

PakOman Social Media Marketing Case Study

What we did: We ran specific brand-awareness campaigns built around a logo reveal, a website revamp announcement, typography-led videos, CEO-message creatives, and team content across Meta and LinkedIn.

Meta Ads Performance

(Source: Meta Ads Manager. Reporting window: 18 Mar to 16 Apr 2026)

The five ads below ran during this window. In total, these five ads generated **4.38 million impressions** with a combined ad-level reach of approximately **2.4 million**, for a total spend of roughly **PKR 96,826**.

Ad Focus	Key Result	Reach	Impressions	Spend (PKR)	Cost per Result (PKR)
Website revamp announcement	1,144,251 people reached	1,144,251	1,914,361	27,462.74	24.00 per 1,000 reached
Logo reveal video	961,565 people reached	961,565	1,911,294	27,442.38	28.54 per 1,000 reached
Typography awareness video	31,758 ThruPlays	146,585	341,418	25,985.30	0.82 per ThruPlay
CEO message (post ad)	2,507 post engagements	72,834	107,872	7,972.63	3.18 per engagement
Company strength/team	2,519 post engagements	75,185	105,232	7,962.75	3.16 per engagement

We're evolving how we measure results
Starting on 17 March 2026, click results will report website and in-store conversions, such as purchases, only after link clicks. Engagement results will report these conversions after all other ad actions.

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Search to filter by: name, ID or metrics

Columns: Performance and clicks Breakdown

Off...	ad	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Quality ranking	Engage...	Conver...	Impressions	CPM (cost per 1,000...	Link c
	Post: "Here's a message from our CEO abo...	2,507 Post engagements	72,834	1.48	Rs.318 Per post engagement	Using campaign...	Rs7,972.63	14 Apr 2026	Above average	Below average Bottom 33% of a...	Below average Bottom 33% of a...	107,872	Rs73.91	
	Post: "The strength of Pak Oman lies in its ...	2,519 Post engagements	75,185	1.40	Rs.316 Per post engagement	Using campaign...	Rs7,962.75	14 Apr 2026	Above average	Below average Bottom 33% of a...	Below average Bottom 33% of a...	105,232	Rs75.67	
	PakOman Typography Views Awareness ad	31,758 Third-party Reach	146,585	2.33	Rs0.82 Cost per Third-party Per 1,000 people reac...	Rs2,000.00 Daily	Rs25,985.30	14 Apr 2026	Average	Below average Bottom 33% of a...	Above average	341,418	Rs76.11	
	PakOman Logo Reveal Views ad	961,565 Reach	961,565	1.99	Rs28.54 Per 1,000 people reac...	Rs2,000.00 Daily	Rs27,442.38	14 Apr 2026	Above average	—	—	1,911,294	Rs14.36	
	PakOman Website Revamp ad	1,144,251 Reach	1,144,251	1.67	Rs24.00 Per 1,000 people reac...	Rs2,000.00 Daily	Rs27,462.74	14 Apr 2026	Above average	—	—	1,914,361	Rs14.35	
	Instagram post: Who knew a box could hold...	— Link click	—	—	— Per link click	Using campaign...	—	16 Mar 2026	—	—	—	—	—	

Results from 9 ads

LinkedIn Ads Performance

(Source: LinkedIn Campaign Manager)

We ran five distinct ads on LinkedIn. Combined, they achieved **209,891 impressions**, **1,782 clicks**, an average CTR of **0.85%**, and an average CPM of **USD 0.85**. The total spend for this LinkedIn campaign was **USD 179.21**. The three video ads generated **79,508 views** in total, costing under **USD 0.01 per view**.

Ad Focus	Format	Spend (\$)	Impressions	Clicks	CTR	CPM (\$)	Key Result
Website video	Video	39.53	40,474	110	0.27%	0.98	16,752 views
Identity video	Video	39.98	62,075	115	0.19%	0.64	30,460 views
Identity reveal video	Video	39.70	76,049	244	0.32%	0.52	32,296 views
CEO message	Single image	30.00	10,224	254	2.48%	2.93	254 engagements (\$0.12 ea)
Team photo	Single image	30.00	21,069	1,059	5.03%	1.42	1,059 engagements (\$0.03 ea)

<div> <div> <div></div> <div> <div>in</div> <div>Ads Campaign Manager</div> </div> </div> <div> <div></div> <div> <div></div> <div></div> </div> </div> </div>										
	Ad name	Spent	Key results	Cost per result	Impressions	Clicks	Average CTR	Bid	Average CPM	
Overview	5 ads	\$179.21	-	-	209,891	1,782	0.85%	-	\$0.85	
Plan										
Advertise	<div> <div></div> <div> <div>Our new website has been designed to keep your journey front and center: Easy, intuitive navigation Clean.</div> <div> <div>Name: 1199334663</div> <div>ID: 1199334663 - Video</div> </div> </div> <div></div> </div>	\$39.53	16,752 Views	\$0.00	40,474	110	0.27%	-	\$0.98	
Experiment										
Measurement	<div> <div></div> <div> <div>Every detail of our identity reflects the clarity and professionalism we bring to our work. Our new</div> <div> <div>Name: 1199334673</div> <div>ID: 1199334673 - Video</div> </div> </div> <div></div> </div>	\$39.98	30,460 Views	\$0.00	62,075	115	0.19%	-	\$0.64	
Data										
Recommendations	<div> <div></div> <div> <div>The wait is over! We have unveiled our new identity. A symbol that reflects our partnership heritage and our</div> <div> <div>Name: 1201280123</div> <div>ID: 1201280123 - Video</div> </div> </div> <div></div> </div>	\$39.70	32,296 Views	\$0.00	76,049	244	0.32%	-	\$0.52	
Content										
Partnerships	<div> <div></div> <div> <div>Here's a message from our CEO about what this evolution truly represents for Pak Oman Investment Company</div> <div> <div>Name: 1204282573</div> <div>ID: 1204282573 - Single Image</div> </div> </div> <div></div> </div>	\$30.00	254 Engagements	\$0.12	10,224	254	2.48%	-	\$2.93	
Assets										
Account settings	<div> <div></div> <div> <div>The strength of Pak Oman lies in its people. Meet the team driving our institutional progress. With every step</div> <div> <div>Name: 1206180833</div> <div>ID: 1206180833 - Single Image</div> </div> </div> <div></div> </div>	\$30.00	1,059 Engagements	\$0.03	21,069	1,059	5.03%	-	\$1.42	

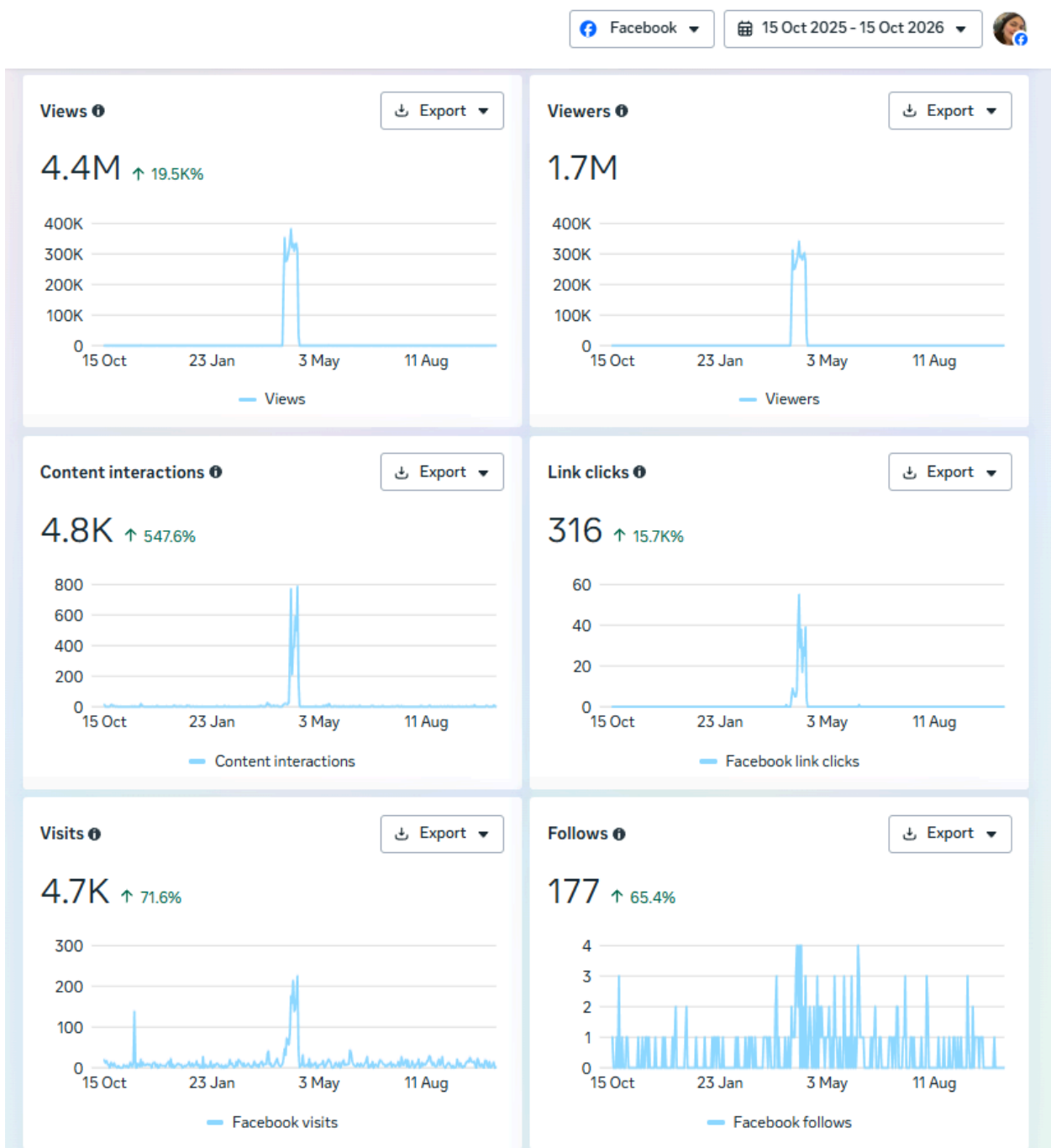
Overall Page-Level Insights (Paid and Organic Activity)

(Source: Meta Business Suite. Reporting window: 15 Oct 2025 to 15 Oct 2026)

This 12-month window includes the paid awareness campaigns executed in March and April 2026.

- Facebook:** 4.4 million views, 1.7 million unique viewers, 4.8K content interactions, 4.7K profile visits, 316 link clicks, and 177 new follows.
- Instagram:** 3.5 million views (3.47M directly on IG), 1.2 million reach, 2.6K content interactions, 1.2K profile visits, 846 link clicks, and 194 new follows.

Facebook and Instagram Performance Visuals



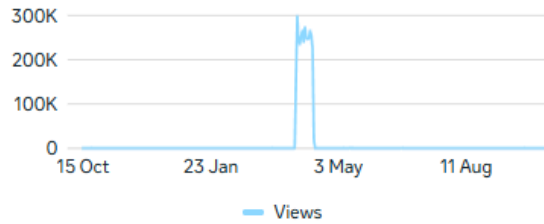


Views

Export

3.5M ↑ 199.2K%

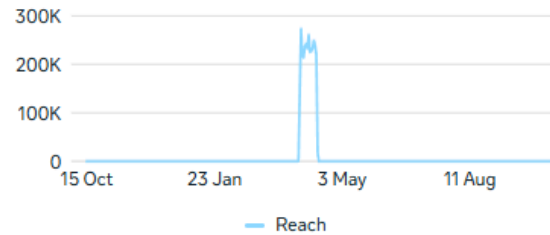
5,424 views
3,478,029 views



Reach

Export

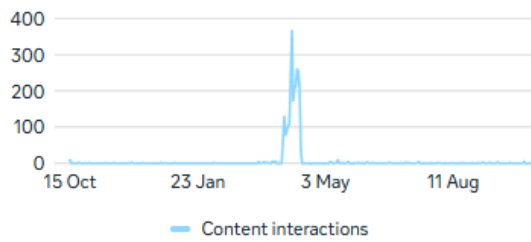
1.2M ↑ 187.8K%



Content interactions

Export

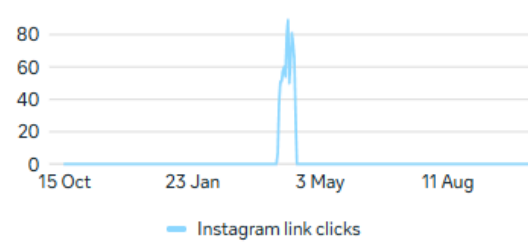
2.6K ↑ 26.4K%



Link clicks

Export

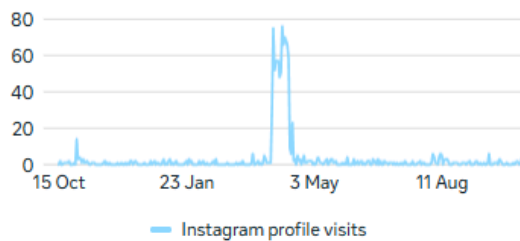
846 ↑ 100%



Visits

Export

1.2K ↑ 513.8%



Follows

Export

194 ↑ 100%

