

From Ads To Streams

Meta Ad Case Study

MHL Marketing

Company Name	Industry
Global Music Artist	Music

Client Overview

This client is a global music artist who wanted to increase the number of streams to a single. This would eventually lead to followers and an increase in awareness.

Strategy Breakdown

This is an Indie arts known for their upbeat, happy, fun-loving, energetic music performed in the style of a jam band.

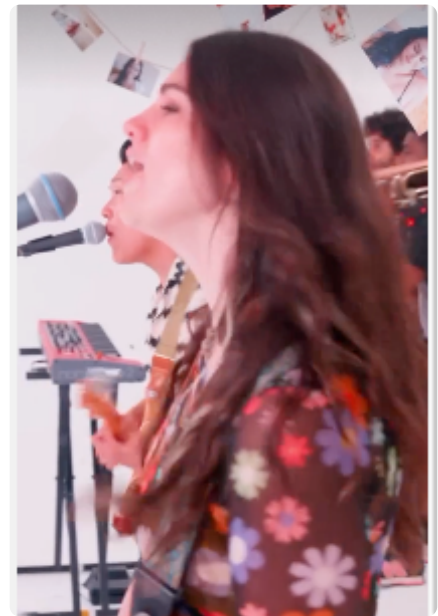
Problem	Strategy
They are a newer artist to our roster so we are working from scratch as far as our metrics. They need to increase the number of streams on their platforms, especially Spotify.	We decided to use Meta ads to increase the number of streams to Spotify which would later lead to more saves, followers, and lifetime engagers.

Key Statistics & Results

Key Stats	Key Stats	Key Stats
Cost per result of \$0.39	1,277 Conversions	821 Saves
Our benchmark is \$0.50. This came out less than the benchmark.	These conversions were those taking action to stream the song on Spotify.	From these streams, they gained saved which will keep the listeners with us longterm.

Key Stats	Key Stats	Key Stats
Frequency is 1.67	2.31 Streams Per Listener	3.31% Click Through Rate
This is positive as we aim for this to be 3 or less.	We want listeners to return and listen multiple times so we can retain them as followers of the artist.	In this industry, the benchmark is 1.5-3.5%. This leans towards the higher end which is positive!

Some Of The Ad Creative Used



Highlights & Results

- The cost per result of \$0.39 was incredible for a conversion campaign focusing on streams. Paid and organic streams resulted in 6,245. There were 2,704 listeners.
- This campaign ran in January 14, 2025 to February 3, 2025.
- Throughout the campaign, we did have to optimize and adjust some of the targeting for the campaign. This helped decrease the cost per result.
- As far as challenges, receiving multiple creatives in a timely manner with the start date took some pushing.
- We learned that performance videos are the highest performers when it comes to music advertising.
- We also learn that having multiple creative elements to let Meta serve the top performing is the best way to go.

"Mary is an incredible marketer who is always thinking outside the box to drive results. She tailors her marketing strategies to meet the consumer where they are and delivers data-driven insights to make the best decisions for her clients. When I've worked with Mary, I always knew our campaigns would be successful!"

- Rachel S.

LET'S GET IN TOUCH

Learn how MHL Marketing can help you and your business! We stand out amongst the rest for our:

Tailored Approach: We understand that every business is unique. We create campaigns that highlight your business's best features and attract the right patrons.

Expertise: We have a proven track record in managing social media advertising campaigns that drive results.

Transparency: With our reports and constant communication, you'll always know how your investment is performing.

Efficient & Time-Saving: By outsourcing social media advertising to us, you can focus on running your business while we handle the online promotion.

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