



# Increasing the Effectiveness of Facebook Ads Campaign: A Case Study on Video Advertising

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## Abstract

This case study examined strategies to enhance the effectiveness of Facebook video ad campaigns for any marketing company. By leveraging compelling storytelling, audience segmentation and Facebook's advanced targeting tools, the company aimed to boost brand awareness and drive sales. The study found significant improvements in engagement metrics, such as video views, click-through rates, and conversion rates. Key creative elements, including video length, thumbnail selection, and call-to-action placement played crucial roles in capturing audience attention. The findings offer actionable insights and best practices for optimizing video advertising on Facebook.

## 1. Introduction

The rapidly evolving landscape of digital marketing, social media platforms have become essential channels for businesses aiming to reach and engage with their target audiences. Among these platforms, Facebook stands out with its extensive user base and sophisticated advertising tools, making it a cornerstone for many digital marketing strategies. As consumer preferences shift towards more engaging and visually appealing content, video advertising has emerged as a powerful medium to capture attention and drive action [1]. Static images and text-based ads are becoming less effective at capturing consumer attention. Videos, with their dynamic and engaging qualities, present a promising alternative. Facebook offers a variety of advertising tools that can be easily utilized at any time through a simple, step-by-step procedure. Users can create and publish an advertisement within minutes. These ads are customized to suit the user's needs, with customizable target audiences.

Facebook provides helpful suggestions throughout the process, from the layout of the ad to the target audience. The platform displays the number of users reached once the target audience is specified [2]. However, many marketers lack a clear understanding of the key factors that drive the success of video ads on Facebook. Critical performance metrics such as landing page performance, click-through rates (CTR), ROAS, and clicks per purchase (In CPP) need thorough analysis to uncover the essential components of effective video advertising. Without this insight, businesses risk inefficient spending and missed opportunities for better returns.

This case study examines the impact of video advertising on improving the effectiveness of Facebook Ads campaigns. Videos, known for their dynamic and engaging qualities, excel in conveying messages more persuasively than static images or text. Their ability to tell stories, demonstrate products, and evoke emotions uniquely positions them to drive higher engagement and conversion rates [3]. The primary aim of this research is to identify critical factors influencing the success of video ads on Facebook. Key metrics under scrutiny include

landing page performance, click-through rates (CTR), return on ad spend (ROAS), click per purchase (CPP), and essential components of effective video advertising. Insight into these elements is crucial for marketers striving to optimize their Facebook ad spending and achieve higher returns. As competition for consumer attention intensifies, mastering the art of creating impactful video ads becomes a significant competitive edge. By leveraging data analysis and practical insights, this study aims to provide a comprehensive resource for businesses seeking to enhance their Facebook video advertising.

## 2. Materials and Method

This section outlines the materials and methods used in the case study to evaluate and enhance the effectiveness of video advertising within Facebook Ads campaigns as shown in Fig. 1. The primary goal is to identify key strategies that improve engagement and conversion rates through detailed analysis and experimentation.

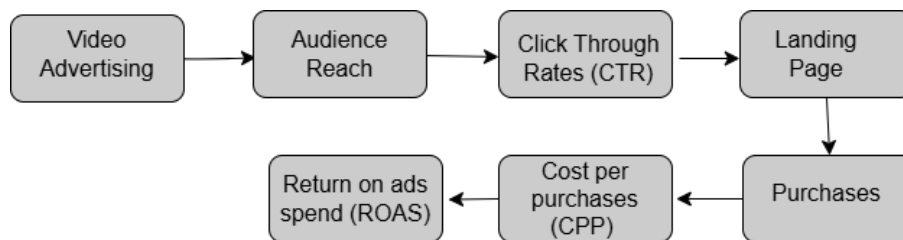


Fig. 1 Video advertising method

### 2.1 Video Advertising

Video marketing combines visual and auditory components to create a more captivating experience for viewers. This approach is particularly effective for storytelling, showcasing product features, and eliciting emotional responses [4]. In this case study, video advertisements that include several calls-to-action (CTAs) were developed. These CTAs are commonly found in web interfaces and are presented in three different ways. The first method involves a hyperlink that directs users to a webpage with more detailed information, often labeled as "Learn more" [3]. The second method prompts users to act after browsing, typically labeled as "Contact us." Lastly, buttons are utilized to perform actions when clicked, such as "Shop now." This video advertisement was specifically designed to promote eBay tutorial classes offered by the Export Oversea Academy company ([https:// exportoversea.com/](https://exportoversea.com/)). The video incorporates clear and concise language to ensure that the CTAs are easily understood and encourage immediate action. The effectiveness of the video is also dependent on the elements included in the advertisement. Fig. 2 shows a few essential elements that must be presented in the video advertising.

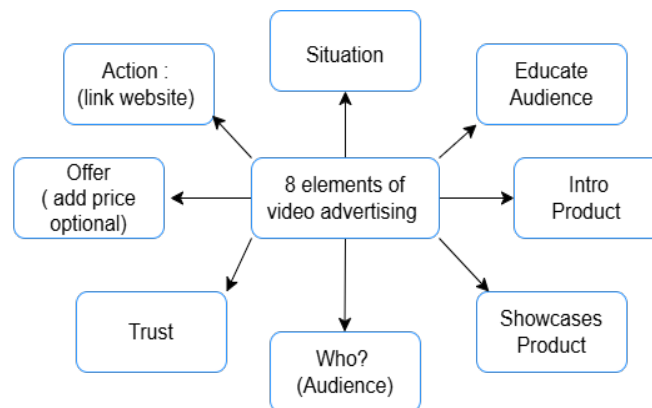


Fig. 2 Mandatory elements of video advertising

### 2.2 Audience Targeting

Campaigns were analysed based on different audience segments, including demographic factors (age, gender, location) and interests/behaviours as defined by Facebook's targeting options. The degree of personalization in targeting was noted, such as using lookalike audiences or custom audiences based on previous interactions or website visits [5].

### 2.3 Data Collection

Data was collected through Facebook's ads manager and analytical tools, which offered extensive insights into the performance of every video ad campaign as shown in Fig.3. The data collected includes engagement metrics and cost metrics. The engagement metrics encompass impressions, frequency, reach, click-through rates, landing page views, purchases, and return on ads spend (ROAS). On the other hand, the cost metrics consist of cost purchases and the total amount spent on the ad set. The primary metrics collected to assess the effectiveness of this video advertising were reach, click-through rates (CTR), cost per purchase (CPP), and returns on ads spend (ROAS).

Off/On	Campaign	Mobile app purchases	Website purchases	Offline purchases	Meta purchases	Budget	Amount spent	Purchase ROAS (return on ad spend)	Website purchase ROAS (return on...)	Mobile purchase (return
	160424 UUM Adel - Retry Target Kedah	—	56	—	—	Using ad set bud...	RM3,281.73	0.35	0.35	
	040424 UUM Adel	—	9	—	—	Using ad set bud...	RM1,278.26	0.33	0.33	
	040424 Hartanah - Adel	—	34	—	—	Using ad set bud...	RM1,120.04	1.52	1.52	
	040424 Animation Adam - Marketing Research	—	23	—	—	Using ad set bud...	RM1,332.25	0.31	0.31	
	04042024 Ejen Insurance - Adel	—	20	—	—	Using ad set bud...	RM1,100.73	0.31	0.31	
	280324 Video Animation Adam - Harga Courie...	—	324	—	—	Using ad set bud...	RM5,967.60	2.72	2.72	
	240424 eBay 5 Trade Secret - adel	—	236	—	—	Using ad set bud...	RM4,166.21	2.81	2.81	
	240424 eBay dah Lama kita je -adel	—	283	—	—	Using ad set bud...	RM6,058.71	2.36	2.36	
	240424 Salah Entry Pshang - Adel	—	123	—	—	Using ad set bud...	RM2,298.49	2.68	2.68	
	240324 Task Video 11 Susah DULIP - Adel	—	402	—	—	Using ad set bud...	RM3,447.92	2.45	2.45	
	130324 SC Video	—	24	—	—	Using ad set bud...	RM532.34	2.25	2.25	
	050324 Iklan Retargeting Feedback UNISEL	—	10	—	—	Using ad set bud...	RM481.19	1.01	1.01	
Results from 113 campaigns		5	6,015	—	—	—	RM123,932.06	2.45	2.45	
Excludes related items			Total	Total	Total	Total	Total Spent	Average	Average	

Fig. 3 Facebook ads manager page

## 2.4 Data Analysis

Data was analysed utilizing statistical tools and Facebook built-in analytical tools to ascertain the importance of variances between advertisement versions. The metrics that were analyzed in the advertising included impression, reach, and click-through rates, which were associated with marketing costs. The effectiveness of video ads increased with higher impression (total number of users who viewed the specific link-related ads) and click-through rates. A higher CTR leads to increased engagement and conversions on the landing page. Additionally, the effectiveness of video advertising was determined by a lower cost per purchase (CPP) and a higher return on ad spend (ROAS). All these variables were calculated through the following equations (1), (2) and (3).

$$CTR = \frac{\text{Total number of clicks}}{\text{Total number of impressions}} \quad (1)$$

$$CTR = \frac{\text{Total number of purchases}}{\text{Total amount spent}} \quad (2)$$

$$CTR = \frac{\text{Total revenue from ads}}{\text{Total amount ads spend}} \quad (3)$$

## 2.5 Landing Page

A landing page is a standalone web page specifically designed for a marketing or advertising campaign. It is where a visitor "lands" after clicking on a link in an email, advertisement, social media post, or other online sources. Fig. 4 shows the landing page for eBay tutorial classes. The primary goal of a landing page is to convert visitors into leads or customers by encouraging them to take specific action. The video content created for this research project includes calls to action (CTAs) in the form of a "Click Button" placed at the conclusion of the video. Upon clicking the button, users will be directed to the landing page.



**Fig. 4** Landing page of eBay tutorial classes

The methodology outlined above provides a structured approach to assessing and improving the effectiveness of Facebook video ad campaigns. This study aims to offer actionable insights for marketers seeking to maximize their advertising impact on Facebook [1].

### 3. Result and Discussion

The analysis of Facebook video ad campaigns provides numerous valuable observations for enhancing ad effectiveness. By using split marketing, this research was done by promoting three sets of video advertising to assess their effectiveness using Facebook Ads Manager. Evaluation criteria included analyzing both product purchases and cost marketing metrics to gauge their impact product purchase.

- Ad Set 1: (“Tema: Syarat Jual produk”)
- Ad Set 2: (“Tema: Syarat jual di Us”)
- Ad set 3: (“Tema: Penjualan anak pokok”)

#### 3.1 Product Purchases

Product purchases directly measure the success of advertising in converting viewers into buyers. The most important metrics in this area include return on advertising spend (ROAS) and clicks per purchase (CPP). ROAS measures the revenue generated per Ringgit spent on advertising, providing a clear picture of financial profits. In this section, we evaluate the effectiveness of video advertising click through rate (CTR), Returns of ads Spends (ROAS) and landing page.

**Table 1** Product purchase

Ads set	Landing page	Return of ads spend (ROAS) (%)	Unit sold	Click per purchase (CPP) (RM)
1	63	0.629	4	79.55
2	99	0.169	1	295.51
3	43	0.850	5	58.74
Total			10 x Rm50 per unit = RM500	433.15

Based on Table 1, the total units sold amounted to 10. The highest number of units sold came from advertising set 3 with 5 units, while the lowest was from advertising set 2 with just 1 unit. The total advertising expenditure was RM500. The goal is to optimize campaigns to achieve a low Click Per Purchase (CPP) while maximizing Return on Ads Spend (ROAS) [6]. Observations from the data reveal that advertising set 3 had the highest ROAS at 0.850%, indicating it generated the most revenue relative to the ad spend. It also had the lowest CPP at RM58.74, making it the most cost-efficient in generating purchases. Conversely, advertising set 2 had the lowest ROAS at 0.169%, indicating it was the least effective in terms of revenue generation. The total CPP for all ads combined is RM433.15. Considering an overall ad spend of RM500 (10 x RM50 per unit), the net profit is RM66.15. This balance ensures that the advertising budget is being used efficiently to generate the highest possible revenue [7].

### 3.2 Cost Marketing

In terms of cost marketing, effectiveness is assessed through impressions, reach, and Click-Through Rate (CTR). High CTR reflects engaging content, while impressions and reach indicate audience exposure.

**Table 2** Cost marketing

Ads set	Impression	Reach	Click-through-rate (CTR)
1	21 413	16 478	1.046%
2	20 533	14 215	1.817%
3	22 298	12 900	1.085%

Based on Table 2, Ads set 2 had the highest CTR at 1.817%, indicating it was the most engaging ad, while Ads set 3 had the highest number of impressions (22,298) but the lowest reach (12,900), suggesting it was shown multiple times to the same users. Ads set 1 had a moderate CTR of 1.046%. In summary, Ads Set 3 had the highest ROAS and lowest CPP and was the most effective in terms of sales, while Ad Set 2 was the most engaging with the highest CTR. Although Ad Set 2 was the least effective in terms of sales, its high CTR suggests that while the ad content was engaging, it may not have been properly targeted to purchases. Ad Set 3's high impressions but low reach suggests that it was shown repeatedly to the same audience, which is not necessarily effective at generating new leads.

### 4. Conclusion

This case study has demonstrated the pivotal role of video advertising in enhancing the effectiveness of Facebook Ads campaigns. Facebook video advertising serves as a crucial tool in modern marketing, effectively aligning strategic goals with tangible business outcomes. Demonstrated effectiveness includes driving product purchases and optimizing costs. Key strategies and elements in concise videos contribute to ad success, enhancing brand visibility and direct customer engagement. Addressing challenges like low CTR, engagement rates, and high marketing costs improves Facebook video ad performance. Overall, this structured study offers actionable insights and practical recommendations for future campaigns, enabling businesses to achieve marketing objectives efficiently through Facebook video advertising. By focusing on content quality, audience targeting, and ongoing optimization, businesses can harness the power of video to drive engagement, conversions, and ultimately, achieve their marketing objectives.

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### Conflict of Interest

Authors declare that there is no conflict of interest regarding the publication of the paper.

### Author Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** Nur Irdina Aniqah Mohamad Rizal, Nurin Ellisya Zuhairi, Nur Putri Balqis Mohd Nasri, Mohd Zulariffin Md Maarof; **data collection:** Nur Irdina Aniqah Mohamad Rizal, Nurin Ellisya Zuhairi, Nur Putri Balqis Mohd Nasri, Mohd Zulariffin Md Maarof; **analysis and interpretation of results:** Nur Irdina Aniqah Mohamad Rizal, Nurin Ellisya Zuhairi, Nur Putri Balqis Mohd Nasri, Mohd Zulariffin Md Maarof; **draft manuscript preparation:** Nur Irdina Aniqah Mohamad Rizal, Nurin Ellisya Zuhairi, Nur Putri Balqis Mohd Nasri, Mohd Zulariffin Md Maarof. All authors reviewed the results and approved the final version of the manuscript.

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