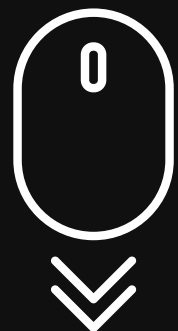


Case Study



Platform: Meta Ads (Facebook & Instagram)

Goal: Website Purchases

Result: 3 Purchases at **\$13.30 CPA**
with only **\$39.90** in ad spend.

Pharmaceutical / Healthcare

Objective

Scaling Sales for a Pharma Brand
with Meta Ads

Generate consistent online sales for a pharmaceutical brand while maintaining campaign stability in a highly regulated advertising category. The healthcare and pharmaceutical industry faces strict advertising policies, making it challenging to achieve scalable conversions without frequent ad rejections, account restrictions, or delivery issues.

Our goals were to:

- Generate profitable website purchases
- Maintain stable campaign delivery
- Minimize review disruptions
- Scale while managing platform compliance risks



Strategy & Execution

Because pharmaceutical advertising is considered a high-risk vertical, we designed a campaign focused on maximizing delivery stability and conversion performance.

Our approach included:

- Carefully structured campaign architecture
- Low-risk creative angles that emphasized education and trust over aggressive promotional messaging
- Optimized landing page experience to improve user quality and conversion rates
- Continuous campaign monitoring and optimization to maintain delivery consistency
- Audience testing and budget optimization based on conversion data

This approach allowed the campaigns to continue delivering efficiently while keeping performance stable throughout the optimization period.

Results

Over the reporting period, the campaign delivered strong purchase performance at an efficient acquisition cost.

Campaign Performance

- 3 Website Purchases
- \$13.30 Cost Per Purchase
- \$39.90 Total Ad Spend
- \$50 Daily Budget

Key Takeaways

- Consistent purchase generation
- Efficient customer acquisition cost
- Stable campaign delivery
- Optimized for scalable growth

Ad set: 1 selected		Ads for 1 Ad set		Last 30 days: Mar 8, 2026 – Apr 6, 2026		
Duplicate	Edit	A/B test	More	Columns: Performance		
Campaign	Results	Cost per result	Budget	Amount spent	Impressi	
New Sales Campaign	3 Website purchases	\$13.30 Per Purchase	\$50.00 Daily average	\$39.90		



Thank You!!!