

Eggs in the Right Basket:

Driving High-Intent Traffic with Meta Ads

Case Study by:



Client's Industry

Deals & Frugal Lifestyle Blogger/Influencer

My client has a leading frugal-lifestyle blog dedicated to helping readers stretch their budgets through timely deals, money-saving tips, and smart shopping strategies. For the 2025 season, the brand aimed to drive targeted traffic to a curated Easter landing page, using Meta advertising to reach deal-seekers actively looking for seasonal savings.

Strategy Breakdown

Challenge

Seasonal deal content, like Easter promotions, has a short window to capture attention and drive results. While my client has an engaged audience, we wanted to maximize visibility for the “Easter Deals” page during this high-intent shopping period. The challenge was to efficiently reach both returning visitors and new potential deal-hunters in a limited timeframe - ensuring the Easter content received the traffic it deserved at the peak of seasonal interest.

Strategy

To drive traffic to my client’s Easter landing page and boost affiliate sales, we launched a Meta traffic campaign targeting a lookalike audience of Facebook followers and users with budget-friendly online shopping behaviors. With a \$30 daily budget split between two ad sets, we tested a mix of creatives - including a carousel ad, a video ad, and ads with static images - paired with two versions of ad copy. Manual placements ensured optimal visibility across platforms, and creatives were tailored to fit each placement for maximum performance.

Key Statistics Measured

Easter Traffic Campaign

This Easter traffic campaign successfully drove **4,619 link clicks** to the seasonal landing page, with an impressively low **cost per outbound click of \$0.15**.

With a unique outbound click-through rate (CTR) of 6.67% and a CPM of just \$4.33, the campaign efficiently reached 46,457 users, validating the strength of the targeting and creative strategy. As this was the first campaign in this partnership, a key focus was testing formats and messaging of the advertisements. Early insights showed that video and carousel ads outperformed static images, providing valuable direction for future optimizations. The volume and cost-efficiency of traffic generated through these ads marked a strong performance foundation for ongoing campaigns.

Campaigns 1 selected										
Ad sets for 1 Campaign										
Ads for 1 Campaign										
1-200 of 203										
Mar 14, 2025 - Apr 20, 2025										
+ Create Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export Charts										
Off / On	Ad set	Budget	Results	Cost per outbound click	Unique outbound CTR...	CPM (cost per 1,000...	Reach	Impressio	Amount spent	
<input type="checkbox"/>	Easter W 25-64 Online Shopping+Deals+Pop Websites	\$15.00 Daily	2,313 Link clicks	\$0.15	5.52%	\$4.89	32,153	71,414	\$349.57	
<input type="checkbox"/>	Easter W 25-64 FB LLA	\$15.00 Daily	2,306 Link clicks	\$0.15	5.58%	\$3.88	30,346	89,876	\$349.14	
	Results from 203 ad sets		4,619 Link clicks	\$0.15 Per Action	6.67% Per Accounts Center ...	\$4.33 Per 1,000 Impre...	46,457 Accounts ...	161,290 Total	\$698.71 Total spent	

Campaigns 1 selected										
Ad sets 2 selected										
Ads for 2 Ad sets										
1-200 of 886										
Mar 14, 2025 - Apr 20, 2025										
+ Create Duplicate Edit A/B test More Columns: Custom Breakdown Reports Export Charts										
Off / On	Ad	Ad Set Name	Budget	Results	Cost per outbound click	Unique outbound CTR...	CPM (cost per 1,000...	Reach	Impressio	Amount spent
<input type="checkbox"/>	Mp4 Easter Ad Copy 2	Easter W 25-64 Online Sho... 0 active ads	\$15.00 Daily	485 Link clicks	\$0.17	3.63%	\$5.16	11,479	16,317	\$84.13
<input type="checkbox"/>	Carousel Easter Ad Copy 1	Easter W 25-64 FB LLA 0 active ads	\$15.00 Daily	627 Link clicks	\$0.14	3.88%	\$2.53	12,721	35,396	\$89.57
<input type="checkbox"/>	Mp4 Easter Ad Copy 1	Easter W 25-64 Online Sho... 0 active ads	\$15.00 Daily	1,702 Link clicks	\$0.14	5.41%	\$5.19	25,468	47,496	\$246.57
<input type="checkbox"/>	Mp4 Easter Ad Copy 1	Easter W 25-64 FB LLA 0 active ads	\$15.00 Daily	1,258 Link clicks	\$0.15	5.02%	\$5.41	19,885	35,827	\$193.76
<input type="checkbox"/>	Carousel Easter Ad Copy 2	Easter W 25-64 FB LLA 0 active ads	\$15.00 Daily	110 Link clicks	\$0.14	3.10%	\$2.50	3,099	6,107	\$15.27
<input type="checkbox"/>	Mp4 Easter Ad Copy 2	Easter W 25-64 FB LLA 0 active ads	\$15.00 Daily	279 Link clicks	\$0.17	3.24%	\$4.38	7,832	10,554	\$46.23
<input type="checkbox"/>	Carousel Easter Ad Copy 1	Easter W 25-64 Online Sho... 0 active ads	\$15.00 Daily	18 Link clicks	\$0.18	2.63%	\$3.22	647	997	\$3.21
<input type="checkbox"/>	Static Easter Ad Copy 1	Easter W 25-64 Online Sho... 0 active ads	\$15.00 Daily	108 Link clicks	\$0.14	2.52%	\$2.37	3,776	6,604	\$15.66
<input type="checkbox"/>	Static Easter Ad Copy 1	Easter W 25-64 FB LLA 0 active ads	\$15.00 Daily	32 Link clicks	\$0.13	2.02%	\$2.16	1,438	1,992	\$4.31
	Results from 886 ads			4,619 Link clicks	\$0.15 Per Action	6.67% Per Accounts Center ...	\$4.33 Per 1,000 Impre...	46,457 Accounts ...	161,290 Total	\$698.71 Total spent

Ad Creatives Used

(Collaborated with Client's Graphic Designer)



Ad Copy Utilized

Short Form Copy: Fill your Easter basket with savings! Don't pay full price when you can score epic deals. Let us help you shop smart, save big, and treat yourself to awesome steals this season at [website].com. Click "Save Now" to discover the hippest finds!"

Long Form Copy: Don't make the mistake of paying full price this Easter! At [website].com, we're dedicated to helping you shop smarter, save bigger, and treat yourself to awesome spring savings (with a little fun along the way)! No matter what you're looking for, we make it easy to find the hippest deals.

- 👉 Easter Basket Fillers
- 👉 Shopping Discounts
- 👉 Decor Ideas
- 👉 Adorable Crafts
- 👉 Delicious Recipes

Don't miss out! Click the "Shop Now" button and discover everything you need to make this Easter "egg-cellent".

Results

This Easter Meta ad campaign ran from March 15 to April 20, 2025, strategically timed to capture peak interest in Easter deals. Throughout the campaign, performance was monitored several times per week, with underperforming ads paused promptly to ensure the budget was directed toward high-performing creatives. This real-time optimization helped maintain a low cost per click and strong engagement across various placements.

As the first campaign in a new client partnership, the primary focus was on testing creatives and learning which ads resonated with my client's audience. Valuable insights were gained - most notably, the discovery of a highly engaged target audience and the superior performance of carousel and video ads over static images. This information will guide future creative and targeting strategies, laying a strong foundation for ongoing paid efforts and results.

"Mary Catherine brings a super positive energy to her work and has been very open and eager to understand the unique aspects of our business. She's also very responsive and quick to hop on a call when needed, which we've really appreciated."

~ Operations Director



GET IN TOUCH

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Thanks for stopping in!

My name is Mary Catherine.

I'm a multitasking maestro, loving life as a wife and mom of three, with a slight obsession with data and systems. When I'm not corralling the chaos, you'll find me snuggling my fur babies and sipping on chai tea lattes.

As a detail-oriented Meta ads manager, I channel my creativity and precision to elevate your presence with flair and finesse. By blending originality, strategic planning, and current trends, I make your business shine with notable personality - YOUR personality!

MARY CATHERINE HORNE

CLICK TO BOOK A CALL

CLICK TO VISIT MY WEBPAGE

