

Case Study



**Monark: 3x Higher CTR,
-73% Cheaper clicks**

Challenge

Monark sought to maximize the impact of their digital advertising efforts to drive brand awareness, engagement, and ultimately, quality leads. They were looking for a data-driven approach that would complement their offline promotional activities and optimize their overall marketing funnel.

Solution



Audience Targeting

We conducted in-depth research to identify Monark's ideal customer profiles and developed targeted campaigns across Meta and Google Ads. We used a combination of demographic, interest-based, and behavioral targeting to reach relevant audience and cull lower quality placements



Ad Creative Development

We designed compelling ad creatives that showcased Monark Cat's products and services, highlighting their key functions and value propositions. We also employed various ad formats, including image ads, video ads, and carousel ads, to capture audience attention and drive engagement based on their customer journey.



Continuous Optimization

We implemented a rigorous process of A/B testing and data analysis to identify the most effective ad creatives, targeting parameters, and optimization strategies. This allowed us to continuously refine and improve campaign performance over time.



Integrated Marketing Approach

We ensured that Monark Cat's digital advertising efforts were seamlessly integrated with their offline promotional activities.

Results

3X

Increase in CTR

Through our data-driven approach, we achieved a remarkable 3X increase in click-through rate (CTR) year over year, demonstrating the success of our targeted and engaging ad creatives.





Improved Marketing Efficiency

With the increase in new user flow at a cheaper cost per traffic driven, overall marketing funnel is optimized, resulting in increased brand awareness and lead generation.

Get in Touch



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