



Tasty Mart Facebook Growth & Performance Marketing Case Study

Meta Ads, customer acquisition and social growth | 7 Jul - 27 Aug 2026

Brand Tasty Mart	Role Digital Marketing Strategist & Media Buyer	Period 7 Jul - 27 Aug 2026
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7.0M Facebook Views	2.5M Viewers	2,818 Tracked Purchases	7,217 Messaging Conversations
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Goal

Build a scalable Facebook acquisition system that increased brand visibility, generated qualified website traffic, produced measurable purchases and captured conversation-based buyers across Tasty Mart's product portfolio.

Project Description

The campaign covered Elish Achar, Jhalmuri Moshla, Hate Vhaja Muri, Shutki Combo and Khejur Achar. The account used both Sales campaigns and messaging-focused Engagement campaigns, creating two conversion paths: direct website purchase and assisted purchase through customer conversations.

Strategy & Execution

- **Objective separation:** Sales campaigns optimized for tracked purchases; Engagement campaigns focused on messaging conversations.
- **Product-level testing:** Campaigns were separated by product so purchase volume and acquisition cost could be evaluated independently.
- **Iterative variations:** Multiple campaign and creative/audience variants were tested, especially across Elish Achar and Jhalmuri Moshla.
- **Winner scaling:** Spend was concentrated on campaigns that sustained stronger volume at a lower cost per purchase.
- **Conversation funnel:** Messaging campaigns captured prospects who needed information before ordering instead of relying only on direct checkout.
- **Performance-led optimization:** Decisions were guided by purchase volume, cost per purchase, CTR, spend, impressions and cost per conversation.

Results & Impact

Facebook page Insights and Meta Ads export data cover the 7 Jul - 27 Aug 2026 reporting window.

Facebook Growth Results

Facebook metric	Result
Views	7.0M
Viewers	2.5M
Content interactions	50.2K
Link clicks	100.1K
Facebook visits	42.4K
Follows	429

Paid Advertising Performance

Metric	Result	Metric	Result
Total ad spend	\$6,141.65	Campaign impressions	7,064,863
Sales campaign spend	\$5,298.61	Tracked purchases	2,818
Blended sales CPP	\$1.88	Overall spend/impression CPM	\$0.87
Messaging spend	\$825.26	Messaging conversations	7,217
Blended messaging cost	\$0.114		

Product-Level Sales Performance

Product	Purchases	Spend	Blended CPP
Elish Achar	1,663	\$3,464.29	\$2.08
Hate Vhaja Muri	398	\$552.37	\$1.38
Jhalmuri Moshla	619	\$1,001.99	\$1.61
Shutki Combo	138	\$279.96	\$2.02

Skills & Tools Used

Skills: Meta Ads Strategy, Performance Marketing, Media Buying, Campaign Architecture, Product Testing, Creative/Audience Testing, Conversion Optimization, Budget Scaling, Cost-per-Purchase Analysis, Messaging Funnel Strategy, Social Media Growth, Reporting & Analysis.

Tools: Meta Ads Manager, Meta Business Suite, Facebook Insights, Meta Pixel / Purchase Tracking, Campaign Export Reporting.

Reporting note: Campaign impressions are additive across campaigns. Reach is not shown as a unique total because campaign-level reach overlaps across audiences. Purchase and messaging results are Meta-reported and should be interpreted within Meta's attribution methodology.