



Glimmers Point
A Solution of Web

META ADS PORTFOLIO

Facebook & Instagram Advertising Case Studies and Results

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About Glimmers Point

GLIMMERS POINT LLP

★ A Solution of Web

We are your committed partners in building **measurable digital growth**. Our team plans, launches, and scales high-ROI campaigns across social and search with **creative, data, and strategy** combined.



Outcome-focused: We prioritize tangible business metrics like leads, sales, ROAS, and net profitability over vanity metrics.



Full-Funnel Expertise: From brand awareness to conversion and retention, we engineer the entire customer journey.



Custom Strategy: Every business is unique. We tailor our approach to fit your specific industry and goals.



Meta Ads (FB/IG)



SEO & Content



CRO & Analytics



Google Ads (SEM)



Web Development



Creative Strategy

200+

ACCOUNTS MANAGED

25+

INDUSTRIES SERVED

Meta Ads Expertise

Comprehensive Facebook & Instagram Advertising Capabilities

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Full-Funnel Strategy

- Top-of-Funnel Brand Awareness
- Consideration & Traffic Campaigns
- High-Intent Conversion Actions
- Retention & Loyalty Building



Creative Development

- Static Image & Carousel Ads
- Video & Reels Production
- Dynamic Creative Testing (DCT)
- Custom Lead Forms & Offers



Audience Targeting

- Interest & Behavior Profiling
- Lookalike Audiences (LAL 1-10%)
- Custom Retargeting Segments
- Advantage+ Shopping Campaigns



Advanced Tracking

- Meta Pixel + CAPI Integration
- Custom Event Mapping
- Domain Verification & Aggregated Events
- Granular UTM Taxonomy



Optimization

- A/B Split Testing & Experiments
- Bid Strategy Management (Cost Cap/Bid Cap)
- Budget Scaling Rules
- Placement Optimization



Reporting & Analysis

- Real-time Dashboard Access
- Key Metrics: ROAS, CPA, CPL, MER
- Attribution Modeling
- Cohort & LTV Analysis



DATA-DRIVEN GROWTH FOR SCALABLE RESULTS

Key Achievements at a Glance

Proven Performance Across 25+ Industries

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EXPERIENCE

27+

Active Accounts Managed

Successfully scaled across diverse verticals



EFFICIENCY

\$3.5-\$20

Average Cost Per Lead

Consistent performance in high-competition niches



SCALE

1028%

Lead Volume Improvement

Post-optimization growth (PGG Agriculture Case)



OPTIMIZATION

500%

Website Conversion Uplift

Achieved for Dracula's Cabaret Campaigns



E-COMMERCE

300%

Return on Ad Spend (ROAS)

Sustained at €30k/month scale (Dropshipping)



VOLUME

\$1.00

Cost Per Offer Claim

High-volume viral offer campaigns

Case Study: ARC (Government)

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CLIENT
ARC – AC and Refrigerator

OBJECTIVE **BUDGET**
Lead Generation **\$7,000 / Month**

AD TYPES
Standard Image Ads, Lead Ads

600+
Leads Generated
⚡ Achieved in first ~25 days

KEY OUTCOMES

- ✓ **\$8.50 Average CPL (Cost Per Lead)**
- ✓ High-quality leads for government-backed initiative
- ✓ Rapid scaling within first month of takeover

Search Business

\$254.82 **\$17.36**
25/01 Today

No ti

Columns: Performance

Delivery	Results	Reach	Cost	Amount spent
Active	526 Leads (Form)	114,098	\$8.23 Per Lead (Form)	\$4,331.01
Active	2,063 Link Clicks	116,317	\$0.89 Per link click	\$1,835.33
Active	69 Leads (Form)	25,342	\$12.68 Per Lead (Form)	\$874.59
Active	112 Link Clicks	6,864	\$1.26 Per link click	\$141.66
	—	246,377 People	—	\$7,182.59 Total Spent

Case Study: Defence Health (Insurance)

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CLIENT
Defence Health

OBJECTIVE **BUDGET**
Lead Gen & Web Clicks **\$12,000 / Month**

AD TYPES
Standard Image Ads, Lead Ads

200+
Leads in 48 Hours
⚡ Instant scale achieved post-launch

KEY OUTCOMES

- ✓ **\$3.50 Average CPL (vs \$20 previous agency CPA)**
- ✓ **Massive 82% reduction in Cost Per Acquisition**
- ✓ **Paused campaigns due to overwhelming lead volume**

Defence Health (670007415344000) ▾

Account: Defence Health

past 7 days: \$2,424.58

\$136.34	\$414.50	\$466.34	\$463.33	\$458.89	\$454.94	\$30.24
20/01	21/01	22/01	23/01	24/01	25/01	Today

Campaigns + Create Campaign

Campaign	Delivery	Results	Reach
Defence Friends of People who Like your page - website clicks	Active	3,255 Link Clicks	9,000
Defence Page Likes - website clicks	Active	643 Link Clicks	1,000
Website Clicks Defence Work and Interests	Active	3,067 Link Clicks	8,000
Website Clicks - Insurance Interests	Active	2,825 Link Clicks	6,000
Lead Generation - Military work and interests	Inactive	169 Leads (Form)	2,000
Lead Generation - People who like your page	Inactive	31 Leads (Form)	—
Lead Generation - Friends of People who like your page	Inactive	22 Leads (Form)	—
Defence Health DH Transitions	Completed	— Link Click	25 P

▶ Results from 8 Campaigns

Case Study: Life Space Probiotics

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CLIENT INDUSTRY

Health & Wellness Products

OBJECTIVE

Brand Awareness & High-Intent Traffic

MONTHLY BUDGET

\$5,000 / Month

STRATEGY

Website Click Image Ads + Content

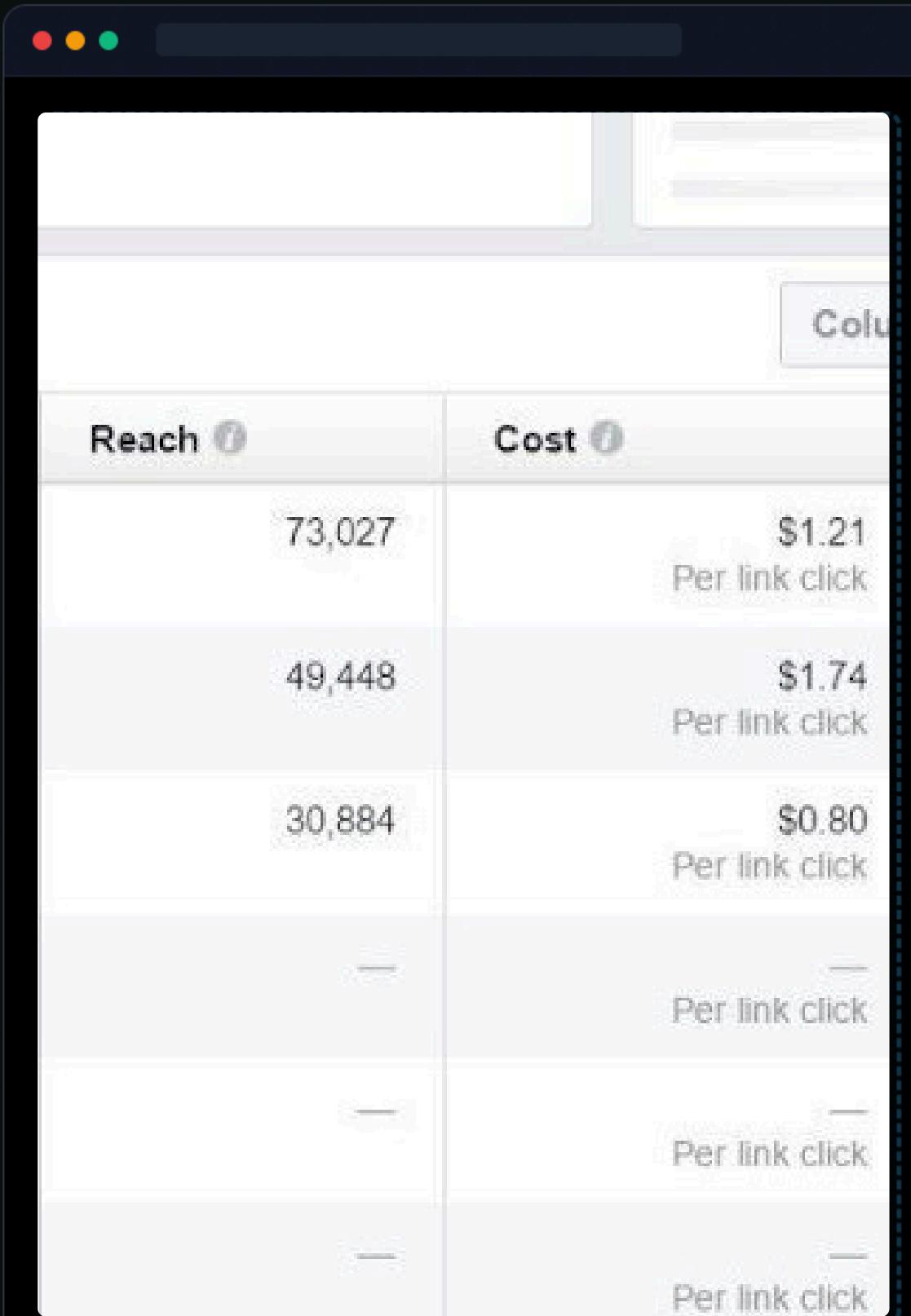
CAMPAIGN RESULTS

- Generated high-potential traffic to the official website.
- Significant uplift in brand engagement and visibility.
- Optimized for quality sessions over sheer volume.
- Successful cross-channel integration with Google Display.



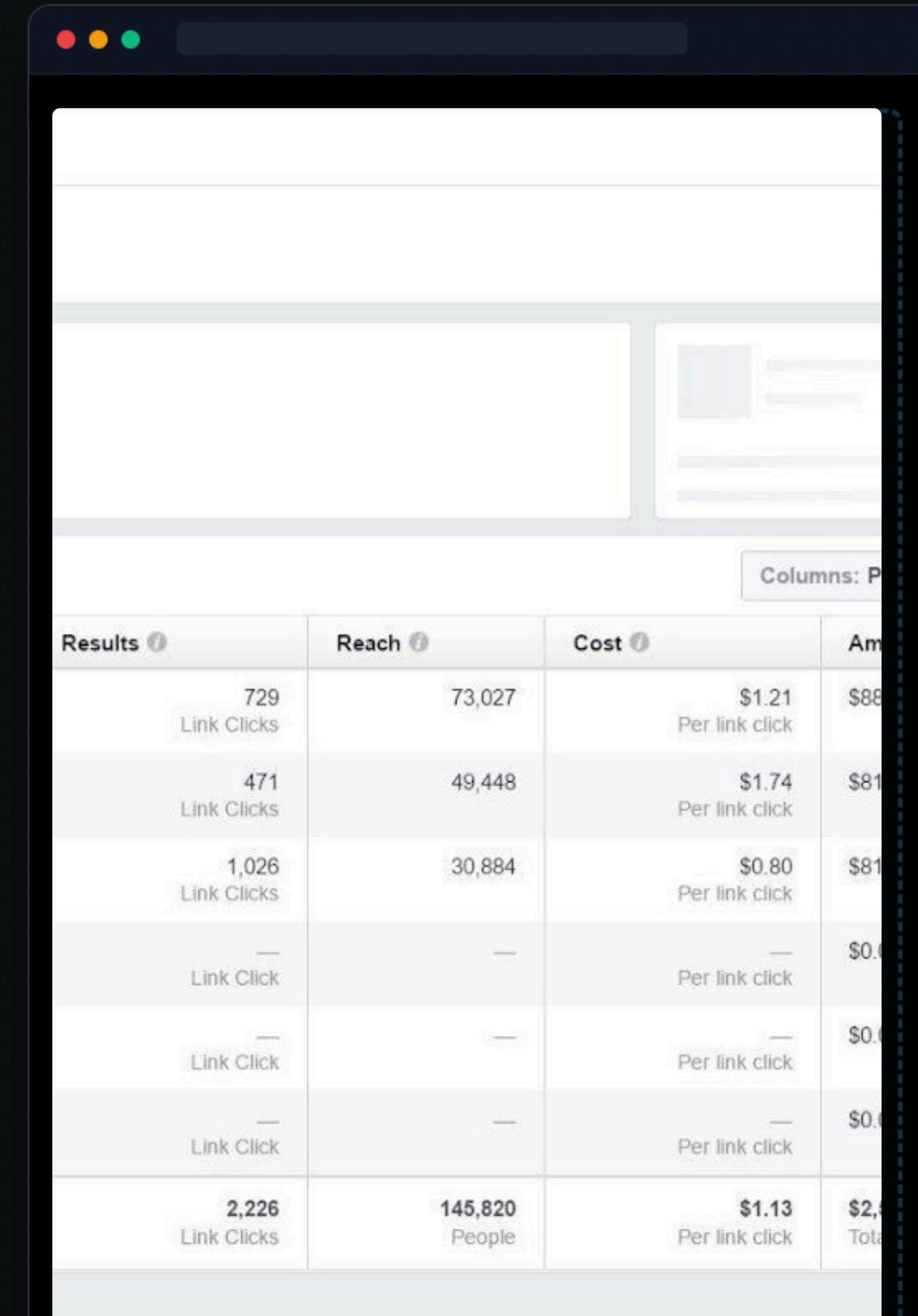
FOCUS

Quality Traffic Acquisition



Reach	Cost
73,027	\$1.21 Per link click
49,448	\$1.74 Per link click
30,884	\$0.80 Per link click
—	Per link click
—	Per link click
—	Per link click
—	Per link click
2,226	\$1.13 Per link click

Campaign performance dashboard showing reach metrics



Results	Reach	Cost	Am
729 Link Clicks	73,027	\$1.21 Per link click	\$88
471 Link Clicks	49,448	\$1.74 Per link click	\$81
1,026 Link Clicks	30,884	\$0.80 Per link click	\$81
— Link Click	—	Per link click	\$0.0
— Link Click	—	Per link click	\$0.0
— Link Click	—	Per link click	\$0.0
2,226 Link Clicks	145,820 People	\$1.13 Per link click	\$2,5
			Total

Traffic quality and session duration analysis

Case Study: Dracula's Cabaret

CLIENT

Dracula's Cabaret Restaurant

OBJECTIVE

Online Show \$2,600 / Month

AD TYPES

Conversions. Offers. Lead Gen.

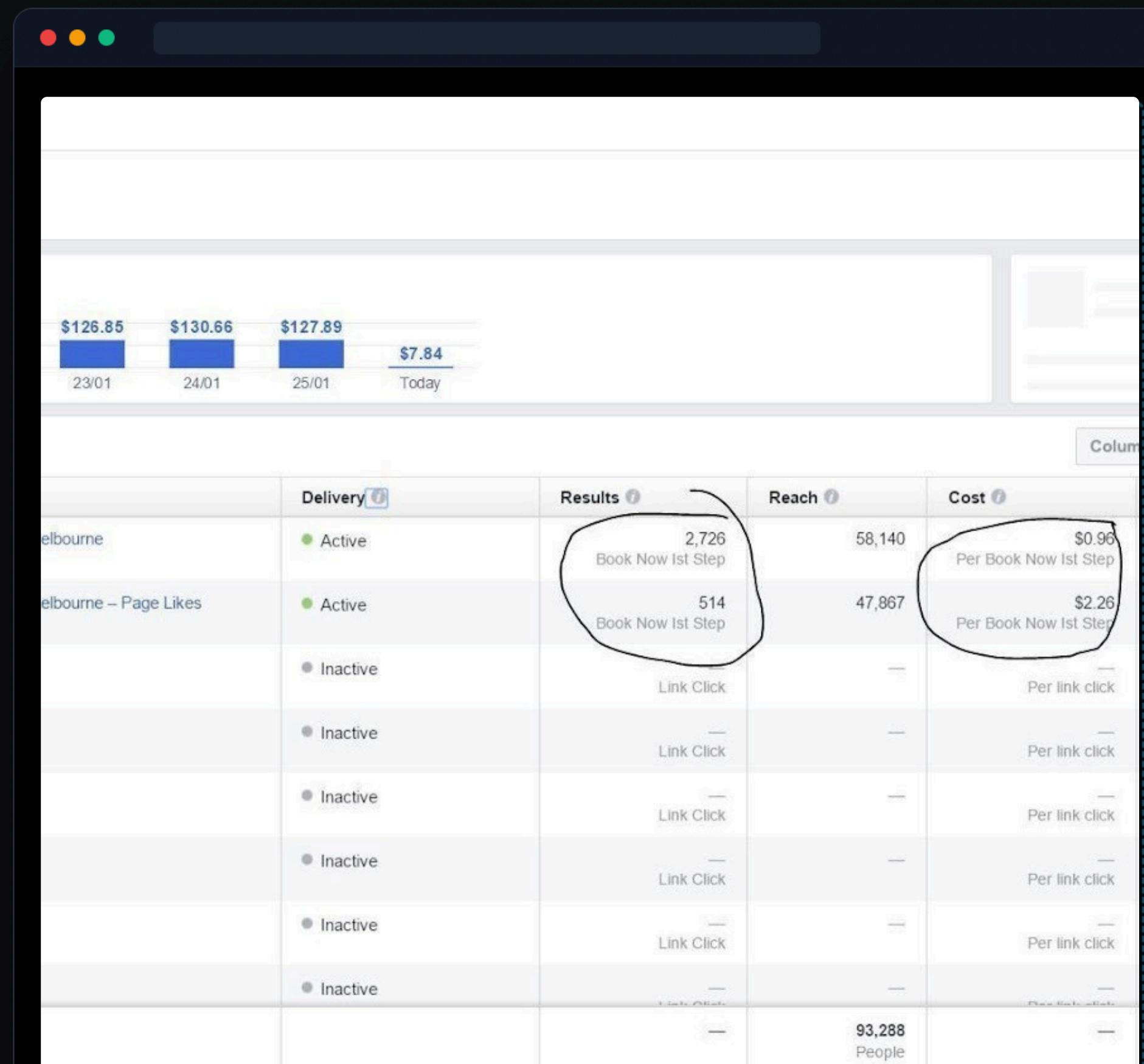
500%

Website Conversion Uplift

Claims at minimum \$1/offering

KEY OUTCOMES

- ✓ **Offer Claims Campaign:** Extremely successful performance
 - ✓ Drove significant volume of online show bookings
 - ✓ Consistent improvement in results over time



Case Study: Falafel 'N' Cafe

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CLIENT INDUSTRY

Mediterranean Restaurant

OBJECTIVE

Online Orders & Catering Bookings

MONTHLY BUDGET

\$1,200 / Month

STRATEGY

Awareness, Lead Gen & Conversions

CAMPAIGN RESULTS

- Multi-objective funnel driving direct food orders.
- Brand building increased local market awareness.
- Generated consistent leads for catering services.
- High engagement across targeted local audiences.



FOCUS

Orders & Catering Growth

Cafe Mediterranean Restaurant

Mediterranean Grill, Falafel, Kabab, Shawarma, vegan a



Mediterranean Restaurant
staple dishes from Egypt, Greece, Italy, Spain, France, Lebanon, Clearwater, Clearwater Beach, Dunedin....

Online order conversion performance data

Mediterranean Restaurant

Mediterranean Grill, Falafel, Kabab, Shawarma, many vegan o



Mediterranean Restaurant
ishes from Egypt, Greece, Italy, Spain, France, Lebanon, Clearwater Beach, Dunedin....

Lead generation metrics for catering services

Case Study: PGG (Agriculture)

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CLIENT

PGG – Agriculture

OBJECTIVE

Lead Gen (New Product)

BUDGET

\$3,500 / Month

AD TYPES

Facebook Lead Generation Ads

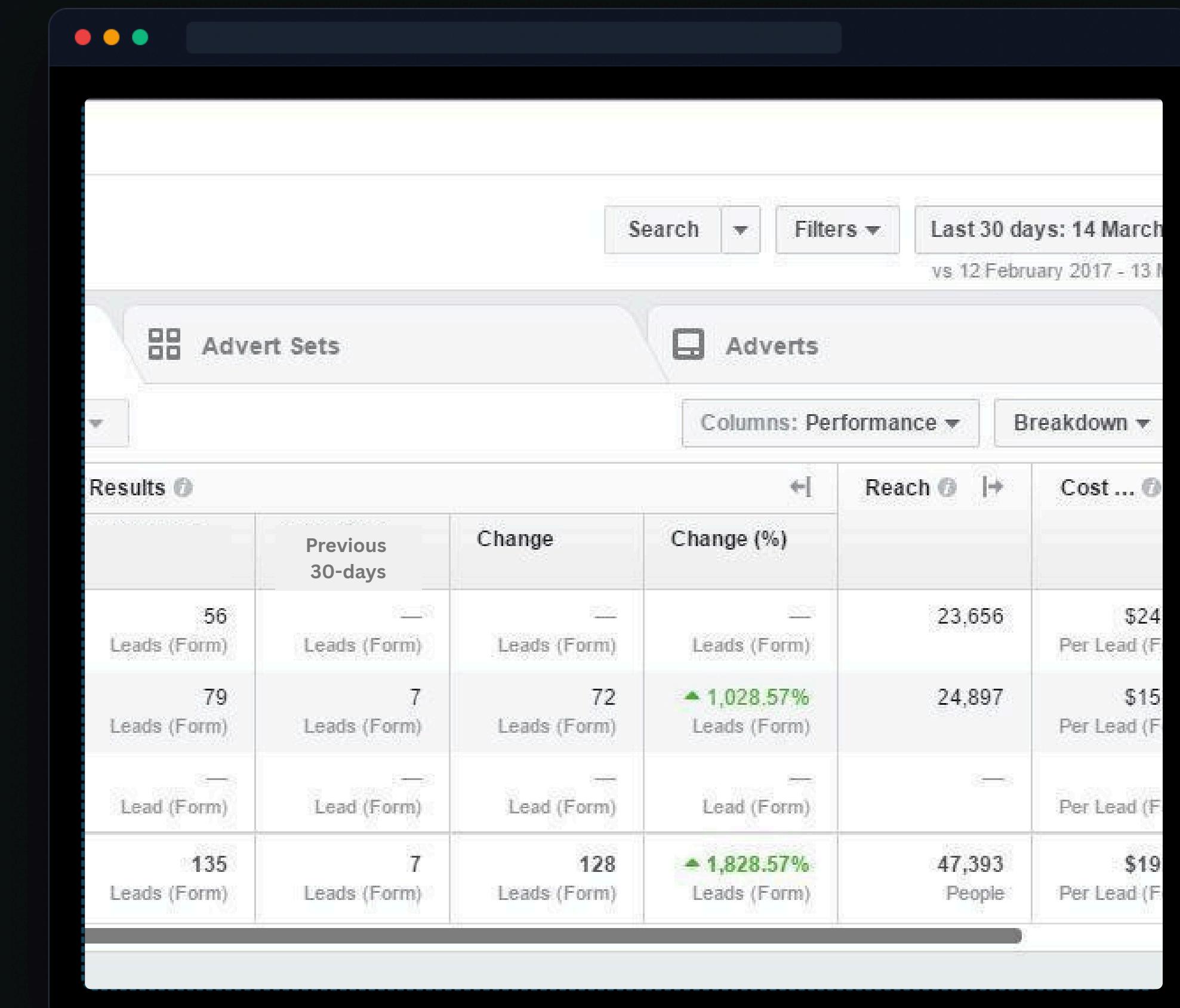
1028.5%

Lead Gen Improvement

Massive scale for new launch

KEY OUTCOMES

- ✓ \$19 Average Cost Per Lead (CPL)
- ✓ Rapid optimization for agriculture sector
- ✓ Successful new product market entry



Case Study: Sunlighten (Spa & Saunas)

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CLIENT

Sunlighten – Saunas & Wellness

OBJECTIVE

High-Quality Leads **BUDGET**
\$6,000 / Month

AD TYPES

Facebook Lead Ads, Standard Link Ads

\$20

Avg. Cost Per Lead (CPL)

◎ Validated across Lead Ad campaigns

KEY OUTCOMES

- ✓ Consistent \$20/Lead from Facebook campaigns
- ✓ Generated 600+ total leads in 3 months (Search + Social)
- ✓ High-ticket product inquiry generation

Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.
847	307,697	0.28%	A\$0.73	A\$618.32	14.00	A\$44.17
0	0	0.00%	A\$0.00	A\$0.00	0.00	A\$0.00
12,262	619,485	1.98%	A\$1.51	A\$18,485.82	597.00	A\$30.87
534	11,219	4.76%	A\$2.09	A\$1,117.37	37.00	A\$29.89
12,262	619,485	1.98%	A\$1.51	A\$18,485.82	597.00	A\$30.87
11,395	295,015	3.86%	A\$1.54	A\$17,523.57	583.00	A\$29.96

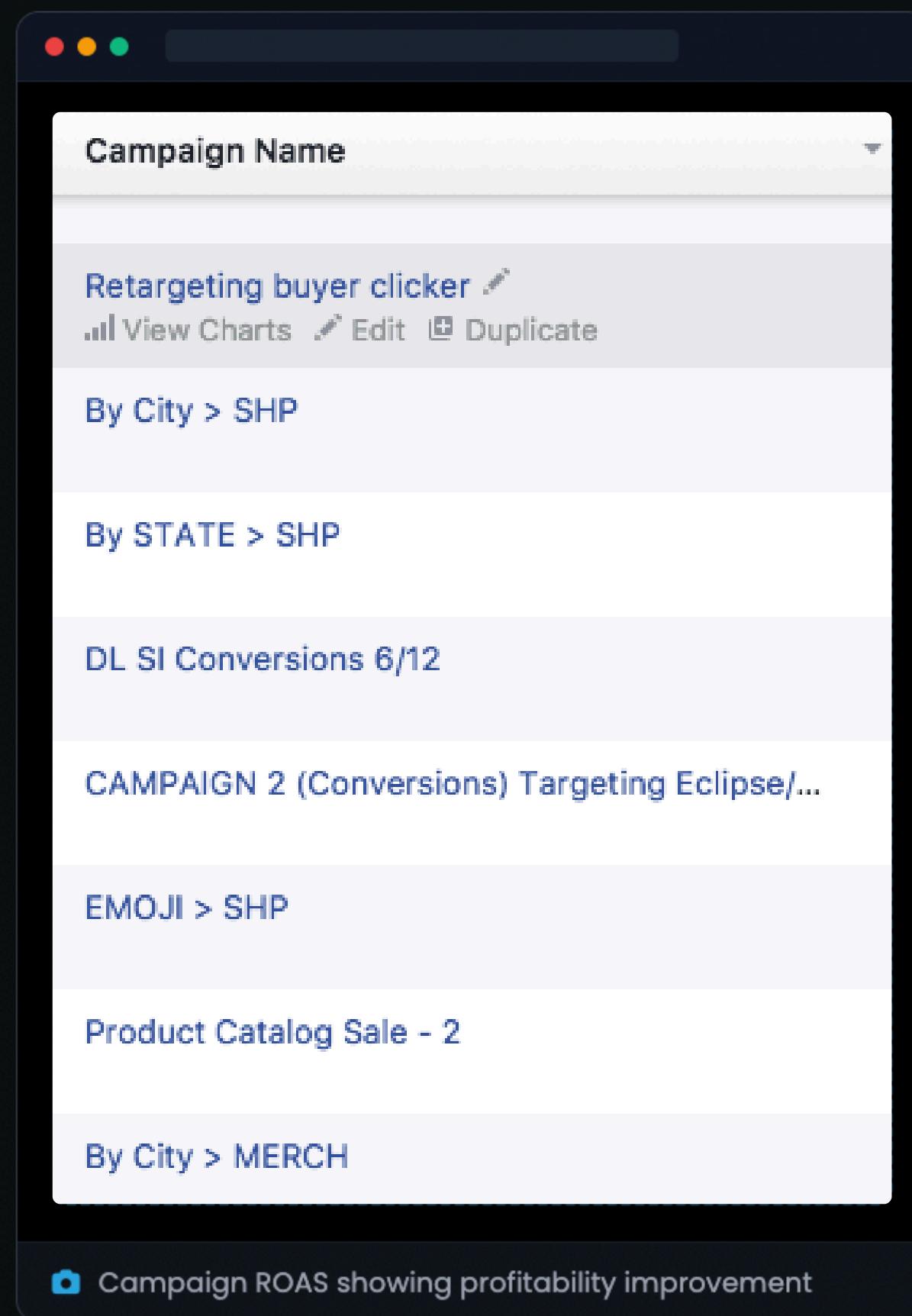
Case Study: Solar Eclipse E-commerce

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CLIENT INDUSTRY	E-commerce (Apparel)
OBJECTIVE	Profitable Sales & ROI Turnaround
MONTHLY BUDGET	\$5,000 / Month
STRATEGY	Shopping & Search Optimization

CAMPAIGN RESULTS	
• Achieved 200% ROI within one month.	
• Successfully turned account from negative ROI to profitable.	
• Optimized Shopping campaigns for apparel and accessories.	
• Consistent sales growth post-takeover.	

 FOCUS	Negative to 200% ROI
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Campaign Name

Retargeting buyer clicker

View Charts Edit Duplicate

By City > SHP

By STATE > SHP

DL SI Conversions 6/12

CAMPAIGN 2 (Conversions) Targeting Eclipse/...

EMOJI > SHP

Product Catalog Sale - 2

By City > MERCH

Campaign ROAS showing profitability improvement

Results	Reach	Impressions	Cost
Post Engagement	55,785	1,037,409	Per
164 Purchases	133,748	375,008	Per
66 Purchases	52,588	116,215	Per
27 Purchases	21,729	26,086	Per
4 Purchases	23,412	34,264	Per
3 Purchases	—	—	—
— Purchase	88	104	Per
— Purchase	2	2	Per
— Purchase	301	432	Per

Focus: Sales revenue attributed to paid campaigns

Case Study: Waterlea (Real Estate)

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CLIENT

Waterlea (Real Estate)

OBJECTIVE

BUDGET
Lead Generation \$3,500

AD TYPES

Facebook Lead Ads

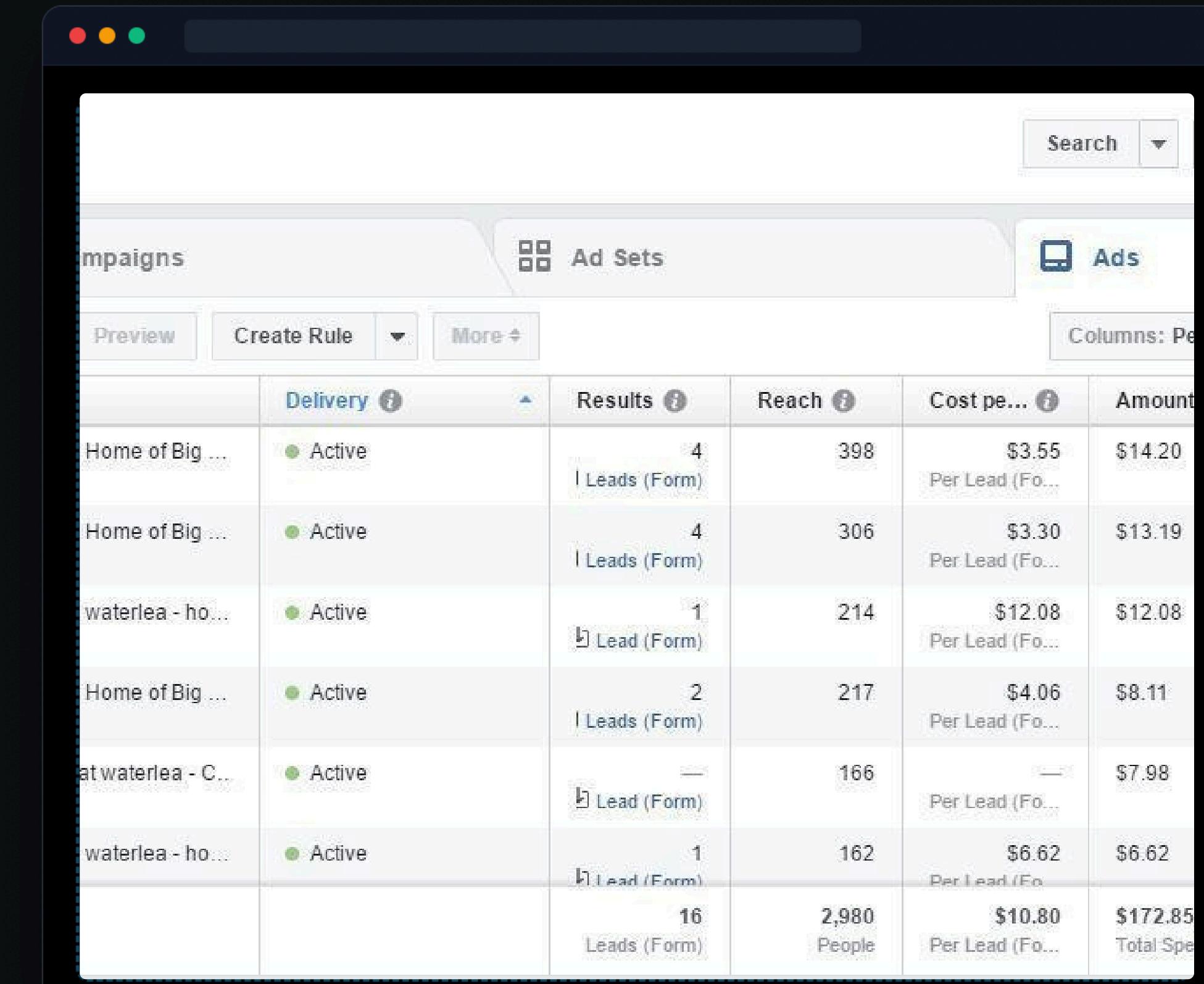
~\$10

Average Cost Per Lead

Smashed \$50 CPA Target

KEY OUTCOMES

- Extremely efficient lead acquisition cost
- High-volume property inquiry generation
- Seamless on-platform lead capture strategy



	Delivery	Results	Reach	Cost per Lead	Amount
Home of Big ...	Active	4 Leads (Form)	398	\$3.55 Per Lead (Form)	\$14.20
Home of Big ...	Active	4 Leads (Form)	306	\$3.30 Per Lead (Form)	\$13.19
waterlea - ho...	Active	1 Lead (Form)	214	\$12.08 Per Lead (Form)	\$12.08
Home of Big ...	Active	2 Leads (Form)	217	\$4.06 Per Lead (Form)	\$8.11
at waterlea - C...	Active	— Lead (Form)	166	— Per Lead (Form)	\$7.98
waterlea - ho...	Active	1 Lead (Form)	162	\$6.62 Per Lead (Form)	\$6.62
		16 Leads (Form)	2,980 People	\$10.80 Per Lead (Form)	\$172.85 Total Spend

Case Study: 7 Simple Steps (Consulting)

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CLIENT
7SimpleStepstoSuccess

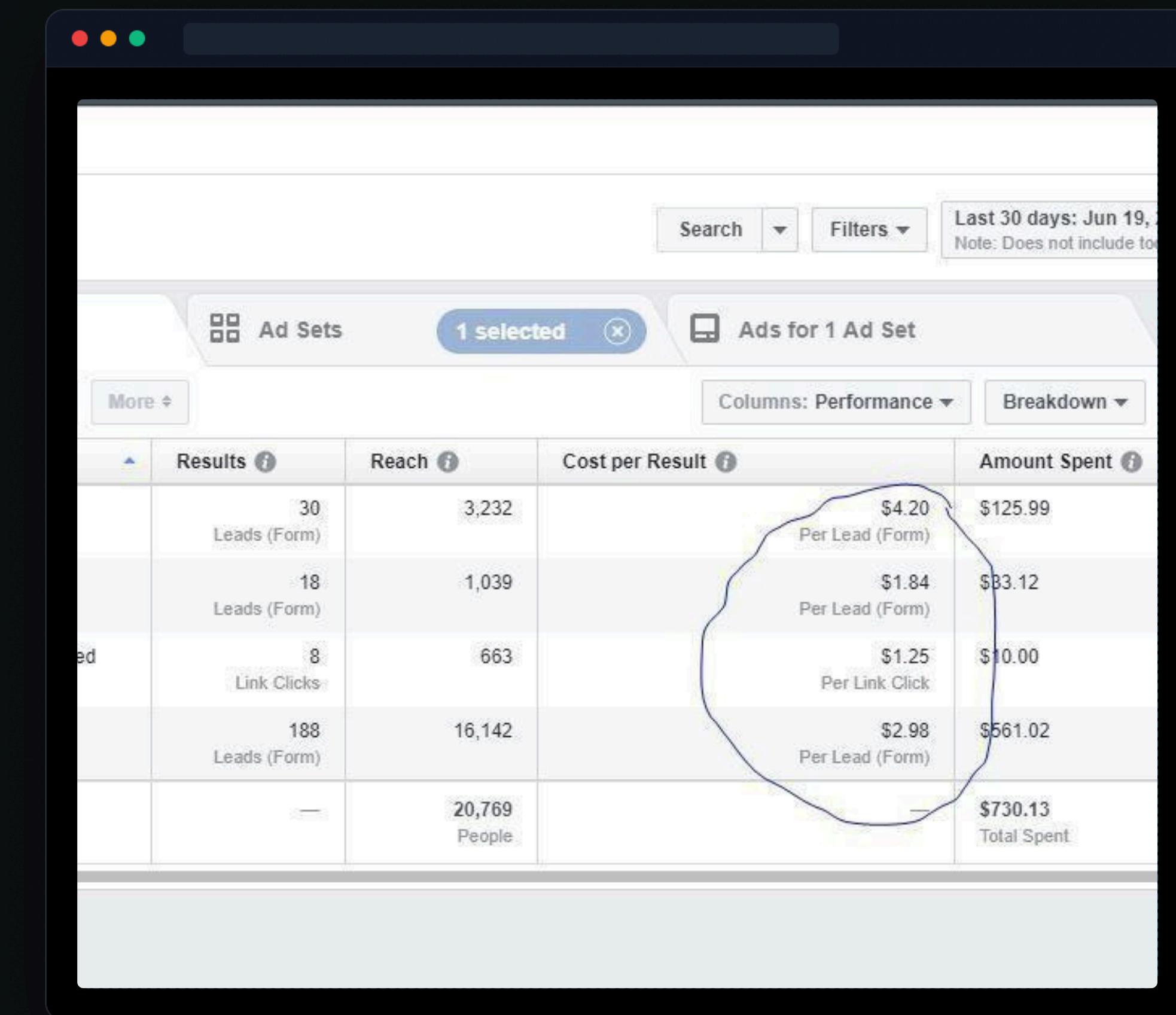
OBJECTIVE BUDGET
Lead Generation **\$1,000 / Month**

AD TYPES
Facebook Lead Ads

\$3.50
Average Cost Per Lead (CPL)
⚡ Highly efficient B2B lead generation

KEY OUTCOMES

- ✓ Exceptional CPL for business consulting niche
- ✓ High lead volume despite modest \$1,000 budget
- ✓ Continuous optimization driving lower costs



Case Study: Zentec Living

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CLIENT

Zentec Living – Home Tech

OBJECTIVE

Sales & Lead Gen

BUDGET

\$5,000 / Month

STRATEGY

Facebook Ads + Clickfunnels

100%

Revenue Increase

⚡ Achieved in first 2 weeks

KEY OUTCOMES

- ✓ CPA under \$10 (Target was \$20)
- ✓ Doubled revenue through funnel optimization
- ✓ High-converting Clickfunnels integration

GROSS

\$2,117.97

AVERAGE CA

\$43

Source	Opt-Ins		Sales			
	Uniques	All	Rate	Count	Rate	Value
Facebook Ads	1,640	313	19.09%	49	2.99%	\$1,488.18
Clickfunnels	48	21	43.75%	21	43.75%	\$629.79
Referrals	51	-	-	-	-	-

Case Study: Corne-Abondance (Dropshipping)

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CLIENT

Corne-Abondance (E-commerce)

OBJECTIVE

Scalable ROAS

BUDGET

€30,000 / Month

AD TYPES

Facebook Conversion Ads

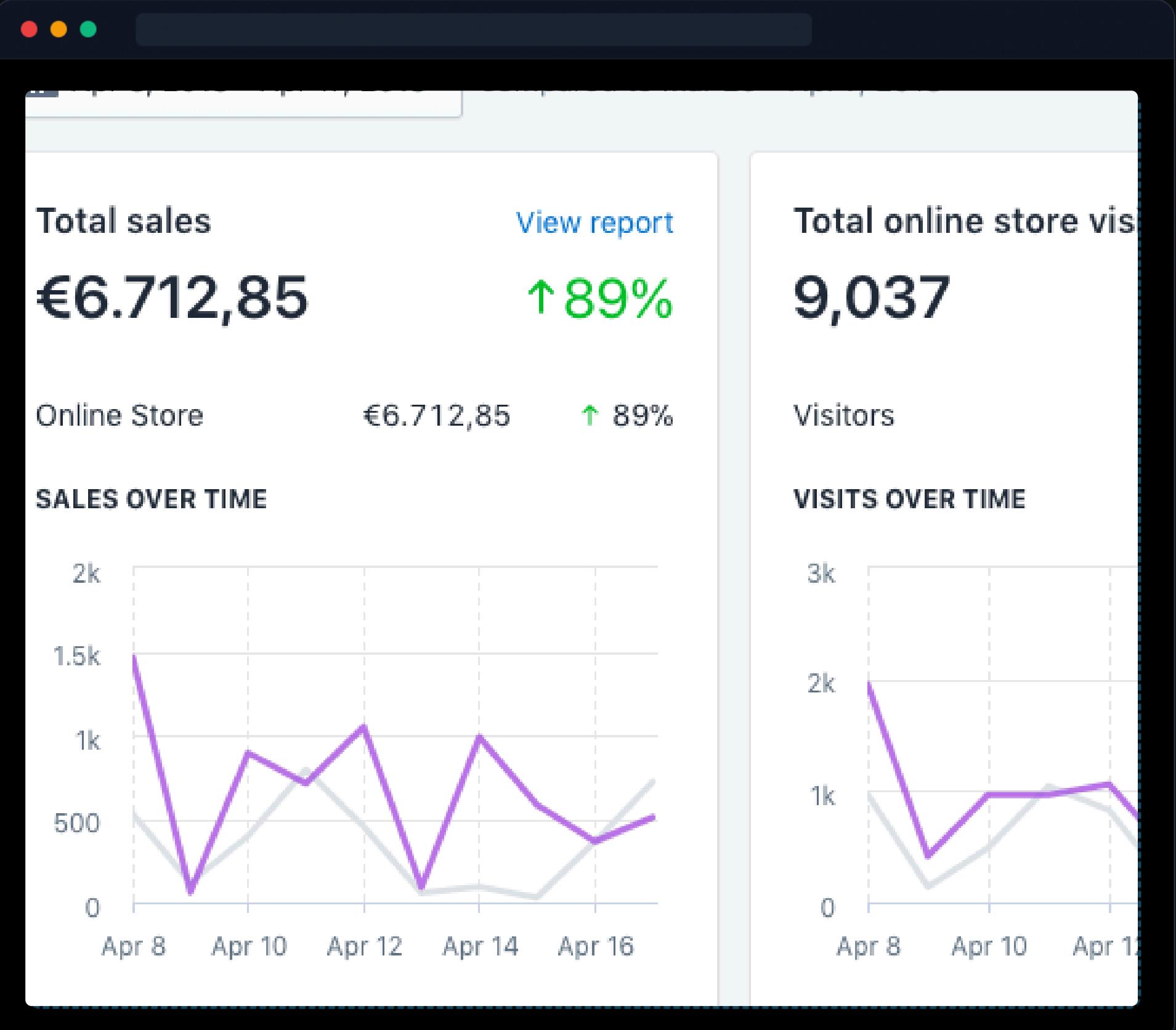
300%

Targeted ROAS Achieved

Maintained at €30k/mo Scale

KEY OUTCOMES

- 300% ROAS consistently met on high spend
- Rapid scaling strategy implemented successfully
- Validated 30-day performance data



Industries We Serve

Tailored Meta Ads Strategies for Diverse Sectors

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Government

Public Sector & Initiatives



Insurance

Financial Services



Health & Wellness

Medical & Clinics



Hospitality

Restaurants & Events



Real Estate

Property Development



E-commerce

Retail & Dropshipping



Trading

Finance & Investment



Beauty

Personal Care Products



SaaS

Software & B2B Tech



Automotive

Dealers & Services



Home Tech

Smart Living & Improvement



Agriculture

Farming & Equipment

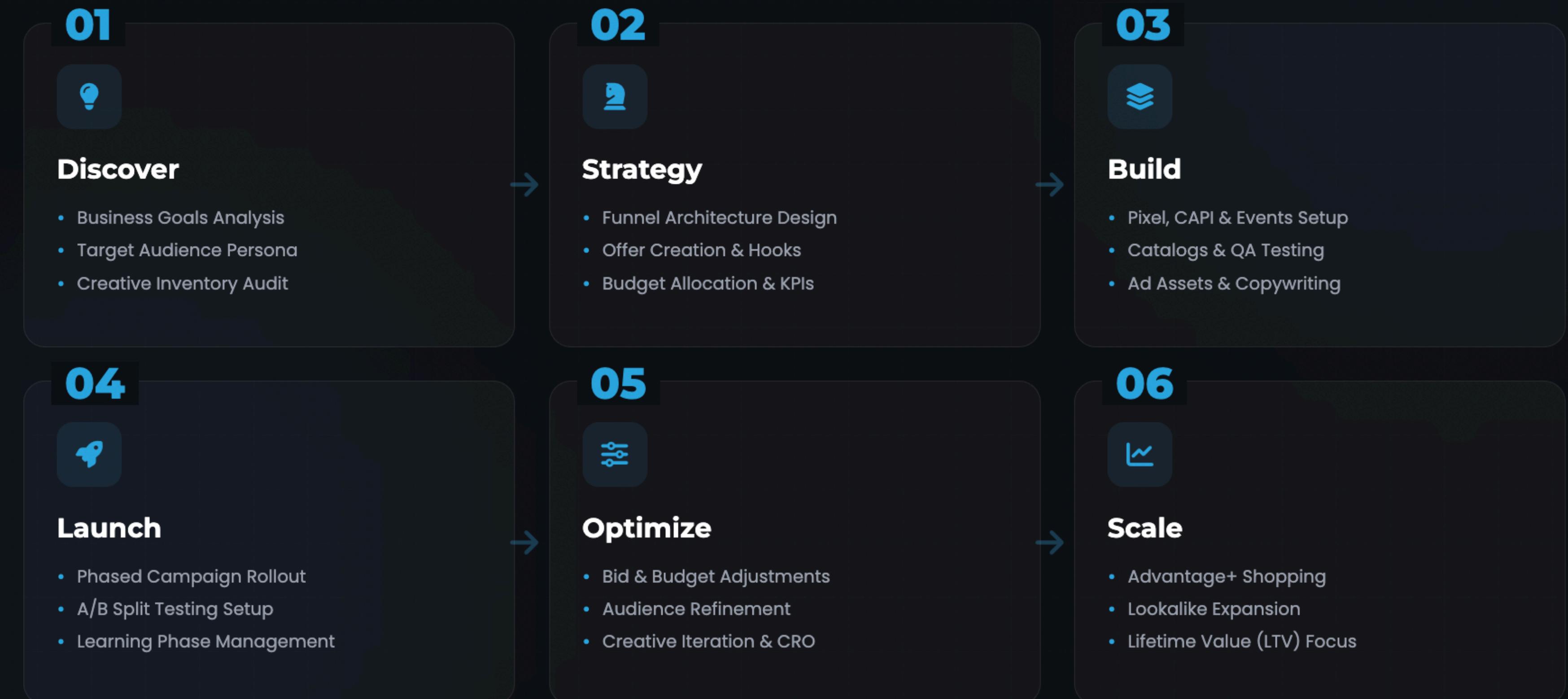


Adapting proven strategies to your specific market needs

Our Meta Ads Approach

A Systematic 6-Step Methodology for Scalable Growth

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Why Choose Glimmers Point

Your Strategic Partner for Meta Ads Success

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Proven Performance

Consistent results with 200+ accounts managed across 25 diverse industries. We deliver measurable ROAS and CPL improvements that impact your bottom line.



Full-Funnel Strategy

We don't just run ads; we engineer growth ecosystems. From creative development and CRO to retention strategies, we manage the entire customer journey.



Rigorous Testing

Our scientific approach to A/B testing ensures constant optimization. We rapidly iterate on creatives, audiences, and offers to find your winning formula.



Transparent Insights

No black boxes. You get clear, honest reporting on metrics that matter—Profit, MER, and CAC—giving you full visibility into your investment.



Privacy-First Tracking

Future-proof your data with our advanced setup. We implement Conversion API (CAPI), server-side tracking, and precise event mapping for the post-cookie era.



Agile Partnership

Experience fast onboarding and responsive communication. We act as an extension of your team, ready to pivot and scale as your business needs evolve.

Results That Speak

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LEAD VOLUME OPTIMIZATION

1028.5%

Increase in lead generation volume achieved for **PGG Agriculture** post-optimization.

E-COMMERCE ROAS

300%

Sustained Return on Ad Spend at scale (€30k/mo budget) for Dropshipping clients.

RAPID RESULTS

2 Days

Time to generate **200+ leads** for Defence Health campaigns.

AVG. COST PER LEAD

\$3.5 - \$20

Consistently low CPL across Real Estate, Consulting, and Spa verticals.

CONVERSION RATE

500%

↑ Uplift

Drastic improvement in website conversions for hospitality offers (Dracula's Cabaret).

PORTFOLIO IMPACT

200+

Accounts Managed

25+

Industries Served



Glimmers Point
A Solution of Web

Let's Build Your Next Growth Story

Ready to scale your business with data-driven Meta Ads strategies? Partner with us to transform clicks into customers and impressions into impact.

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