



REACHING NEW MOMS AND SCALE USING INFLUENCERS CONTENT

Achieved a 43% margin on guaranteed impressions by combining
influencer messaging with strategic audience targeting

SUCCESS STORY



Client's goal

A pharmaceutical brand promoting an over-the-counter product aimed at new moms and expecting parents sought to maximize reach and awareness across Meta platforms. The goal was to connect effectively with highly targeted audience while ensuring guaranteed impressions were achieved.

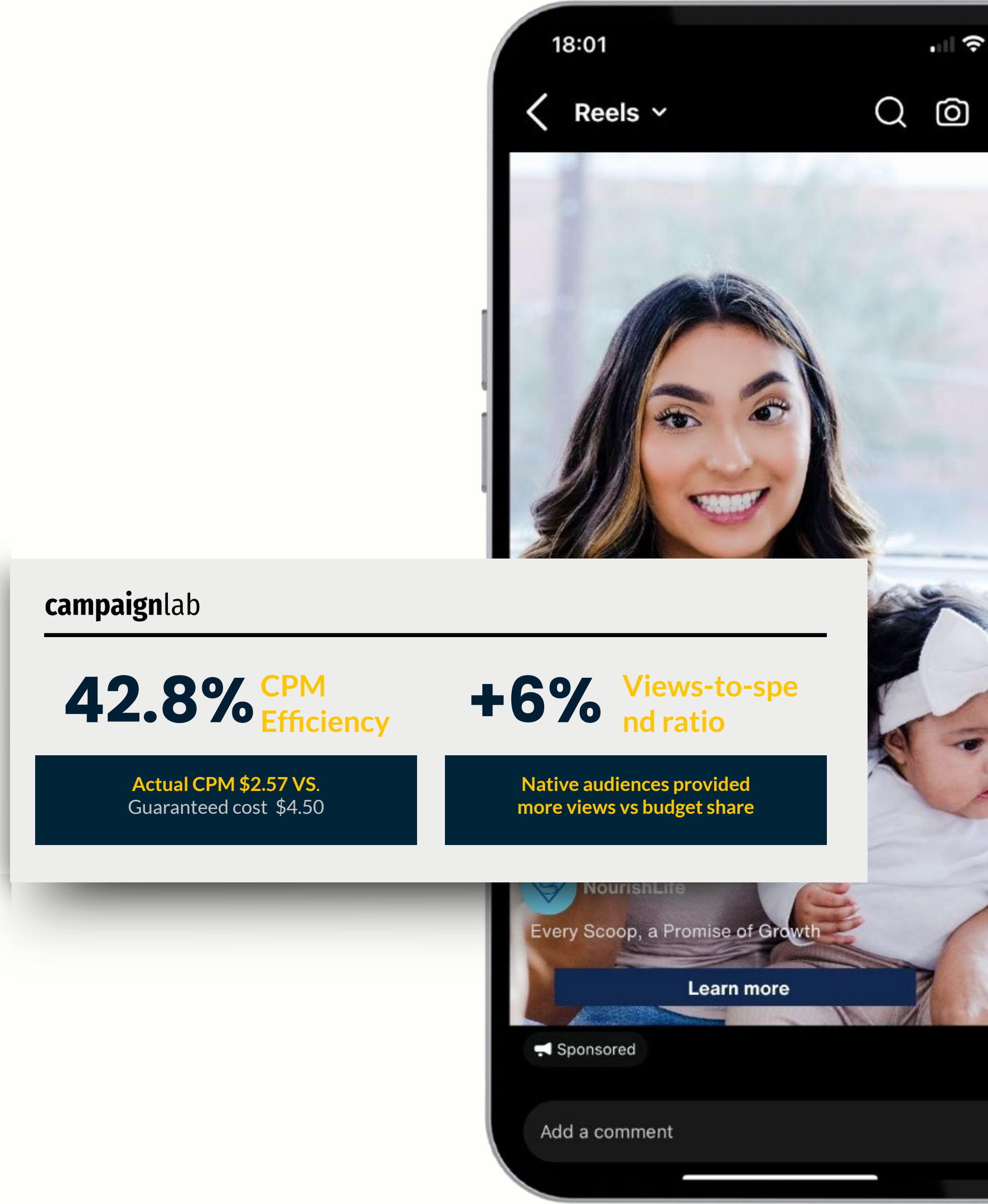
To achieve this, the campaign employed a mix of influencer assets and strategic audience targeting. By leveraging first-party Custom Audiences and third-party data managed through Liveramp, combined with Meta's native new parenting interests, the campaign expanded its reach and optimized frequency.



Campaign outcome

Meta's advanced targeting capabilities and influencer-driven content helped the pharmaceutical brand reach new and expecting moms. The campaign exceeded the client's expectations by combining first-party CRM data, third-party audiences managed via Liveramp, and Meta's internal parenting-related targeting. The influencer-driven content received 20.9 million impressions within 31 days while managing ad costs.

Strategic optimizations, including a shift from CRM-heavy audience targeting to Meta's native audience layers, allowed the team to balance cost and performance successfully. While managing the project, Strike proposed running a strategic supplemental campaign, which has helped surpass the CTR benchmarked while achieving a 42% CPM efficiency.



Strike solutions

Strategic Audience Segmentation and Optimization

Strike utilized a multi-layered audience strategy to balance reach and cost efficiency, incorporating first-party CRM data, Liveramp audiences, and Meta's native audience layers. The team's audience strategy has maintained a competitive CPM but has effectively reached a highly engaging audience group with the help of influencer-centric content.

Data-Driven Supplemental Campaign Recommendations

Strike proposed a supplemental campaign to sustain momentum and achieve higher engagement rates. This initiative helped boost CTR to high-traffic ad placements such as Facebook and Instagram feeds and has resulted in attaining the desired campaign outcomes.

Real-Time Campaign Optimization

Strike real-time monitoring enabled agile data-driven adjustments on bids, pacing, and audience allocation, improving performance and reducing costs. Through Strike's proprietary tool, the team can identify underperforming audiences, and budgets are reallocated to better-performing audience groups or placements.









Dashboards

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☆ Meta Awareness and Traffic Campaign

Start Date

01/10/24

End Date

31/12/24

Project

Meta Awareness Campaign

Audience report

Audience	Actual Spend	Impressions	CPM	Views	View Rate	Views 25%	Views 50%	Views 75%	Views 100%	Engagements	Engagement Rate	Link
Total	\$94,409.34	20,979,853	\$4.50	1,129,446	5.38%	156,554	66,560	35,655	25,809	8,571	0.04%	
General Affinities - Pregnancy & Parenting Interests - Feed	\$25,349.33	5,635,355	\$4.50	373,808	6.63%	44,159	19,383	11,647	8,417	1,983	0.04%	
CRM Data (Exclusion) - Stories	\$21,182.65	4,692,152	\$4.51	61,439	1.31%	26,177	9,910	2,440	1,933	2,989	0.06%	
CRM Data (Exclusion) -	\$17,633.75	3,933,103	\$4.48	274,949	6.99%	32,981	14,671	8,650	6,199	1,149	0.03%	

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