META ADS

Portfolio

PRESTIGE
WINDOW COVERINGS
MELBOURNE

Overview

WHAT THEY DO

It provides premium flooring, wall coverings, carpets, wallpapers, and interior surface solutions for residential and commercial spaces.

OFFERINGS

It offers premium flooring, wall coverings, carpets, wallpapers, and customized interior solutions for homes and businesses.

EXPERIENCE

It delivers stylish, durable, and customized interior experiences that transform spaces with premium design and functionality.

cflappydigital

PRESTIGE
WINDOW COVERINGS
MELBOURNE

GOALS



Premium Quality Solutions

It delivers premium-quality materials and craftsmanship, ensuring durable, stylish, and long-lasting interior solutions for every space.



Enhanced Space Aesthetics

It enhances interiors with elegant designs, modern finishes, and visually appealing solutions that elevate every environment.



Customer Satisfaction

It prioritizes customer satisfaction through expert support, reliable service, and high-quality solutions tailored to unique needs.

eflapydigital

PRESTIGE WINDOW COVERINGS MELBOURNE

OUR STRATEGY

Precise Targeting
Implemented precise audience targeting to reach high-intent customers, maximizing engagement, lead quality, and overall campaign performance.

Strong CTAs
Our strategy focused on showcasing premium interior transformations with compelling visuals and strong CTAs: "Book a Consultation" and "Get a Quote."

eflapydigital

A/B Testing
We conducted A/B testing across audiences, creatives, and messaging to identify the highest-performing combinations and maximize lead generation.

Multi-Platform Optimization
We optimized campaigns across multiple platforms, ensuring consistent messaging, improved audience targeting, and higher-quality lead generation.

Retargeting
Retargeted website visitors and engaged users with tailored ads, reinforcing brand value and encouraging consultation requests and conversions.

PRESTIGE WINDOW COVERINGS MELBOURNE

FACEBOOK RESULTS

250.8K

Total Views

↑ 23.2% growth

69.5K

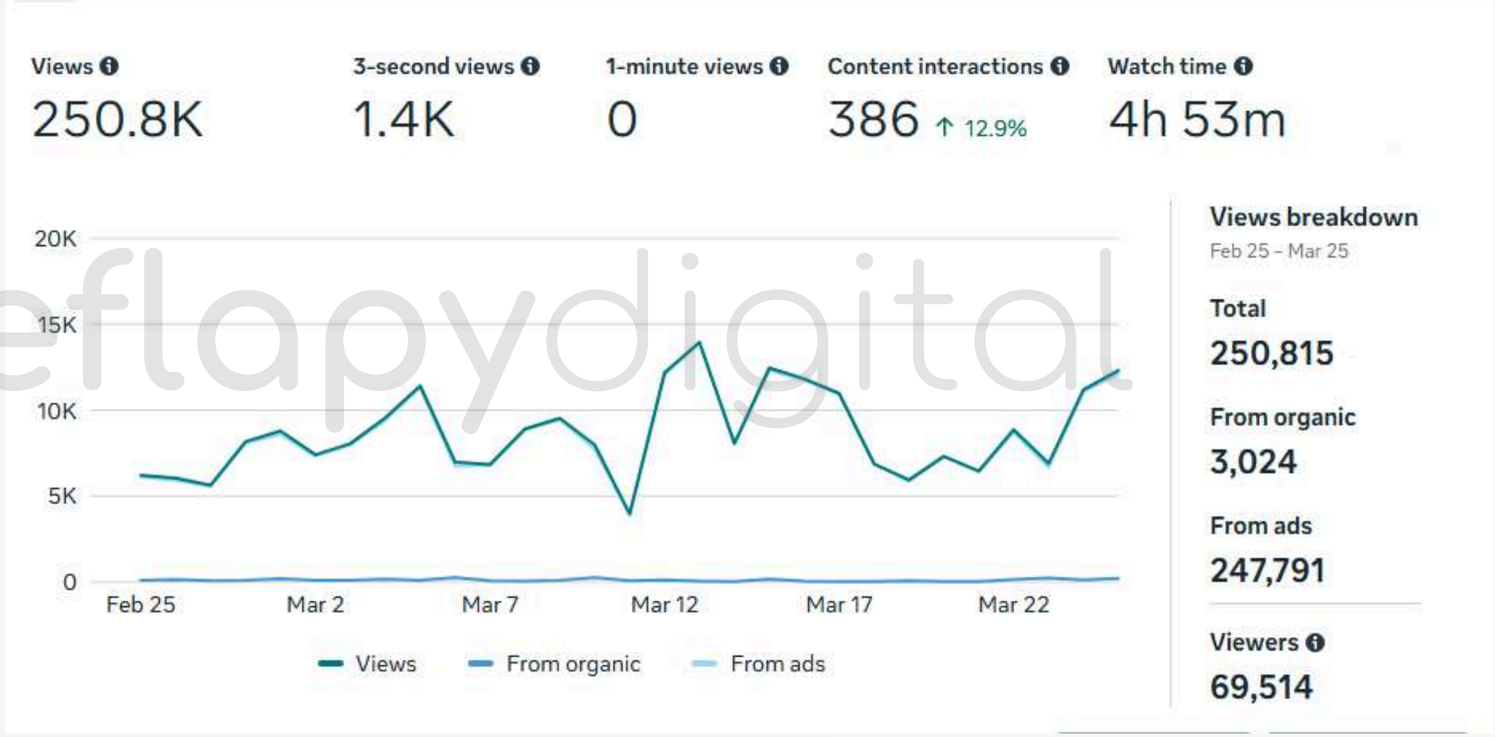
Reach

↑ 29.9% growth

386

Interactions

↑ 12.9% growth



eflapydigital

Paid ads contributed **247.8K views** alongside 3K organic views. Significant growth in visibility and audience engagement increased overall brand awareness and reach.

INSTAGRAM RESULTS

7k

Total Views

↑ 155.6% growth

3.4K

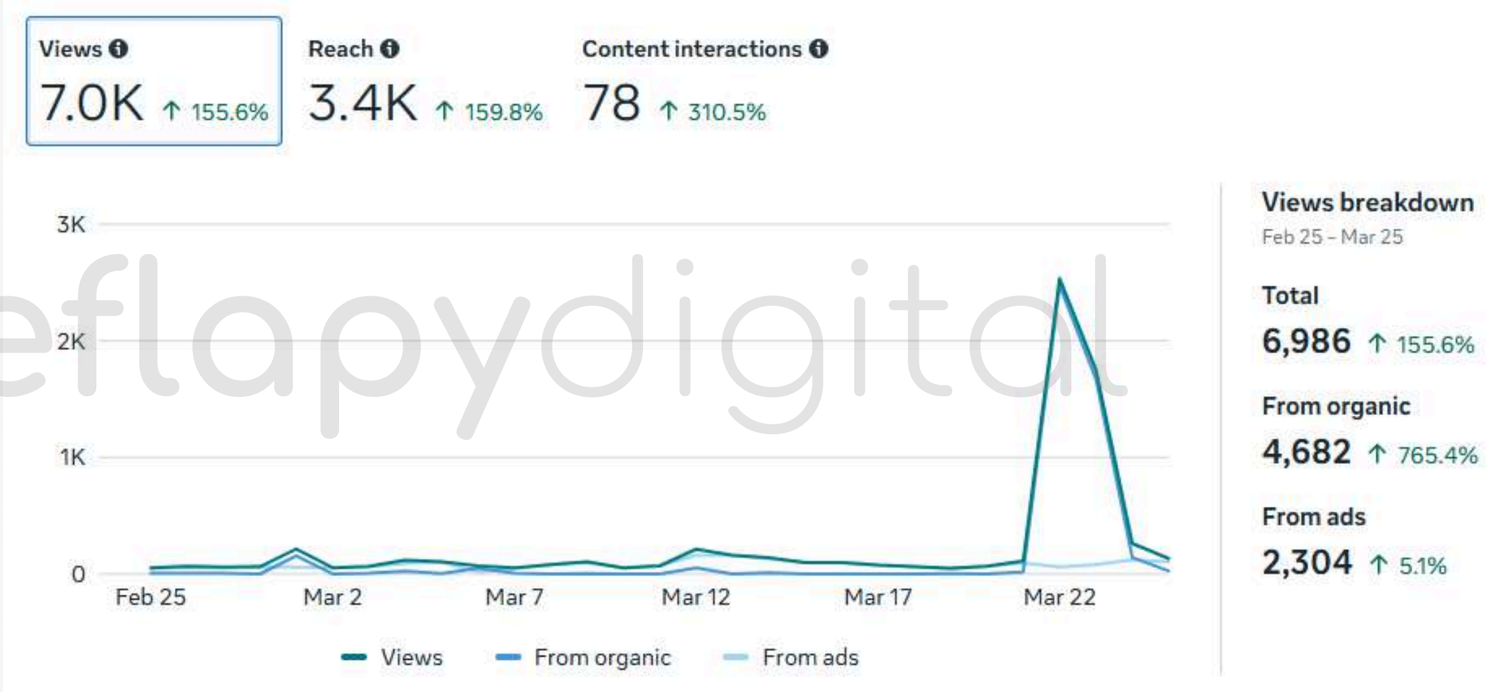
Reach

↑ 159.8% growth

78

Interactions

↑ 310.5% growth



eflapydigital

Paid ads contributed **2.3K views** alongside 4.68K organic views. Significant growth in visibility and audience engagement increased overall brand awareness and reach.

ADS PERFORMANCE

551
Message Conversion
Customer inquiries generated

$2567.43
Amount Spent
Total campaign spend

$4.66
Cost per Result
Efficient conversion cost

76,377
Reach
Unique people reached

	Campaign		Results	Reach	Budget	Cost per result	Amount spent	Impressio...	CPM (cost per 1,000...	Clicks (all)	CTR (all)	CPC (all)	Frequency
	Western surburbs_28 Oct	Ac	181 Messaging convers...	25,675	$43.00 Daily	$4.62 Per Messaging Co...	$836.07	63,866	$13.09	1,379	2.16%	$0.61	2.49
	S.E and Surrounds_28 Oct	Ac	179 Messaging convers...	23,435	$44.00 Daily	$4.96 Per Messaging Co...	$887.21	64,988	$13.65	1,426	2.19%	$0.62	2.77
	Northern suburbs -28Oct	Ac	191 Messaging convers...	27,267	$43.00 Daily	$4.42 Per Messaging Co...	$844.15	63,311	$13.33	1,451	2.29%	$0.58	2.32

eflappydigital

Results	Cost per result	Amount spent
181 Messaging convers...	$4.62 Per Messaging Convers...	$836.07
179 Messaging convers...	$4.96 Per Messaging Convers...	$887.21
191 Messaging convers...	$4.42 Per Messaging Convers...	$844.15

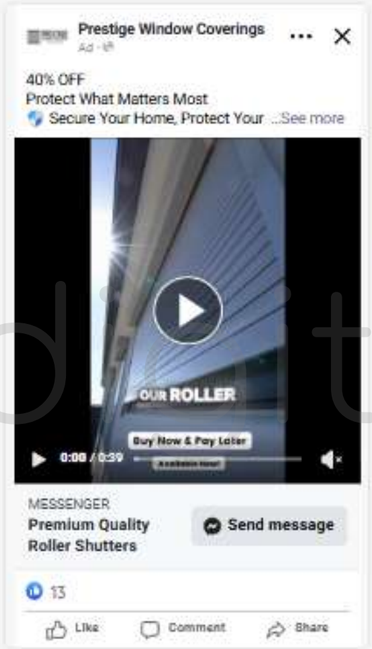
CTR reached up to **2.21%** across high-performing campaigns, with a healthy frequency in the range of **3.79** and CPC of **$0.60**.

PRESTIGE WINDOW COVERINGS MELBOURNE

ADS PREVIEW









4.99%
CTR

4.39%
CTR

These are the ad creatives used in the campaigns, featuring different promotional messages, visual styles, and content concepts created to increase engagement, clicks, and inquiries.

PRESTIGE WINDOW COVERINGS MELBOURNE

ASSETS USED



Videos Ads
Inspiring the audience with photo ads



Core Audience
Selected the Right Target Audience

eflapydigital



Measurement
Optimised the Campaigns with the exisiting Insights



Lookalike Audience
Based on previous purchasers and leads.

RED KNOTT

Overview

WHAT THEY DO

Premium hospitality brand offering comfortable accommodations, exceptional guest experiences, dining, and event facilities across Australia.

OFFERINGS

Accommodation, dining experiences, event venues, corporate stays, group bookings, and personalized hospitality services.

EXPERIENCE

Delivers comfortable, welcoming, and memorable stays with exceptional service for leisure and business travelers.

efficpydigital

RED KNOTT

GOALS



Enhance Guest Experiences

Provide comfortable, enjoyable, and memorable stays with exceptional hospitality, personalized service, and attention to every guest’s needs.



Increase Direct Bookings

Drive more direct reservations by delivering outstanding guest experiences, competitive offerings, and a seamless booking journey.



Create Memorable Stays & Events

Offer exceptional accommodation, dining, corporate, and special event experiences that leave a lasting impression on every guest.

eflapydigital

RED KNOTT

OUR STRATEGY

Precise Targeting
Used Meta's targeting tools to reach leisure travelers, business travelers, holiday planners, couples, families, and event seekers.

Strong CTAs
Implemented calls-to-action like "Book Your Stay" and "Reserve Now" to drive direct bookings and inquiries.

eflapydigital

A/B Testing
Tested creatives, offers, messaging, and ad formats to identify the highest-performing campaigns.

Multi-Platform Optimization
Optimized placements across Facebook Feed, Instagram Feed, Stories, and Reels to maximize reach and engagement.

Retargeting
Ran retargeting campaigns for website visitors and engaged users with personalized booking and accommodation-focused messaging.

RED KNOTT

FACEBOOK RESULTS

648.9K

Total Views

↑ 682% growth

313.7K

Reach

↑ 789% growth

2.8K

Interactions

↑ 1,100% growth



eflapydigital

Paid ads contributed **645.8K views** alongside 3.2K organic views. Significant growth in visibility and audience engagement increased overall brand awareness and reach.

RED KNOTT

INSTAGRAM RESULTS

27.3k

Total Views

↑ 184.5% growth

239.7K

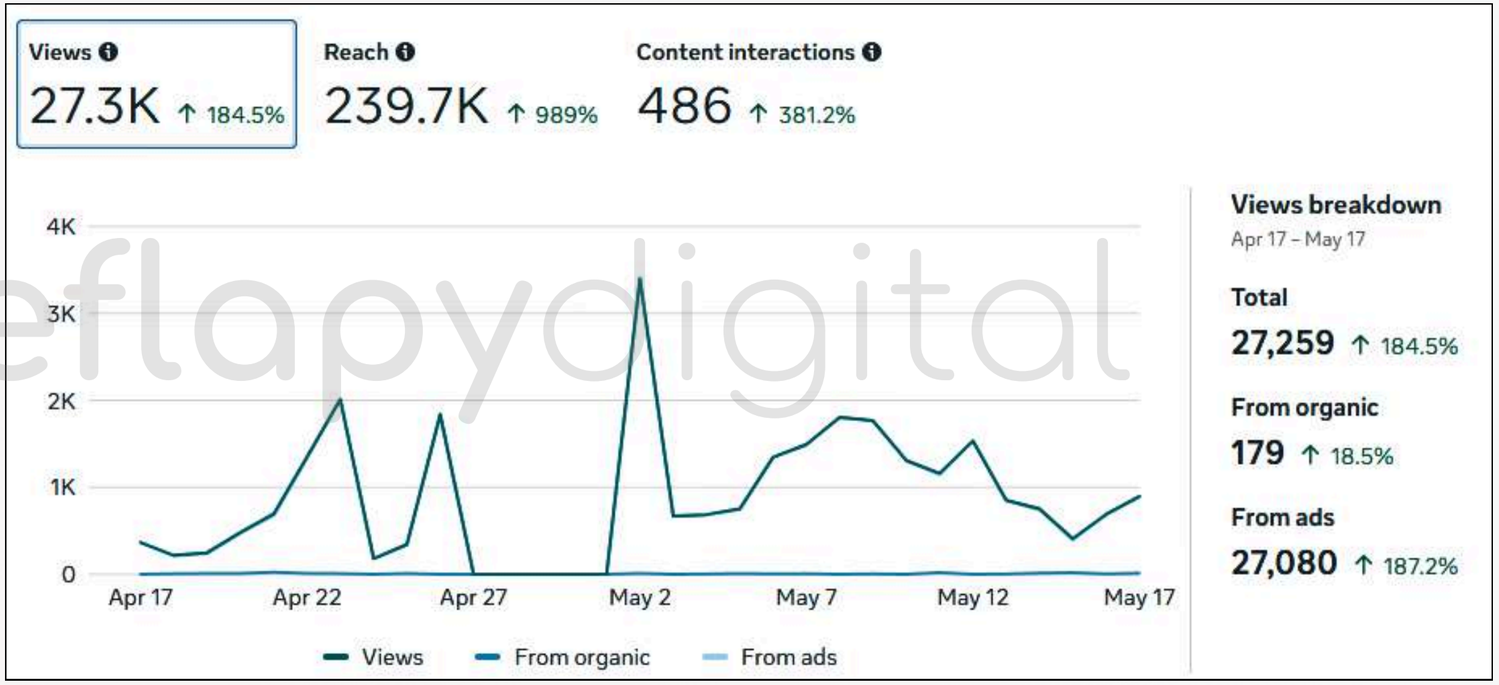
Reach

↑ 989% growth

486

Interactions

↑ 381.2% growth



eflapydigital

Paid ads contributed **27.3K views** alongside 179 organic views. Significant growth in visibility and audience engagement increased overall brand awareness and reach.

RED KNOTT

AD PERFORMANCE

850
Leads
Message Conversion

₹39,633
Amount Spent
Total campaign spend

₹46.63
Cost per Result
Efficient conversion cost

139,704
Reach
Unique people reached

Off / On	Campaign	Delivery	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Impressi...	CPM (cost per 1,000...	Clicks (all)	CTR (all)	CPC (all)
	WA_Lead_31M...	Active	850 Messaging conv...	139,704	2.30	₹46.63 Per Messaging ...	Using ad se...	₹39,633.07	321,010	₹123.46	4,521	1.41%	₹8.77





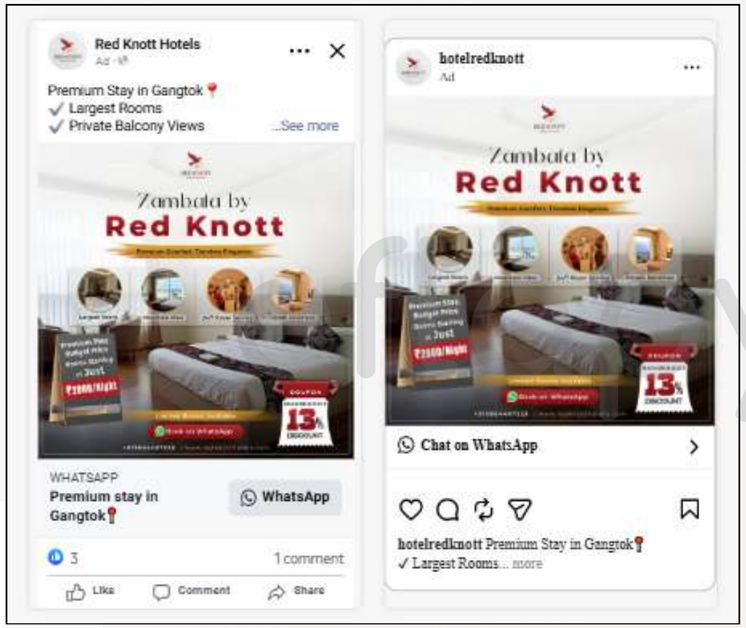


eflapydigital

CTR reached up to **1.41%** across high-performing campaigns, with a healthy frequency maintained at **2.3** and CPC of **₹8.77**.

RED KNOTT

AD PREVIEW



1.71%
CTR



1.57%
CTR

These are the ad creatives used in the campaigns, featuring different promotional messages, visual styles, and content concepts created to increase engagement, clicks, and inquiries.

RED KNOTT

ASSETS USED



Photo Ads
Inspiring the audience
with photo ads



Core Audience
Selected the Right
Target Audience

eflapydigital



Measurement
Optimised the Campaigns
with the exisiting Insights



Lookalike Audience
Based on previous
purchasers and leads.

Mariam
HARUTYUNYAN

Overview

WHAT THEY DO

Empowers ambitious women and organizations through keynotes, workshops, coaching, and online courses.

OFFERINGS

Online courses, masterclasses, Growth Circle Academy, templates, workshops, coaching, and advisory services.

eflappydigital

EXPERIENCE

Delivers inspiring, actionable learning with interactive trainings, peer networks, and expert guidance for growth and impact.

Mariam
HARUTYUNYAN

GOALS



Enhance Learning Experiences

Provide inspiring, actionable, and transformative sessions through keynotes, workshops, and coaching tailored to individuals and organizations.



Increase Program Engagement

Drive more participation in courses, workshops, and coaching programs by delivering valuable content, practical tools, and seamless access.



Empower Growth & Impact

Enable attendees and clients to achieve meaningful personal and professional growth with actionable strategies and supportive guidance.

eflapydigital

Mariam
HARUTYUNYAN

OUR STRATEGY

Precise Targeting
Leveraged advanced audience segmentation to reach ambitious women, professionals, entrepreneurs, and organizations seeking personal growth and leadership development.

Strong CTAs
Implemented action-oriented prompts like “Enroll Now” and “Join the Workshop” to drive course sign-ups and coaching inquiries.

eflapydigital

A/B Testing
Tested messaging, course offerings, and promotional creatives to identify the most effective campaigns and content.

Multi-Platform Optimization
Optimized presence across website, social media, email, and online course platforms to maximize reach, engagement, and enrollments.

Retargeting
Ran retargeting campaigns for website visitors, engaged subscribers, and prior participants with personalized coaching, workshop, and course messaging.

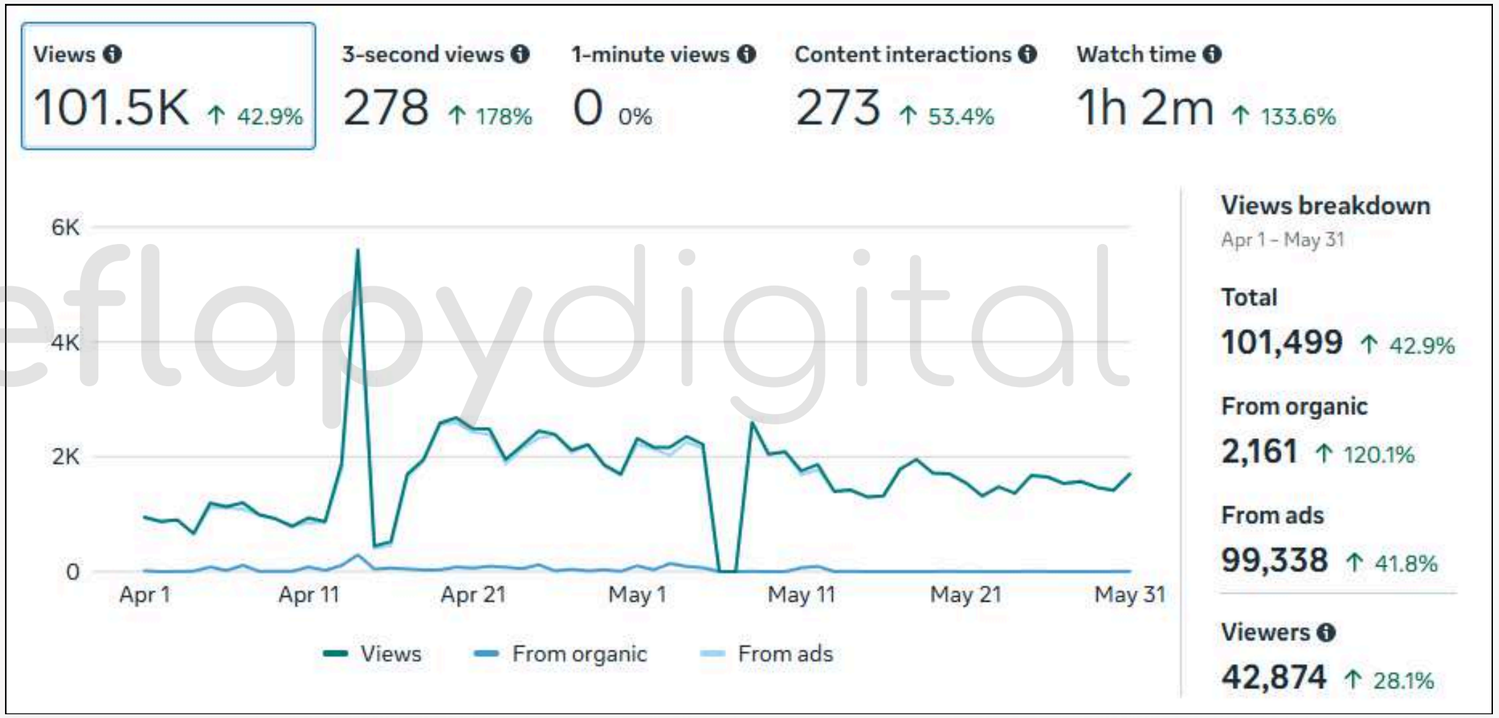
Mariam HARUTYUNYAN

FACEBOOK RESULTS

101.5K
Total Views
↑ 42.9% growth

42.8K
Reach
↑ 28.1% growth

273
Interactions
↑ 53.4% growth



eflapydigital

Paid ads contributed **99.3K views** alongside 2K organic views. Significant growth in visibility and audience engagement increased overall brand awareness and reach.

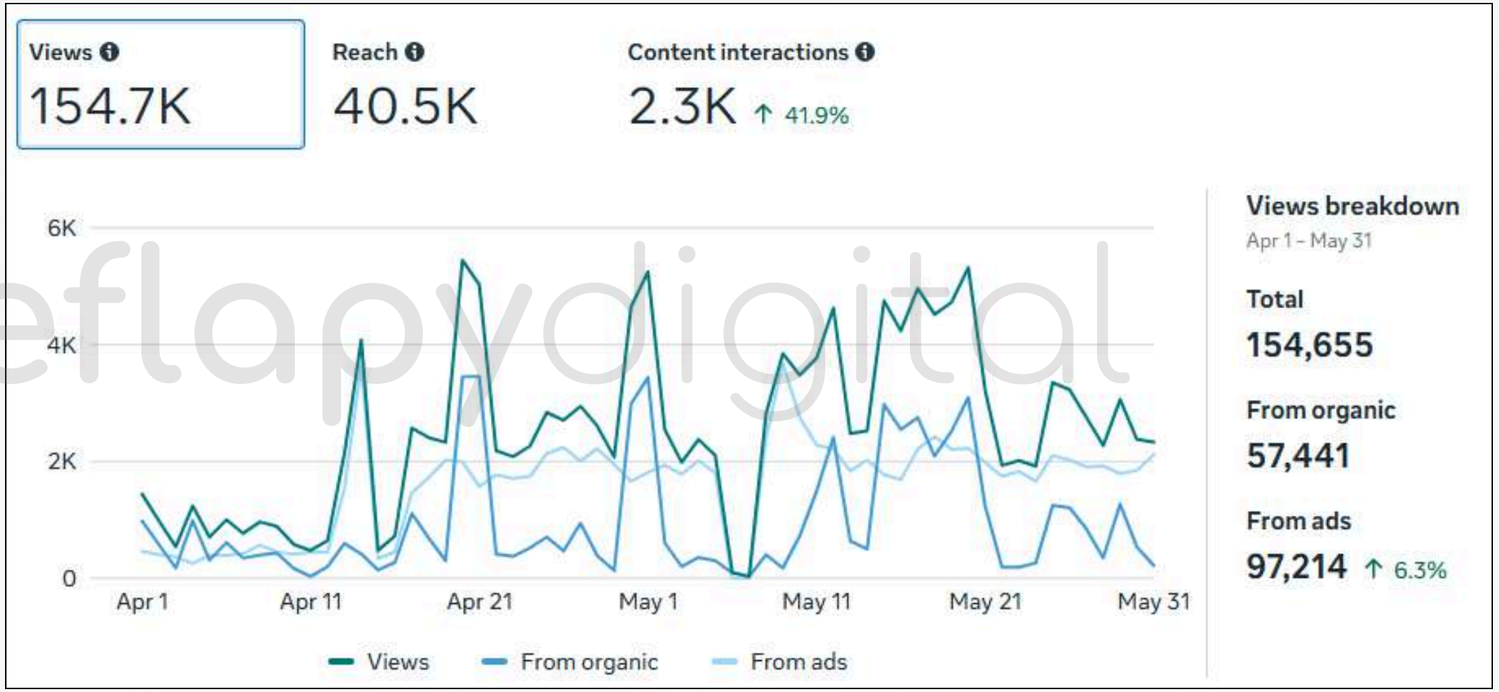
Mariam HARUTYUNYAN

INSTAGRAM RESULTS

154.7K
Total Views
↑ 18% growth

40.5K
Reach
↑ 28% growth

2.3K
Interactions
↑ 41.9% growth



eflapydigital

Paid ads contributed **97.2K views** alongside 57.4K organic views. This significant growth in visibility and audience engagement boosted overall brand awareness and reach.

Mariam HARUTYUNYAN

ADS PERFORMANCE

511
Leads
Message Conversion

€1,363.49
Amount Spent
Total campaign spend

€17.55
Cost per Result
Efficient conversion cost

66,796
Reach
Unique people reached

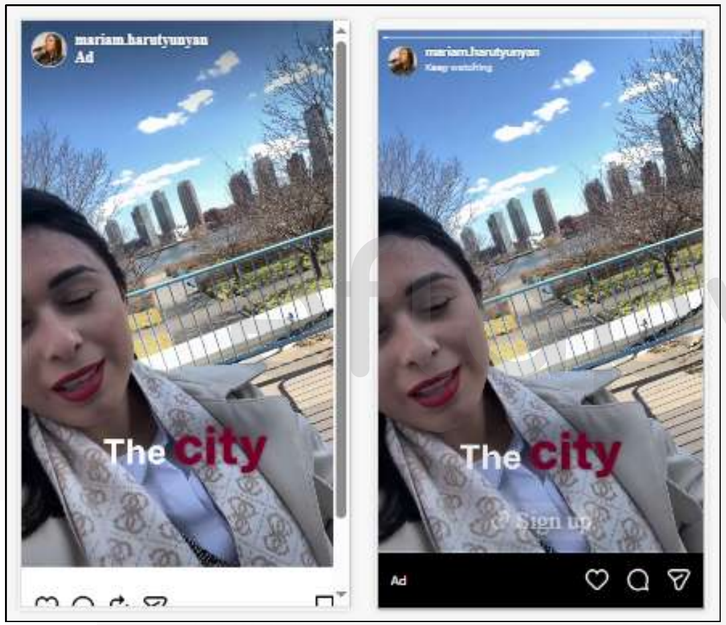
Off / On	Campaign	Delivery	Results	Reach	Frequen...	Cost per result	Budget	Amount spent	Impressi...	CPM (cost...	Clicks (all)	CTR (all)	CPC (all)
On	Leads_ Instan...	Active	496 Leads (Form)	49,248	2.40	€1.74 Per Lead (Form)	€10.00 Daily	€863.15	117,972	€7.32	4,668	3.96%	€0.18
Off	Leads_growth...	Off	15 Leads	17,548	2.31	€33.36 Per Lead	€15.00 Daily	€500.34	40,485	€12.36	1,973	4.87%	€0.25
Off	Traffic-social ...	Off	3,800 Instagram profil...	37,292	2.25	€0.09 Cost per Instag...	Using ad set ...	€336.19	83,832	€4.01	3,739	4.46%	€0.09

eflapydigital

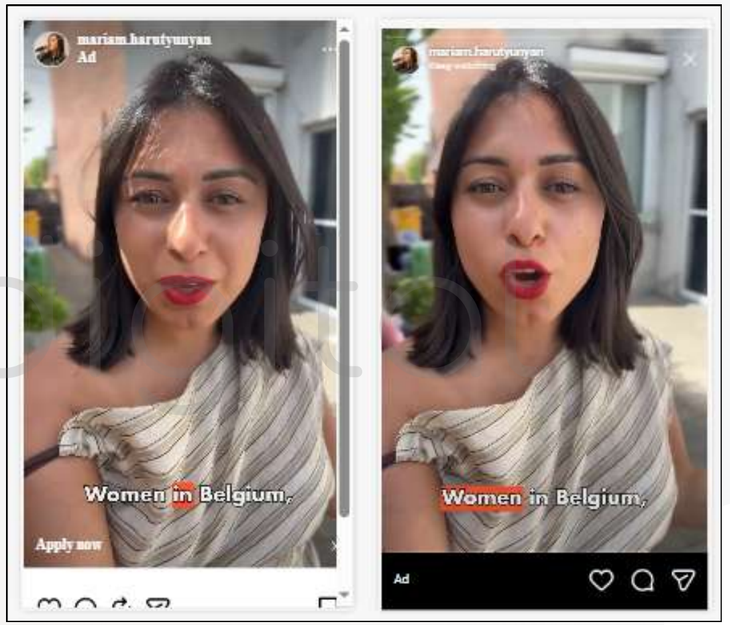
CTR reached up to **4.87%** across high-performing campaigns, with a healthy frequency maintained between **2.25–2.40** and an average CPC of **€0.18–€0.25**.

Mariam
HARUTYUNYAN

AD PREVIEW



7.83%
CTR



5.54%
CTR

These are the ad creatives used in the campaigns, featuring different promotional messages, visual styles, and content concepts created to increase engagement, clicks, and inquiries.

Mariam
HARUTYUNYAN

ASSETS USED



Video Ads
Capturing Attention
with Engaging Videos



Core Audience
Selected the Right
Target Audience

eflapydigital



Measurement
Optimised the Campaigns
with the exisiting Insights



Lookalike Audience
Based on previous
purchasers and leads.

s2 analytics

Overview

WHAT THEY DO

Fintech brand providing professional stock market charting, algorithmic trading tools, portfolio management solutions, and real-time market analysis for traders and investors.

OFFERINGS

Stock market charting software, algorithmic trading tools, portfolio management solutions, real-time market analysis, trading alerts, and personalized trader support.

EXPERIENCE

Delivers seamless, insightful, and actionable trading experiences with intuitive tools, real-time market analysis, and expert guidance for individual and professional investors.

eflapydigital

s2 analytics

GOALS



Enhance Trading Experiences

Provide seamless, insightful, and actionable trading experiences with intuitive tools, real-time market data, and expert guidance.



Increase Platform Adoption

Drive more active users and subscriptions by delivering powerful analytics, algorithmic trading solutions, and an easy-to-use interface.



Empower Traders & Investors

Offer advanced charting, portfolio management, and trading tools that help traders and investors make informed decisions and achieve their financial goals.

eflapydigital

s2 analytics

OUR STRATEGY

Precise Targeting
Leveraged advanced audience segmentation tools to reach retail traders, professional investors, algorithmic traders, and financial analysts.

Strong CTAs
Implemented action-oriented prompts like “Start Trading Now” and “Subscribe for Insights” to drive platform adoption and engagement.

A/B Testing
Tested dashboard layouts, trading alerts, offer placements, and messaging to identify the highest-performing tools and campaigns.

Multi-Platform Optimization
Optimized placements across website, email, social media, and trading platforms to maximize reach, engagement, and subscription conversions.

Retargeting
Ran retargeting campaigns for website visitors, app users, and engaged subscribers with personalized analytics, alerts, and platform feature promotions.

eflapydigital

s2 analytics

FACEBOOK RESULTS

512.7K
Total Views
↑ 9.6% growth

181K
Reach
↑ 26.6% growth

1.2K
Interactions
↑ 42.6% growth



eflappydigital

Paid ads contributed **479.6K views** alongside 33.1K organic views. Significant growth in visibility and audience engagement increased overall brand awareness and reach.

s2 analytics

INSTAGRAM RESULTS

476.7K

Total Views

↑ 98% growth

74.4K

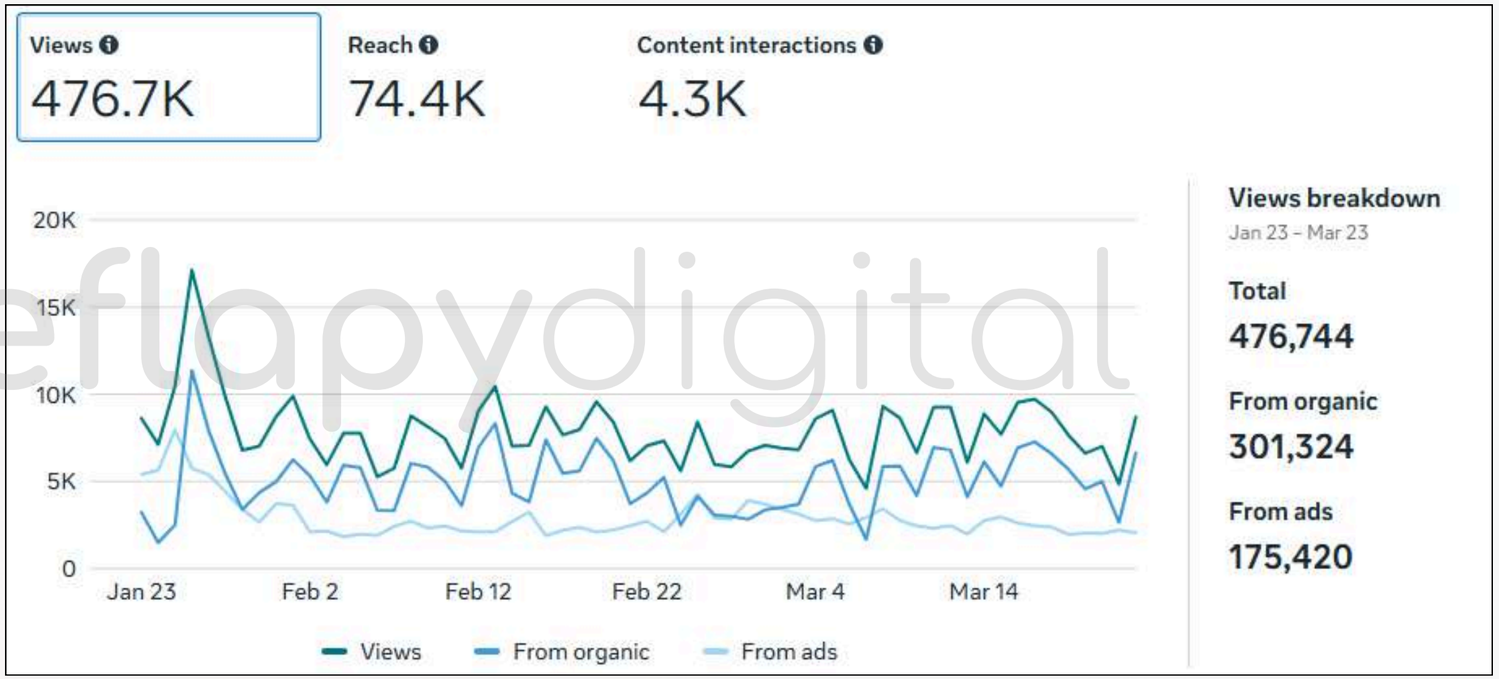
Reach

↑ 56% growth

4.3K

Interactions

↑ 18.2% growth



eflapydigital

Paid ads contributed **175.4K views** alongside 301K organic views. Significant growth in visibility and audience engagement increased overall brand awareness and reach.

s2 analytics

ADS PERFORMANCE

364
Leads
Message Conversion

₹22,457.3
Amount Spent
Total campaign spend

₹52.44
Cost per Result
Efficient conversion cost

1,70,159
Reach
Unique people reached

Off / On	Campaign	Delivery	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Impressio...	CPM (cos...	CTR (all)	Clicks (all)	CPC (all)
	Lead_New_06/...	Active	39 Leads (Form)	5,262	1.09	₹40.66 Per Lead (Form)	Using ad se...	₹1,585.60	5,746	₹275.86	2.96%	170	₹9.33
	Algo_lead_03M...	Off	325 Leads (Form)	164,897	1.49	₹64.22 Per Lead (Form)	Using ad se...	₹20,871.70	246,414	₹84.70	1.34%	3,308	₹6.31

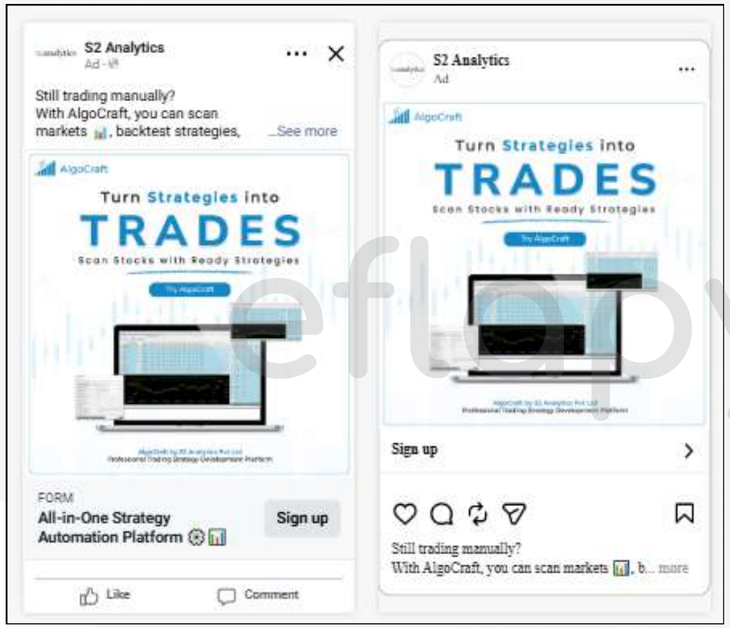
Results	Amount spent	CTR (all)
39 Leads (Form)	₹1,585.60	2.96%
325 Leads (Form)	₹20,871.70	1.34%

eflapydigital

CTR reached up to **2.96%** across high-performing campaigns, with a healthy frequency in the range of **1.09 - 1.49** and CPC of **₹7.82**.

s2 analytics

AD PREVIEW



9.26%
CTR



3.41%
CTR

These are the ad creatives used in the campaigns, featuring different promotional messages, visual styles, and content concepts created to increase engagement, clicks, and inquiries.

s2 analytics

ASSETS USED



Photo Ads
Inspiring the audience with photo ads



Core Audience
Selected the Right Target Audience

erlapydigital



Measurement
Optimised the Campaigns with the exisiting Insights



Lookalike Audience
Based on previous purchasers and leads.

Thank You

efiapy digital