-alcoholic beverage shop located at 504 Main Street in downtown Lafayette, Indiana. Launched in 2022 as the Midwest's first dedicated non-alcoholic bottle shop, it offers over 150 alcohol-free options - including beers, wines, spirits, seltzers, and functional beverages. The store features a laid-back lounge with arcade games, positioning itself as a standout destination in the fast-growing "sober-curious" market.

Owned by Rob Theodorow - self-described "beverage curator and hype man" and also CEO of local media firm SFP - Generation NA focuses on premium non-alcoholic alternatives that closely mimic traditional alcohol in taste. Many offerings are infused with functional ingredients such as adaptogens (e.g., lemon balm, kava, ashwagandha) and mushrooms (e.g., lion's mane, reishi, shiitake) to promote relaxation and well-being without the effects of alcohol.

Non-Alcoholic Beverage Market

The non-alcoholic beverage market has witnessed rapid growth in recent years, driven by shifting consumer preferences and a rising focus on health and wellness. In the U.S., non-alcoholic beer sales reached \$328.6 million in 2022, up from \$297 million in 2021 (Nielsen). Globally, the market has expanded from \$8 billion in 2018 to approximately \$11 billion today. This upward trajectory continues in 2024, with the overall non-alcoholic beverage market valued at \$971.65 billion and projected to reach \$1,448.89 billion by 2033, reflecting a compound annual growth rate (CAGR) of 4.31%.

Health consciousness is a key driver, with nearly 50% of "sober-curious" consumers citing wellness as their primary motivation. Adoption is especially strong among Millennials: as of April 2024, 13% of U.S. drinkers regularly consumed both full-strength and no-alcohol alternatives – nearly doubling from 7% the previous year.

Campaign Goal

The primary goal of this marketing campaign was to increase brand awareness and drive meaningful engagement for Generation NA among Purdue University students through the promotion of the "Free Friday Sampler Event." The campaign was specifically designed to achieve the following objectives:

1. **Compare Consumer Appeals:** Test the effectiveness of two distinct advertising appeals - utilitarian (functional benefits, such as focus and wellness) versus hedonic (social benefits, such as shared enjoyment) - in attracting and engaging the target audience.
2. **Drive Event Participation:** Generate measurable sign-ups and attendance for the Free Friday Sampler Event to encourage firsthand product experience and build initial brand interaction.
3. **Evaluate Conversion Effectiveness:** Determine which advertising approach yields higher conversion rates, both digitally (form submissions) and physically (store visits), thereby identifying the more impactful messaging strategy.
4. **Gather Consumer Insights:** Capture data and insights regarding the target audience's decision-making processes, motivations, and preferences to inform and optimize future marketing strategies and communication efforts.

These objectives aimed to provide actionable insights to refine Generation NA's outreach and enhance its positioning within the growing market of non-alcoholic beverages among wellness-conscious college students.

Target Consumer Segment Analysis

Purdue University Students

Our campaign specifically targeted Purdue University students located in West Lafayette, approximately two miles from Generation NA's store location. Purdue offers an ideal consumer base due to its sizable and diverse student population:

- **Undergraduate Enrollment:** 39,170 students (as of Fall 2023).
- **Gender Distribution:** 57.1% male, 42.9% female.
- **Racial Demographics:** 55.7% White, 11.2% Asian, 6.3% Hispanic or Latino, 4.0% Two or More Races, 2.7% Black or African American.

Several demographic and psychographic factors further enhanced Purdue students' attractiveness as a target market for Generation NA:

- **Proximity and Convenience:** Close geographic proximity encouraged physical store visits and facilitated active participation in promotional events.
- **Wellness and Health Orientation:** Increasing interest among Purdue students in health-conscious and wellness-driven lifestyles aligns strongly with Generation NA's product offerings.
- **Social Dynamics:** The university environment offers opportunities to influence and leverage peer-driven trends and social influence dynamics.
- **Academic Culture:** Purdue's academically rigorous environment makes functional beverages appealing to students seeking productivity-enhancing alternatives to alcohol.

Targeting this specific segment provided valuable insights into the evolving consumer preferences among young adults and offered strategic direction for future marketing campaigns at Generation NA.

College Students' Drinking Habits

College students have traditionally represented a substantial market for beverage companies due to prevalent alcohol consumption habits on campuses:

- **Monthly Alcohol Consumption:** 49.6% of full-time college students aged 18–25 reported drinking alcohol within the past month.
- **Binge Drinking Patterns:** Approximately 29.3% engaged in binge drinking (defined as consuming four or more drinks in a session for women and five or more for men) within the same timeframe.

- **Gender Comparison:** Binge drinking rates are similar across genders, with 29.3% of male students and 28.0% of female students reporting this behavior.

However, there's a notable shift towards moderation and abstinence among younger demographics, often referred to as the "sober curious" movement:

- **Rising Abstinence Rates:** According to a 2020 study published in *JAMA Pediatrics*, there's an increasing trend of alcohol abstinence among college students aged 18–22 (Forbes, 2020).
- **Sustained Behavior Post-Challenges:** Initiatives such as "Dry January" have lasting impacts, with 15% of young adults continuing to abstain from alcohol beyond the challenge period (National Institute on Alcohol Abuse and Alcoholism [NIAAA], 2020).

These evolving behaviors indicate that college students are increasingly open to non-alcoholic alternatives, presenting a strategic growth opportunity for Generation NA to cater to this emerging wellness-focused consumer segment.

Consumer Needs and Motivations

Based on current market trends, Generation NA's product offerings, and insights into Purdue students' lifestyle, several key consumer needs and motivations were identified within our target segment:

1. **Health and Wellness Consciousness:** Students are increasingly mindful of their health, actively seeking healthier, alcohol-free beverage alternatives that align with their wellness goals and lifestyle.
2. **Social Connection without Consequences:** There is a strong desire among students to engage socially without experiencing alcohol's negative effects, such as hangovers, impaired academic performance, or health concerns.
3. **Functional Benefits:** Students exhibit a significant interest in beverages offering functional benefits - such as enhanced focus, stress reduction, relaxation, or increased energy - derived from adaptogens, functional mushrooms, and other beneficial ingredients.
4. **Taste Experience:** Many students enjoy traditional alcoholic beverages for their taste and are seeking high-quality, satisfying non-alcoholic alternatives that replicate familiar flavors without compromising on sensory appeal.
5. **Identity Expression and Lifestyle Alignment:** Beverage choices among students increasingly serve as a form of self-expression, helping them signal their identity, values, and affiliations with particular social or lifestyle groups - such as wellness-focused or "sober-curious" communities.

Understanding and addressing these motivations allowed Generation NA to effectively position its products and marketing communications to resonate deeply with Purdue students.

Concept and Techniques

Theoretical Framework

Our campaign was grounded in two key consumer behavior theories that shaped both the creative design and the hypothesis formulation:

1. **Elaboration Likelihood Model (ELM):**

The ELM outlines two distinct pathways to persuasion - **central** and **peripheral**.

- The **central route** involves careful, logical evaluation of message content and is more likely to influence behavior when consumers are motivated and capable of processing information.
- The **peripheral route** relies on surface-level cues such as visual appeal, social proof, or emotional resonance, often guiding decisions in low-involvement contexts. (Source: Simply Psychology)

2. Utilitarian vs. Hedonic Benefits:

Consumer decision-making is also shaped by the type of benefits a product offers:

- **Utilitarian benefits** are functional and goal-oriented, such as enhanced focus, energy, or wellness.
- **Hedonic benefits** are pleasure-driven and experiential, such as enjoyment, social connection, or mood enhancement. (Source: Benamic)

These frameworks provided the theoretical lens through which we designed and analyzed the campaign, allowing us to examine not just which ad performed better, but why certain appeals resonated more effectively with the target audience.

Hypothesis

To guide our campaign evaluation, we established the following hypotheses:

- **Null Hypothesis (H_0):** There will be no significant difference in engagement or conversion rates between Instagram advertisements that highlight individual, functional benefits (Ad A) and those that emphasize social enjoyment and group experiences (Ad B) among Purdue University students.
- **Alternate Hypothesis (H_1):** Instagram advertisements that highlight individual benefits - such as focus, wellness, and academic success (Ad A) - will generate significantly higher engagement and conversion rates for Generation NA's Free Friday Sampler Event than those emphasizing social enjoyment and peer-based experiences (Ad B).

The theoretical rationale for these hypotheses is based on:

- Prior research showing that functional, goal-oriented messaging resonates strongly with college students in academic settings.
- Observations from previous marketing campaigns where appeals to personal development outperformed socially oriented messaging.
- Preliminary audience insights indicating stronger motivation among students tied to cognitive performance and health benefits rather than social proof or hedonic appeal.

These hypotheses allowed us to rigorously test the influence of utilitarian versus hedonic messaging strategies within a real-world digital advertising context.

Creative Concepts

To test the effectiveness of utilitarian versus hedonic appeals, we developed two distinct Instagram advertisements - each aligned with a different processing route as defined by the Elaboration Likelihood Model. The ad creatives are included in Figures 6 and 7 in the Appendix.

Ad A: Utilitarian Appeal / Central Route Processing

- **Visual:** Depicts a single male student wearing Purdue apparel, studying in a focused environment with non-alcoholic beverages placed beside him.
- **Messaging:** "FREE TO VIBE, FREE TO TASTE," with an added emphasis on the functional benefits: "Functional Ingredients. Zero Alcohol. Full Focus."
- **Products Featured:** Tepsica, Mera Cola, Chaprisun, Z.
- **Appeal:** Reinforces cognitive performance, academic focus, and wellness - designed to engage the audience through thoughtful, benefit-oriented persuasion.

Ad B: Hedonic Appeal / Peripheral Route Processing

- **Visual:** Showcases a diverse group of four students, including individuals in Purdue-branded attire, socializing and enjoying drinks in a relaxed setting.

- **Messaging:** Shares the same tagline - “FREE TO VIBE, FREE TO TASTE” - but shifts emphasis to the communal and social enjoyment aspects.
- **Products Featured:** Alift, Paana, Taaza, and other socially appealing beverage options.
- **Appeal:** Highlights fun, togetherness, and the emotional gratification of shared experiences - leveraging peripheral cues like social proof and group dynamics.

Both advertisements were designed to promote Generation NA’s “Free Friday Sampler Event,” using an identical call-to-action that directed users to fill out a short online form to reserve their spot. This consistency in CTA allowed us to isolate the impact of message framing on consumer behavior.

Campaign Procedure

Ad Setup and Targeting

The A/B testing campaign was structured and deployed on Meta’s ad platform using the following configuration:

- **Platform:** Instagram *[please refer to Fig 9 and 11 in Appendix for campaign setup details]*
- **Ad Format:** Static single-image advertisements
- **Duration:** 10 days
- **Total Budget:** \$100 (evenly split: \$50 per ad variant)
- **Call to Action:** Google form *[please refer to Fig 10 in Appendix for details of Google form]*

Targeting Parameters

- **Geographic Radius:** Within 25 miles of West Lafayette, Indiana (to ensure proximity to Generation NA’s store)
- **Age Range:** 18–50 years old (broad enough to capture undergraduates, graduate students, and young professionals)
- **Interest Categories:**
 - College life, Health and wellness, Non-alcoholic beverages, Cocktails, soft drinks, energy drinks, Parties, bars, nightclubs, entertainment, Wine, alcoholic beverages, Physical fitness, Student life, Live events
- **Behavioral Filters:**
 - Active Instagram users
 - Primarily mobile device users
- **Institution-Based Targeting:**
 - Users with a demonstrated interest in or affiliation with Purdue University

These targeting choices were designed to maximize relevance, ensuring the ads reached wellness-curious and socially active students within Generation NA’s immediate catchment area.

Ad Delivery

The two ad variants were deployed across multiple Instagram placements - including **Reels, Feeds, Stories**, and the **Explore** section - with an even distribution to ensure fairness and validity in the A/B testing setup. Both Ad A and Ad B were standardized across the following campaign elements:

- **Call to Action:** “Join us for FREE! Friday Sampler Event”
- **Landing Page:** A registration form to sign up for the in-store sampling experience
- **Budget Allocation:** \$50 per ad variant (split evenly from the total \$100 budget)
- **Schedule and Duration:** 10-day runtime for both creatives
- **Audience Targeting Parameters:** Identical demographic, interest-based, and behavioral filters were applied

This uniformity in campaign structure ensured that any observed differences in engagement or conversion could be attributed to the message framing rather than variations in delivery or targeting.

Metrics Collected

To assess the performance of each advertisement, we tracked a comprehensive set of digital marketing metrics across the campaign lifecycle:

1. **Impressions** – Total number of times each ad was displayed on users' screens.
2. **Reach** – Number of unique users who were exposed to the ad.
3. **Engagement** – Total interactions including likes, comments, shares, and saves.
4. **Click-Through Rate (CTR)** – Percentage of impressions that resulted in a link click, indicating ad relevance and user interest.
5. **Cost Per Click (CPC)** – Average cost incurred for each link click, used to assess cost-efficiency.
6. **Conversion Rate** – Proportion of users who clicked the ad and completed the registration form, representing lead quality.
7. **Cost Per Acquisition (CPA)** – Average cost to acquire a form submission, helping evaluate campaign ROI.
8. **Form Completion Time** – Average time taken by users to complete the sign-up form, used to gauge user commitment and form usability.

These metrics collectively allowed us to compare the effectiveness of functional versus social messaging strategies in driving meaningful engagement and conversions.

Results and Analysis

Performance Data

Total Audience: ~250000

The table below summarizes the key performance metrics for both advertisements. The result snapshot from Meta's A/B testing platform can be seen in Fig 5 of the Appendix.

Metric	Ad A (Individual/Functional)	Ad B (Social/Hedonic)
Impressions	8,223	7,694
Reach	3,827	3,690
Link Clicks	88	57
Form Submissions	15	10
Engagement % (Link Click Rate)	2.30%	1.50%
Click-through Rate (CTR)	1.07%	0.74%
Cost per Click (CPC)	\$0.60	\$0.92

[Please refer to Fig 1 in Appendix for comparison of impressions and link clicks]

Total Visitors at Store: 15

Performance Analysis

The final campaign data clearly indicates that **Ad A** (Utilitarian/Functional appeal) outperformed **Ad B** (Social/Hedonic appeal) across nearly all key performance indicators:

1. **Engagement and Interest:**
Ad A achieved a higher engagement rate (2.3% vs. 1.5%) and a superior click-through rate (CTR of 1.07% vs. 0.74%), demonstrating that functional messaging around focus and wellness resonated more deeply with Purdue students than social or peer-based appeals.
2. **Cost Efficiency:**
Ad A proved to be more budget-friendly, with a lower cost per click (CPC of \$0.60 vs. \$0.92). This cost advantage translated to a more efficient cost per acquisition (CPA) for form submissions.

3. **Conversion Effectiveness:**

Not only did Ad A generate more link clicks (88 vs. 57), but it also delivered a higher conversion rate, indicating that users who engaged with Ad A were more likely to follow through and register for the event. Conversion funnel is given in Fig 8 of the Appendix.

4. **In-Store Visitation:**

The campaign led to 15 verified in-store visits in total. While both ads contributed to this outcome, the greater digital performance of Ad A suggests it was the primary driver of real-world action.

Demographic performance insights - including age and gender breakdowns for each ad - are provided in Figures 2 through 4 in the Appendix, offering additional granularity on how different audience segments responded to each creative.

Analysis of Consumer Behavior

The campaign results challenge our initial hypothesis and yield several key insights into the decision-making patterns and motivational drivers of our target audience:

1. **Central Route Processing Dominance:**

The strong performance of Ad A suggests that Purdue students engaged with the ad through the **central route** of the Elaboration Likelihood Model (ELM). Rather than reacting to peripheral cues like social settings, students appeared to thoughtfully process the functional benefits, indicating a more deliberate and cognitively involved decision-making style.

2. **Preference for Functional Benefits:**

The higher engagement and conversion rates of the utilitarian message demonstrate that functional attributes - such as enhanced academic performance, cognitive focus, and general wellness - were more compelling than experiential or social appeals. Students made rational choices based on tangible product value.

3. **Individual over Group Influence:**

The relative success of Ad A underscores a stronger preference for **individual benefit framing** over group dynamics. This finding suggests that personal outcomes and self-directed goals carry more weight in this context than peer validation or communal experiences.

4. **Self-Improvement and Academic Orientation:**

The data indicates that **self-improvement motivations**, particularly those linked to academic success, significantly influenced behavior. This may reflect Purdue's competitive academic environment, where students value productivity-enhancing alternatives to alcohol as tools for personal advancement.

These behavioral patterns highlight the importance of aligning marketing messages with the internal goals and cognitive processing tendencies of the target segment, particularly in wellness-driven, academic environments like Purdue.

Conclusions and Insights

The results of our A/B testing campaign for Generation NA provide valuable insights that contradict some common assumptions about marketing non-alcoholic beverages to college students:

Key Findings

1. **Individual Benefits Trump Social Context:** For Purdue students, individual functional benefits of non-alcoholic beverages were more compelling than social context. This suggests that emphasizing how these products enhance academic performance and focus is more effective than highlighting social experiences.
2. **Central Processing is Predominant:** Contrary to expectations, college students appear to rely more heavily on central processing of information when making decisions about non-alcoholic beverages, rather than peripheral cues like social proof.
3. **Academic Identity as a Motivator:** The connection to academic success through the study context created a stronger appeal than the social setting, suggesting that academic achievement is a powerful motivator for this segment.
4. **Functional Ingredients Drive Interest:** The visualization of specific product varieties and their functional benefits appears to have created more curiosity and interest than the social interaction depiction.
5. **Conversion to Actual Visits:** Most importantly, the functional appeal resulted in 12 times more actual store visitors, indicating that interest in product benefits translated more effectively to real-world action than social appeals.

Marketing Implications

Based on these findings, we recommend the following strategies for Generation NA's future marketing to college students:

1. **Emphasize Functional Benefits:** Focus primarily on the functional ingredients, zero alcohol content, and cognitive benefits of non-alcoholic beverages in marketing materials.
2. **Target Individual Decision-Makers:** Design campaigns that speak to individual students about personal benefits rather than relying on group social settings.
3. **Connect to Academic Success:** Maintain visual connections to study environments, academic performance, and focus-enhancing benefits in marketing materials.
4. **Highlight Specific Product Varieties:** Continue to showcase the diverse range of product options and their specific functional benefits.
5. **Cost Efficiency Focus:** Continue to optimize for lower CPC and CPA, which were achieved more effectively with the functional message approach.

Broader Consumer Behavior Insights

This campaign revealed unexpected insights about changing consumer behavior among college students:

1. **Rational Consumption Choices:** The data suggests college students may be making more rational, benefits-driven choices about beverages than commonly assumed.
2. **Academic Identity Prominence:** For Purdue students specifically, academic identity and success may be more salient motivators than social identity and acceptance.
3. **Functional Ingredients as Primary Appeal:** Contrary to our hypothesis, functional ingredients appear to be primary rather than secondary motivators for this audience.
4. **Individual Wellness Focus:** The stronger response to individual wellness messaging suggests students may be prioritizing personal well-being over social considerations.

Recommendations

Building on the campaign findings and consumer behavior insights, we propose the following strategic recommendations for Generation NA:

1. **Double Down on Functional Messaging**
Prioritize advertisements and content that highlight cognitive, wellness, and performance-

related benefits—specifically focusing on how non-alcoholic beverages support academic success, mental clarity, and relaxation.

2. **Design for Individual Relevance**

Craft messaging that speaks directly to the individual student experience. Use scenarios like solo studying, pre-exam rituals, or stress recovery to build personal resonance.

3. **Expand Multi-Platform Presence**

Broaden reach beyond Instagram by incorporating TikTok, Snapchat, and email marketing, where Gen Z audiences also engage heavily. Tailor content formats to platform norms (e.g., short-form video, influencer partnerships).

4. **Enhance Pre-Campaign Awareness**

Introduce brand seeding efforts before future campaigns, such as on-campus pop-ups, product sampling booths, or local partnerships, to build familiarity and credibility ahead of digital promotions.

5. **A/B Test Messaging Iteratively**

Continue refining copy, visuals, and targeting through iterative A/B testing. Test new functional themes (e.g., stress relief, clean ingredients) and evaluate effectiveness across subsegments (e.g., gender, major, class year).

6. **Leverage Student Ambassadors**

Collaborate with micro-influencers or student ambassadors on campus to authentically promote products and events, reinforcing peer trust and expanding organic reach.

7. **Track the Full Conversion Journey**

Improve tracking capabilities across digital and physical touchpoints to capture the full consumer journey—from ad click to in-store visit—to optimize funnel performance and measure ROI more accurately.

These recommendations aim to maximize Generation NA's appeal to college students while addressing platform, timing, and awareness challenges identified during the pilot campaign.

Challenges

1. Ad Rejection Due to Content Guidelines

- Ads referencing “alcohol” or “non-alcoholic” beverages were initially flagged by Meta
- Required multiple revisions and delayed campaign launch
- Limited flexibility in describing the product category clearly (e.g., functional non-alcoholic)

2. Narrow and Specific Target Audience

- Focused exclusively on Purdue University students within a small geographic radius
- Reduced reach and impressions, leading to fewer data points for reliable statistical inference
- Difficult to scale campaign or generalize findings beyond campus environment

3. Platform Constraints

- Sole use of Instagram limited engagement types and didn't capture students who are more active on TikTok, Snapchat, or email
- Reliance on Instagram's algorithm may have influenced uneven ad delivery despite identical settings

4. Short Campaign Duration

- 10-day window restricted optimization opportunities
- Not enough time to gather observe follow-up behaviors (e.g., repurchases).

5. Low Conversion Despite Interest

- Ad B, while visually appealing and quickly engaged, had poor conversion and store visit results.
- Suggests disconnect between surface-level interest and deeper behavioral commitment.

6. Form Drop-Offs and Tracking Limitations

- Some form submissions were incomplete or lacked follow-up verification.
- Could not track all ad clickers through to physical store visits unless they explicitly mentioned it.

7. Small Sample Size

- Limited conversions make it harder to draw high-confidence generalizations about behavior.
- Additional testing over a broader time range or with added audience segments would strengthen results.

8. Brand Awareness Baseline Was Very Low

- As Generation NA was relatively unknown to students, some ad clicks likely resulted in confusion or skepticism.
- Needed more pre-campaign brand seeding or event buzz.

In conclusion, this A/B testing campaign provides strong evidence that utilitarian benefits and central route processing are more effective than hedonic benefits and peripheral processing when marketing non-alcoholic beverages to Purdue University students. Generation NA should leverage these insights to refine its marketing strategy, emphasizing the functional and academic performance aspects of its products while maintaining secondary messaging about social benefits.

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Appendix



Fig 1. Impressions versus Link Clicks Day-2-Day

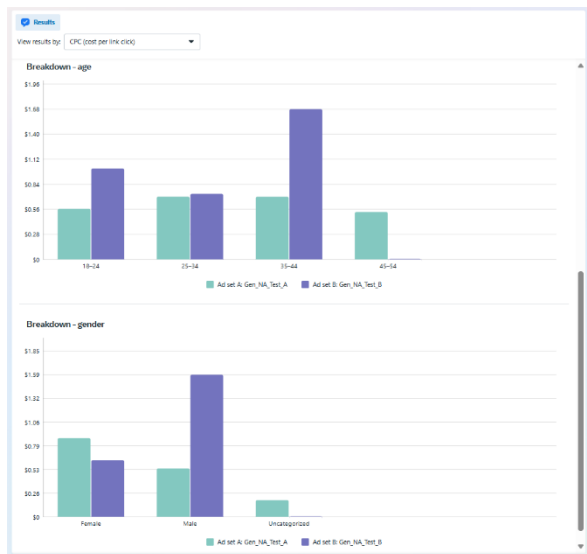


Fig 2. Age and Gender breakdown of both ads by CPC (Cost per link click)

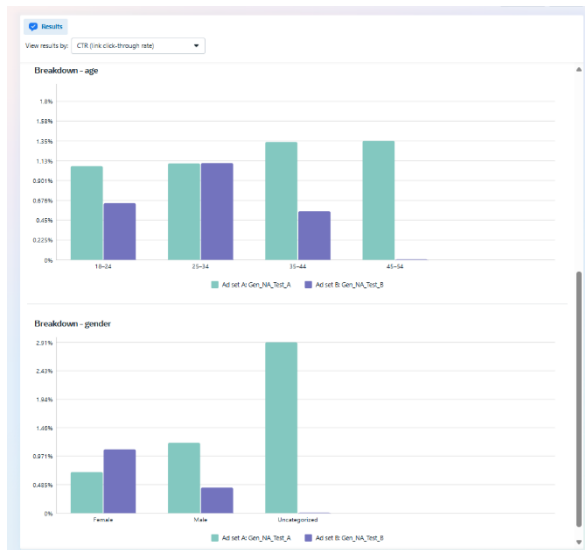


Fig 3. Age and Gender breakdown of both ads by CTR (Click through rate)

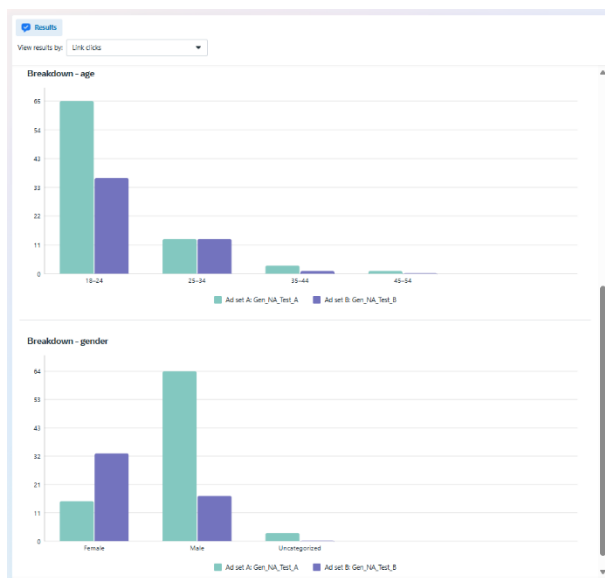


Fig 4. Age and Gender breakdown of both ads by Link Clicks

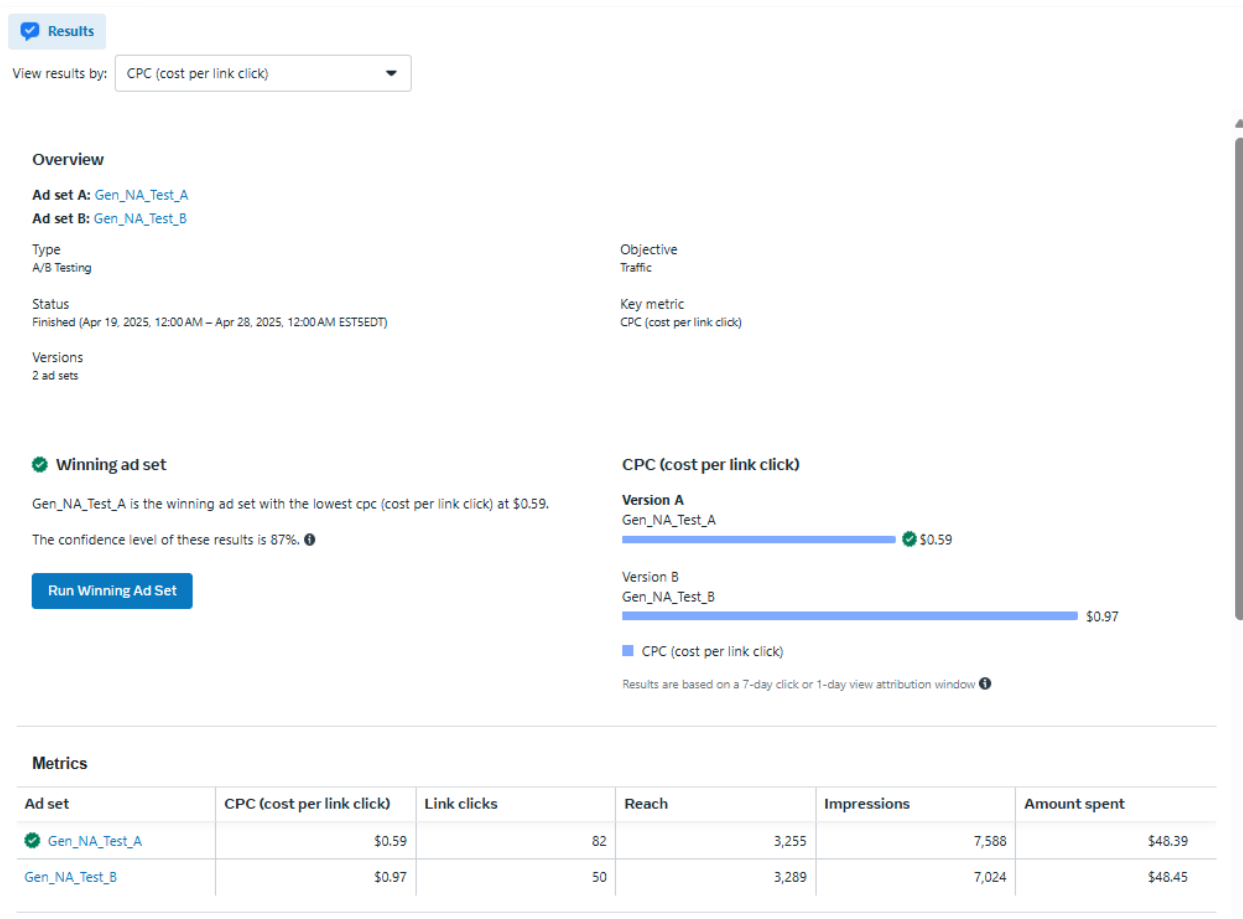


Fig 5. Results of A/B Testing and campaign by CPC (Cost per link click)



Fig 6: Ad graphic A



Fig 7: Ad graphic B

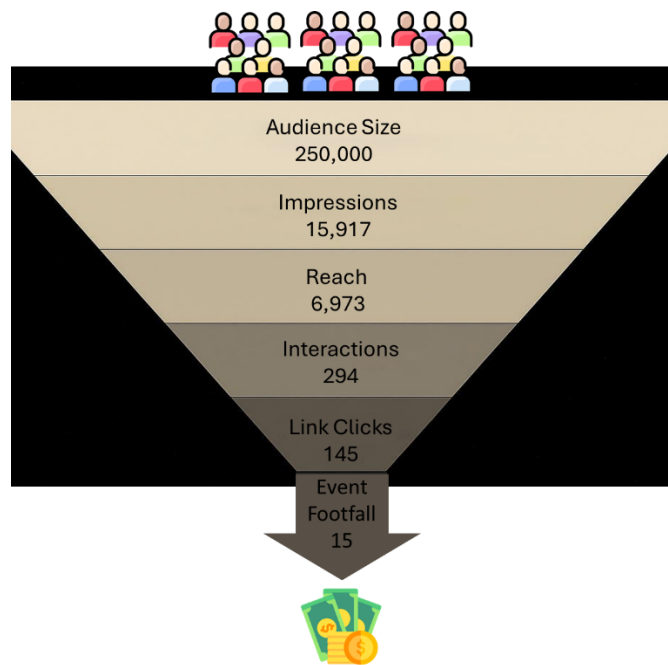


Fig 8. Conversion funnel

Untitled report

generation_naxpurdue 1 Ad account

Had delivery Search by name, ID or metrics

Pivot table Ungroup breakdowns

Account name	Placement	Reach	Impressions	Frequency	Amount spent	Attribution setting
Prash Ad Account	All	6,973	15,917	2.28	\$105.00	7-day click or 1-day view
	Instagram Reels	3,578	6,607	1.85	\$42.34	7-day click or 1-day view
	Feed	2,516	4,618	1.84	\$32.75	7-day click or 1-day view
	Instagram Stories	2,478	4,494	1.81	\$28.66	7-day click or 1-day view
	Explore	172	194	1.13	\$1.23	7-day click or 1-day view
	Explore home	—	4	—	\$0.02	7-day click or 1-day view
Total results 6 / 6 rows displayed		6,973 Accounts Center accounts	15,917 Total	2.28 Per Accounts Center account	\$105.00 Total spent	7-day click or 1-day vi...

Fig 9. Ad placement on Instagram

Claim Your Free Sampler Pass!

B *I* U  

Available **EVERY** Friday till 1 May 2025

Event Address: 504 Main Street, Lafayette, IN 47901

Contact us at 7652332366

Try the best zero-alcohol and functional (CBD, Kava & Shrooms...) drinks in town – functional, flavorful, and totally FREE. Join us this Friday at Generation NA for a tasting session you won't want to miss.

Description (optional)

Full Name *

Short answer text

Are You 18 or Above? *

☐ Yes

☐ No

Are you a Boilermaker?

☐ Hell Yeah

☐ No

Fig 10. Call to action – Google form

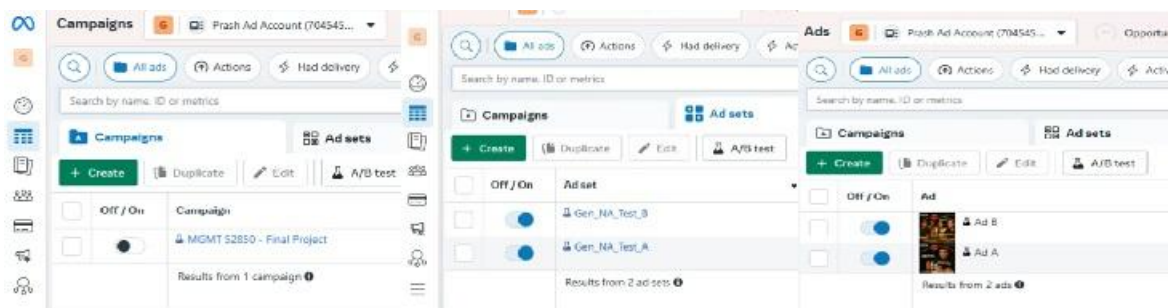


Fig 11. Campaign setup on Meta