

Rare Resin Social Media Marketing Case Study

What we did: We managed Facebook and Instagram content and ran Meta conversion and awareness ads for the brand.

Phase 1: Meta Ads (Sales and Awareness)

(Source: Meta Ads Manager. Window: 28 Aug 2023 to 28 Sep 2026)

Total ad spend across the 10 highlighted ads was **USD 6,965.58**.

- **Website Purchases (Conversion Ads):** 74 purchases generated from 8 dedicated sales ads (Spend: USD 6,184.84).
- **Video Views Ad:** 23,692 ThruPlays (Spend: USD 327.68, Reach: 13,254, Impressions: 26,294, Cost per ThruPlay: USD 0.01).
- **Profile/Page Visits Ad:** 960 visits (Spend: USD 453.06, Impressions: 29,944, Cost per visit: USD 0.47).

All adsROAS reportingActionsActive adsHad deliverySee moreCreate a view

Search to filter by: name, ID or metrics

Campaigns

Ad sets

Ads

Maximum: 28 Aug 2023 - 28 Sep 2026

CreateDuplicateEditA/B testMore

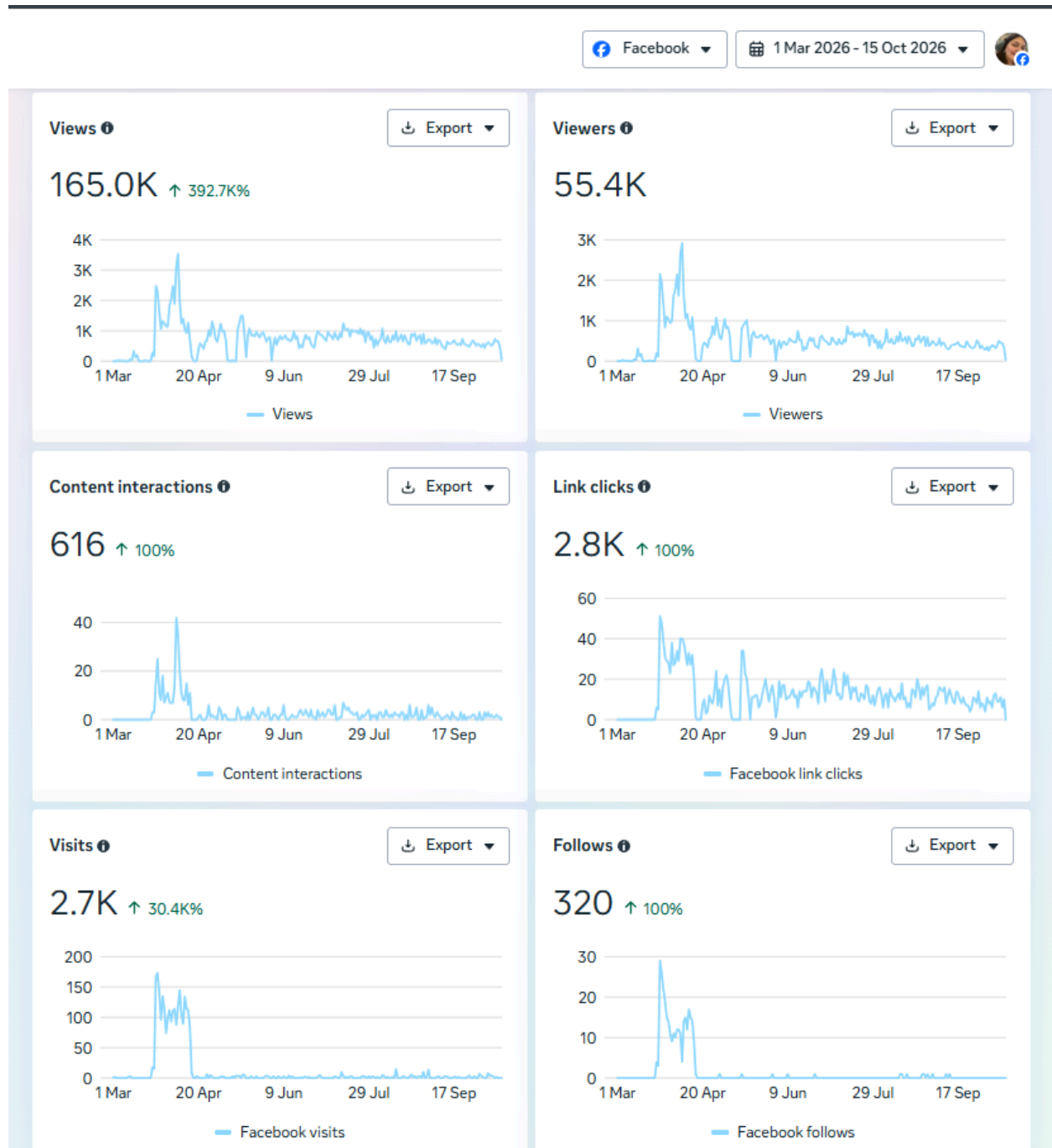
Columns: PerformanceBreakdown

	Off...	Ts	Ad Ts	Delivery	Actions	Results Ts	Cost per result	Ts	Budget Ad set	Amount spent	Ts	Impressions Ts	Reach Ts	Ends Ts	Attribution setting
	☐	☒	 New Sales Ad	Active	(1) Recommendation	12	\$78.94	Using campaign...		\$947.31		16,829	5,590	Ongoing	7-day click, 1...
	☐	☒	 New Sales Ad	Ad set off		Website purchases	14	\$72.53	Using campaign...	\$1,015.47		19,984	6,112	Ongoing	7-day click, 1...
	☐	☒	 New Sales Ad	Campaign off		Website purchases	15	\$81.26	Using campaign...	\$1,226.46		26,677	9,776	Ongoing	7-day click, 1...
	☐	☒	 New Sales Ad	Campaign off		Website purchases	16	\$95.13	Using campaign...	\$1,522.02		37,437	17,032	Ongoing	7-day click, 1...
	☐	☒	 New Sales Ad - (20-08-2026)	Off		Website purchases	3	\$117.52	Using campaign...	\$352.55		7,496	2,819	Ongoing	7-day click, 1...
	☐	☒	 New Ad Creative - Copy	Off		Website purchases	1	\$34.22	Using campaign...	\$34.22		655	269	Ongoing	7-day click, 1...
	☐	☒	 New Ad Creative	Off		Website purchases	12	\$66.90	Using campaign...	\$802.80		17,082	6,180	Ongoing	7-day click, 1...
	☐	☒	 Buy 3 Jars (Free Shipping)	Off		Website purchases	1	\$284.01	Using campaign...	\$284.01		7,087	2,299	Ongoing	7-day click, 1...
	☐	☒	 Followers Ad with recommended settings	Off		Profile and Page visits	960	\$0.47	\$20.00	\$453.06		29,944	17,641	Ongoing	1-day click
	☐	☒	 Rare Resin Video Views ad	Completed		ThruPlays	23,692	\$0.01	\$30.00	\$327.68		26,294	13,254	4 Apr 2026	7-day click or ...
Results from 16 ads															

Phase 2: Page-Level Insights (Paid and Organic Activity)

(Source: Meta Business Suite. Window: 1 Mar 2026 to 15 Oct 2026)

- **Facebook:** 165K views, 55.4K unique viewers, 616 content interactions, 2.7K profile visits, 2.8K link clicks, and 320 new follows.
- **Instagram:** 25.6K views (24,328 on Instagram), 11.6K accounts reached, 400 content interactions, 288 profile visits, and 522 link clicks.



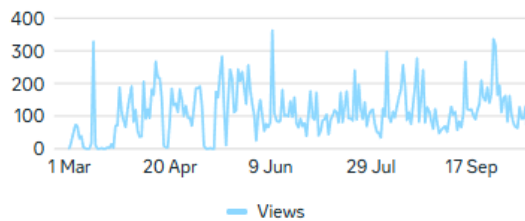


Views

Export

25.6K ↑ 284.6K%

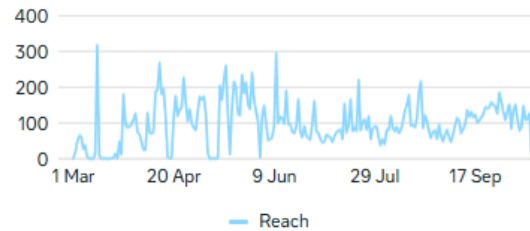
1,292 views
24,328 views



Reach

Export

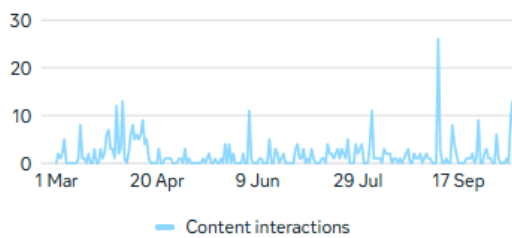
11.6K ↑ 289.0K%



Content interactions

Export

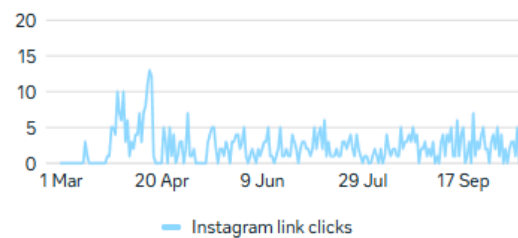
400 ↑ 9.9K%



Link clicks

Export

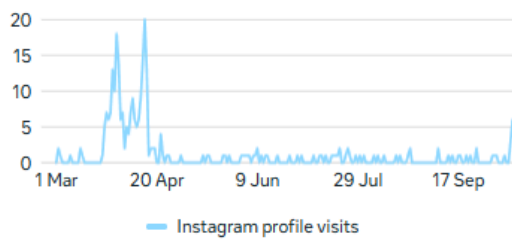
522 ↑ 100%



Visits

Export

288 ↑ 2.8K%



Follows

Export

--

