




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)



Google Ads (SEM)



SEO & Content



Web Development



CRO & Analytics



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

Lead Generation

BUDGET

\$7,000 / Month

AD TYPES

Standard Image Ads, Lead Ads

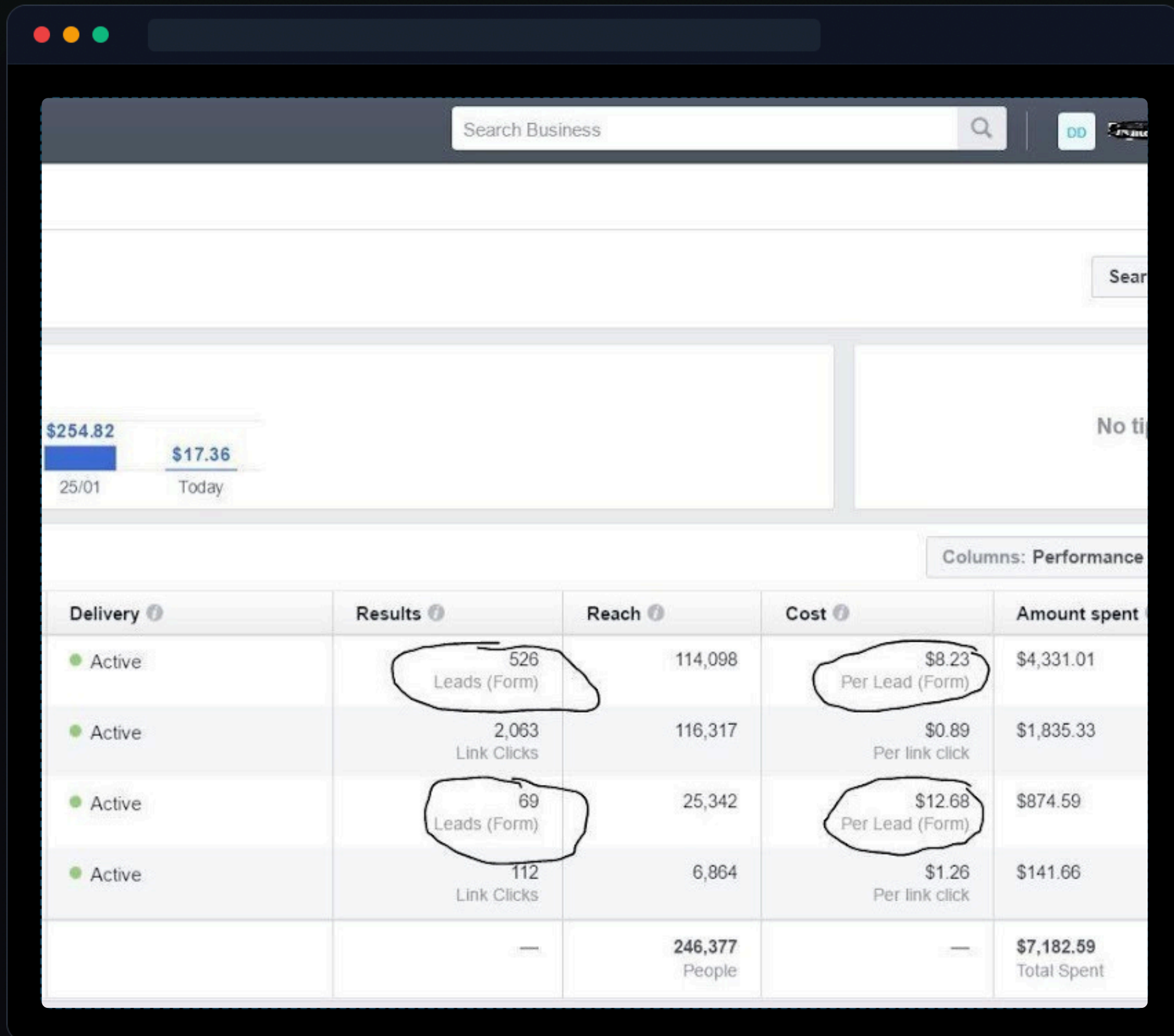
600+

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



Case Study: Defence Health (Insurance)

GLIMMERS POINT LLP

CLIENT

Defence Health

OBJECTIVE

Lead Gen & Web
Clicks

BUDGET

\$12,000 / Month

AD TYPES

Standard Image Ads, Lead Ads

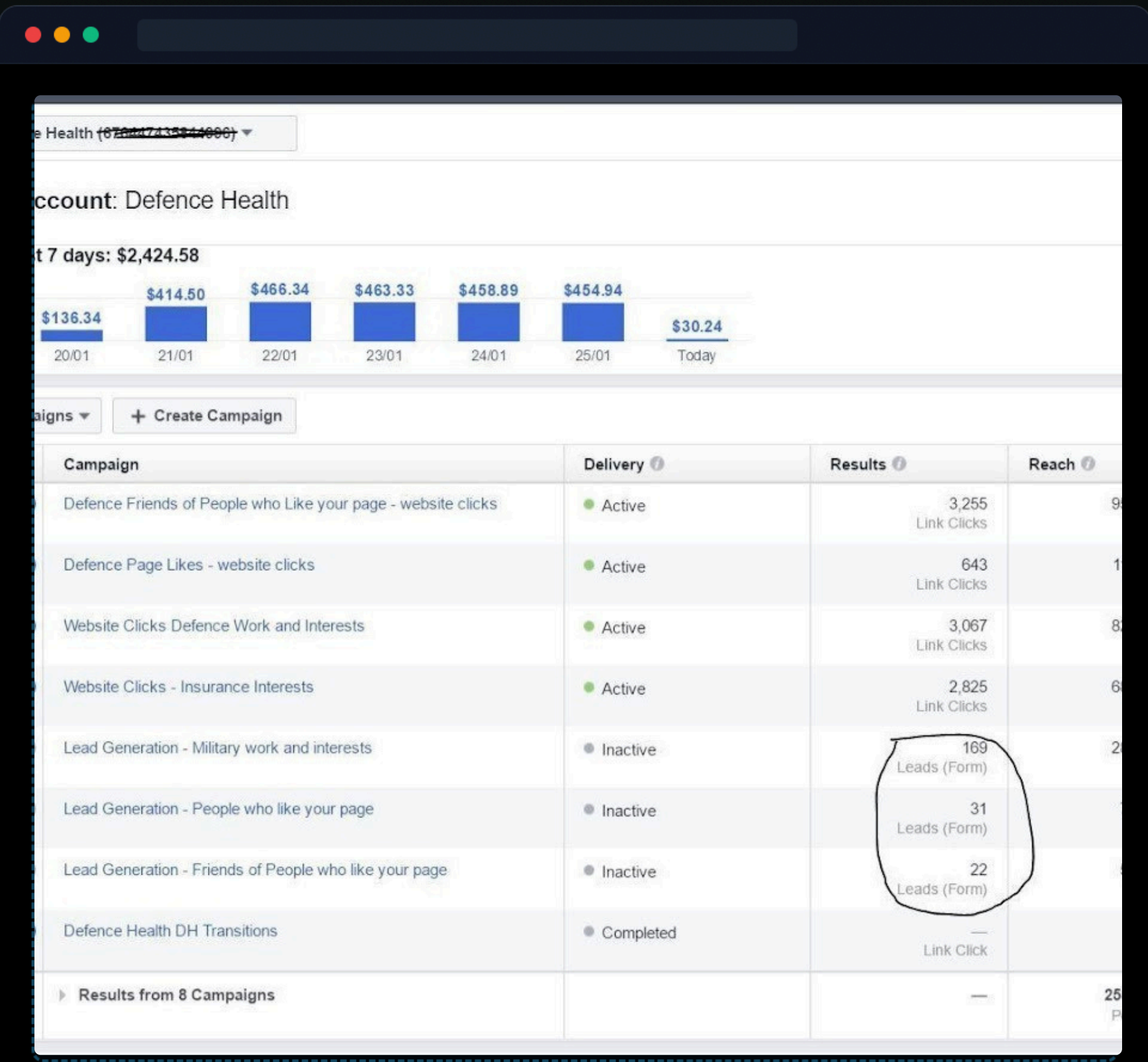
200+

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



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

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	\$2,4

Traffic quality and session duration analysis

Case Study: Dracula's Cabaret

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CLIENT

Dracula's Cabaret Restaurant

OBJECTIVE

**Online Show
Bookings**

BUDGET

\$2,600 / Month

AD TYPES

Conversions, Offers, Lead Gen

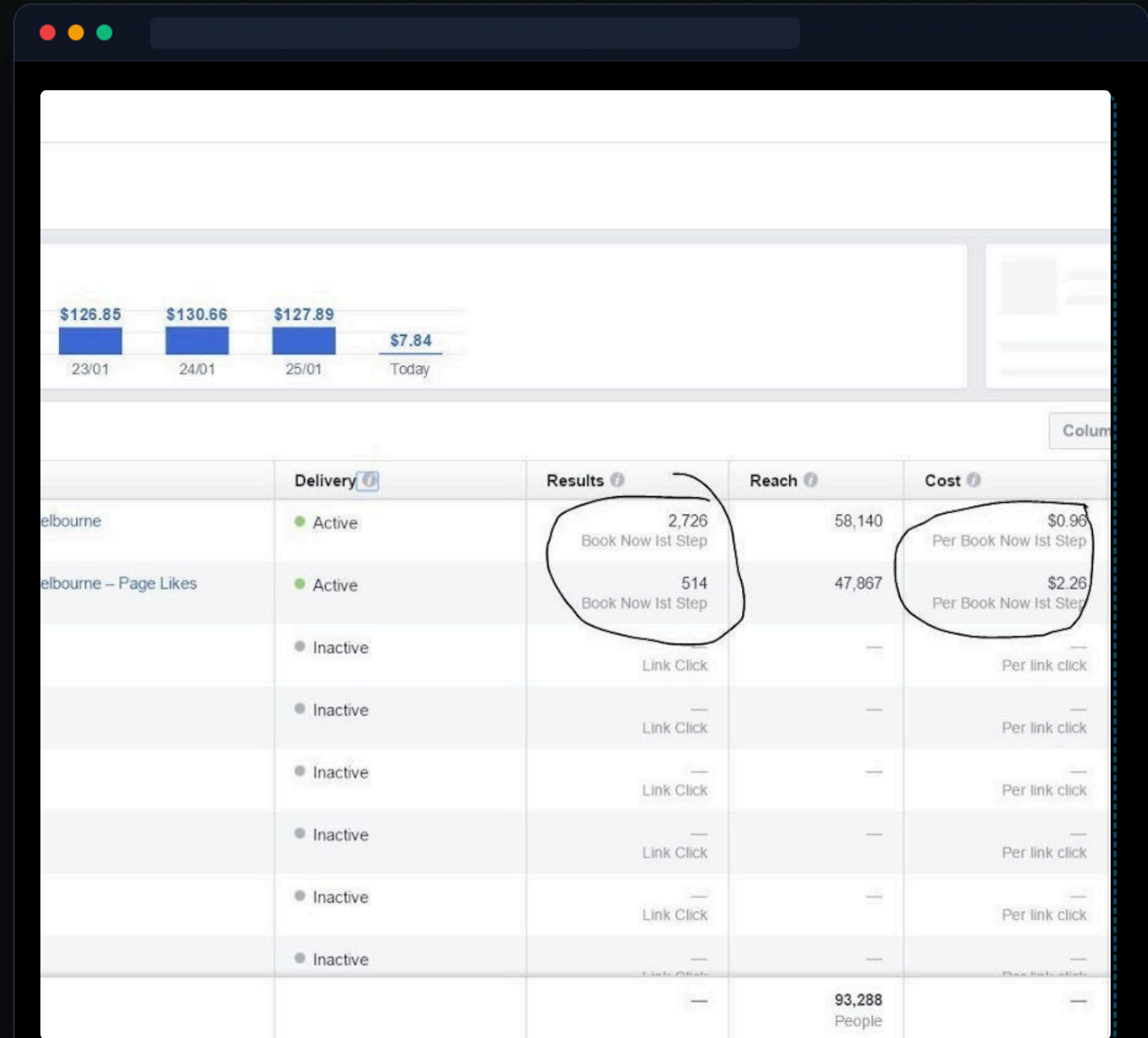
500%

Website Conversion Uplift

Claims at minimum \$1/offer

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

anean Grill, Falafel, Kabab, Shawarma, vegan a



anean Restaurant

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

Online order conversion performance data

Mediterranean Restaurant

n Grill, Falafel, Kabab, Shawarma, many vegan o
hwy 19N, Clearwater FL 33763



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

The screenshot displays the Facebook Ads Manager interface for the 'PGG – Agriculture' campaign. It shows a comparison between the 'Previous 30-days' and the current period, highlighting a significant increase in leads. The table below summarizes the data shown in the interface.

	Previous 30-days	Change	Change (%)	Reach	Cost ...
56 Leads (Form)	Leads (Form)	Leads (Form)	Leads (Form)	23,656	\$24 Per Lead (F
79 Leads (Form)	7 Leads (Form)	72 Leads (Form)	▲ 1,028.57% Leads (Form)	24,897	\$15 Per Lead (F
Lead (Form)	Lead (Form)	Lead (Form)	Lead (Form)	—	Per Lead (F
135 Leads (Form)	7 Leads (Form)	128 Leads (Form)	▲ 1,828.57% Leads (Form)	47,393 People	\$19 Per Lead (F

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

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

Create Rule

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

Sales revenue attributed to paid campaigns

Case Study: Waterlea (Real Estate)

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CLIENT

Waterlea (Real Estate)

OBJECTIVE

Lead Generation

BUDGET

\$3,500

AD TYPES

Facebook Lead Ads

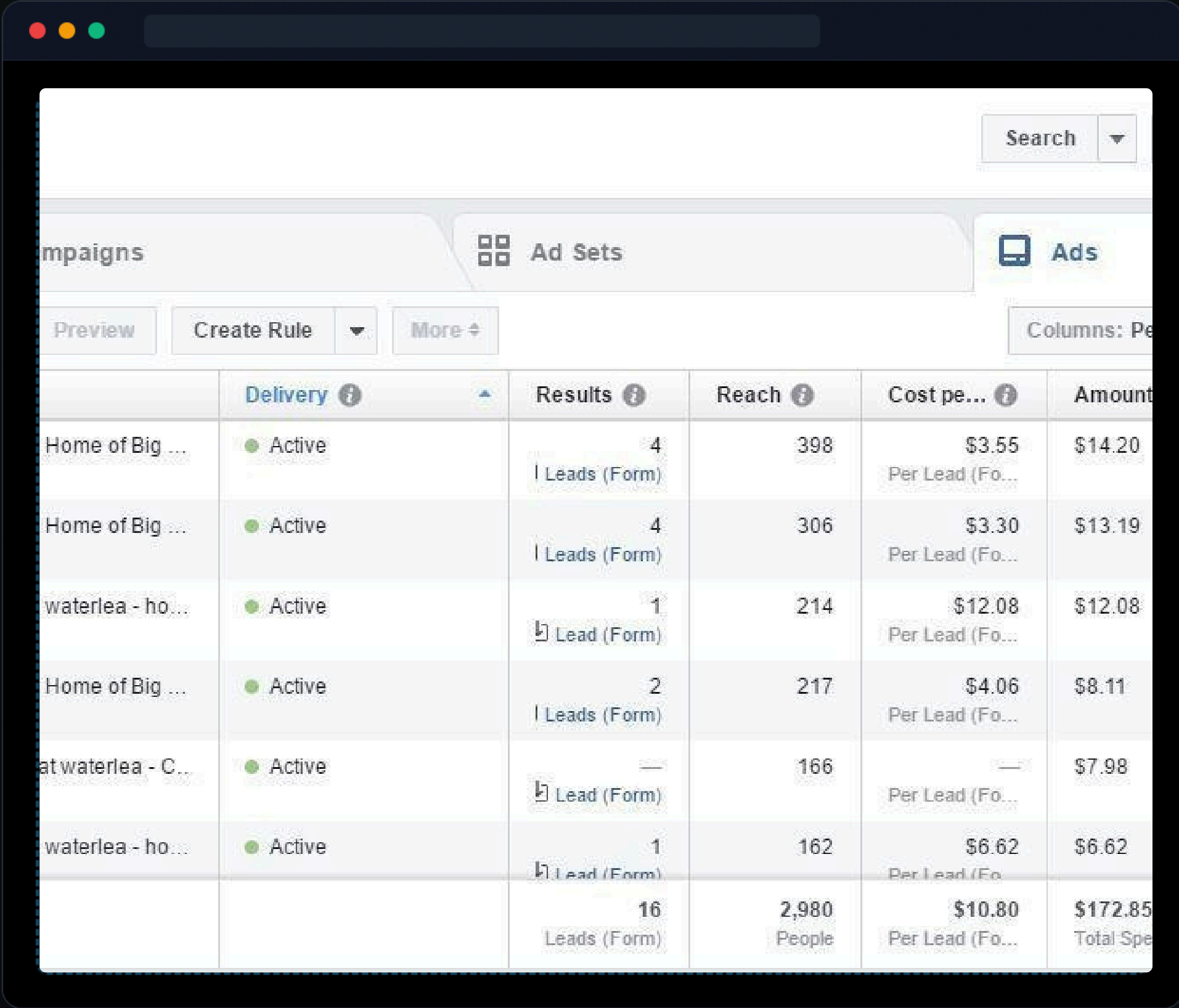
~\$10

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



The screenshot displays the Facebook Ads Manager interface. At the top, there are tabs for 'Campaigns', 'Ad Sets', and 'Ads'. Below these, there are buttons for 'Preview', 'Create Rule', and 'More'. A search bar is located in the top right corner. The main table shows performance metrics for various ad sets. The columns are: Name, Delivery, Results, Reach, Cost per lead, and Amount spent. The data is as follows:

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

Case Study: 7 Simple Steps (Consulting)

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CLIENT

7SimpleStepstoSuccess

OBJECTIVE

Lead Generation

BUDGET

\$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

Search Filters Last 30 days: Jun 19, 2024 Note: Does not include top-level results

Ad Sets 1 selected Ads for 1 Ad Set

More Columns: Performance Breakdown

	Results <i>i</i>	Reach <i>i</i>	Cost per Result <i>i</i>	Amount Spent <i>i</i>
	30 Leads (Form)	3,232	\$4.20 Per Lead (Form)	\$125.99
	18 Leads (Form)	1,039	\$1.84 Per Lead (Form)	\$33.12
	8 Link Clicks	663	\$1.25 Per Link Click	\$10.00
	188 Leads (Form)	16,142	\$2.98 Per Lead (Form)	\$561.02
	—	20,769 People	—	\$730.13 Total Spent

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

Leads	Opt-Ins		Sales		
Uniques	All	Rate	Count	Rate	Value
1,640	313	19.09%	49	2.99%	\$1,488.18
48	21	43.75%	21	43.75%	\$629.79
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

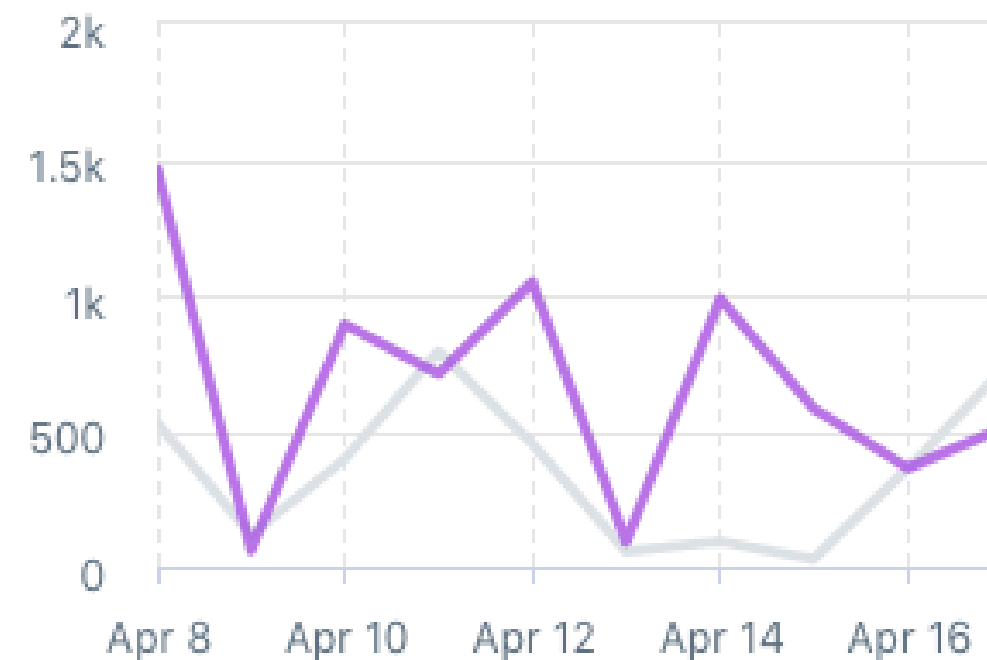
Total sales
€6.712,85

[View report](#)

↑ 89%

Online Store €6.712,85 **↑ 89%**

SALES OVER TIME

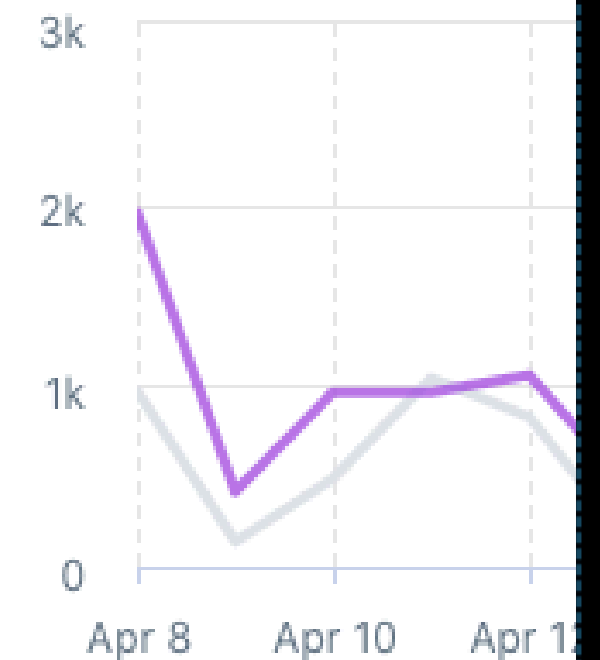


Total online store vis

9,037

Visitors

VISITS OVER TIME



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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01

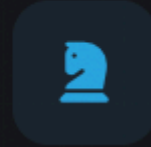


Discover

- Business Goals Analysis
- Target Audience Persona
- Creative Inventory Audit



02



Strategy

- Funnel Architecture Design
- Offer Creation & Hooks
- Budget Allocation & KPIs



03



Build

- Pixel, CAPI & Events Setup
- Catalogs & QA Testing
- Ad Assets & Copywriting

04



Launch

- Phased Campaign Rollout
- A/B Split Testing Setup
- Learning Phase Management



05



Optimize

- Bid & Budget Adjustments
- Audience Refinement
- Creative Iteration & CRO



06



Scale

- Advantage+ Shopping
- Lookalike Expansion
- Lifetime Value (LTV) Focus

Why Choose Glimmers Point

Your Strategic Partner for Meta Ads Success

 GLIMMERS POINT LLP



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.

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).

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.

PORTFOLIO IMPACT

200+

Accounts Managed

25+

Industries Served



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.

BOOK A STRATEGY CALL →



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