

Campaign Report – B2B

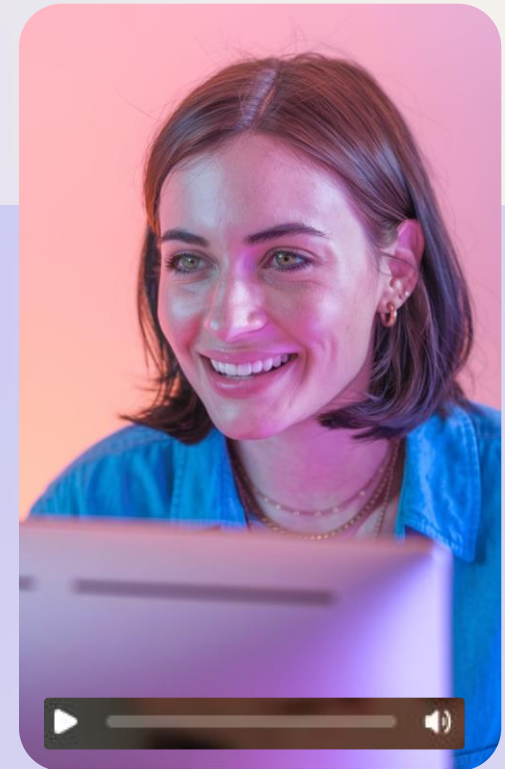
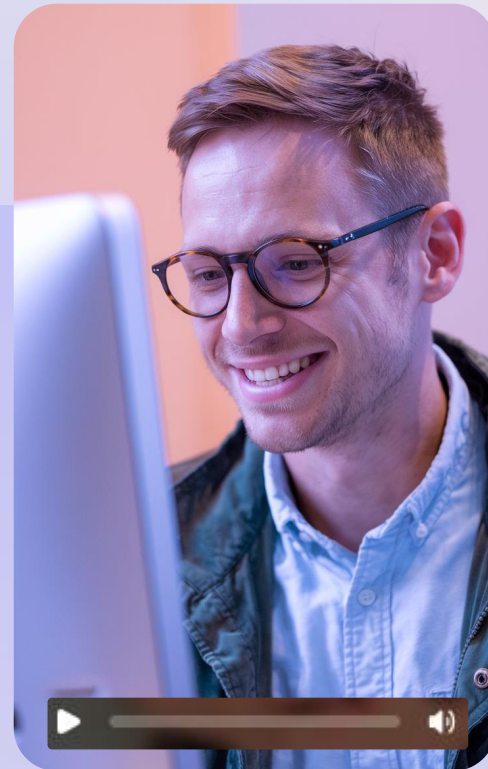
Template 2025 by Metodas Collective

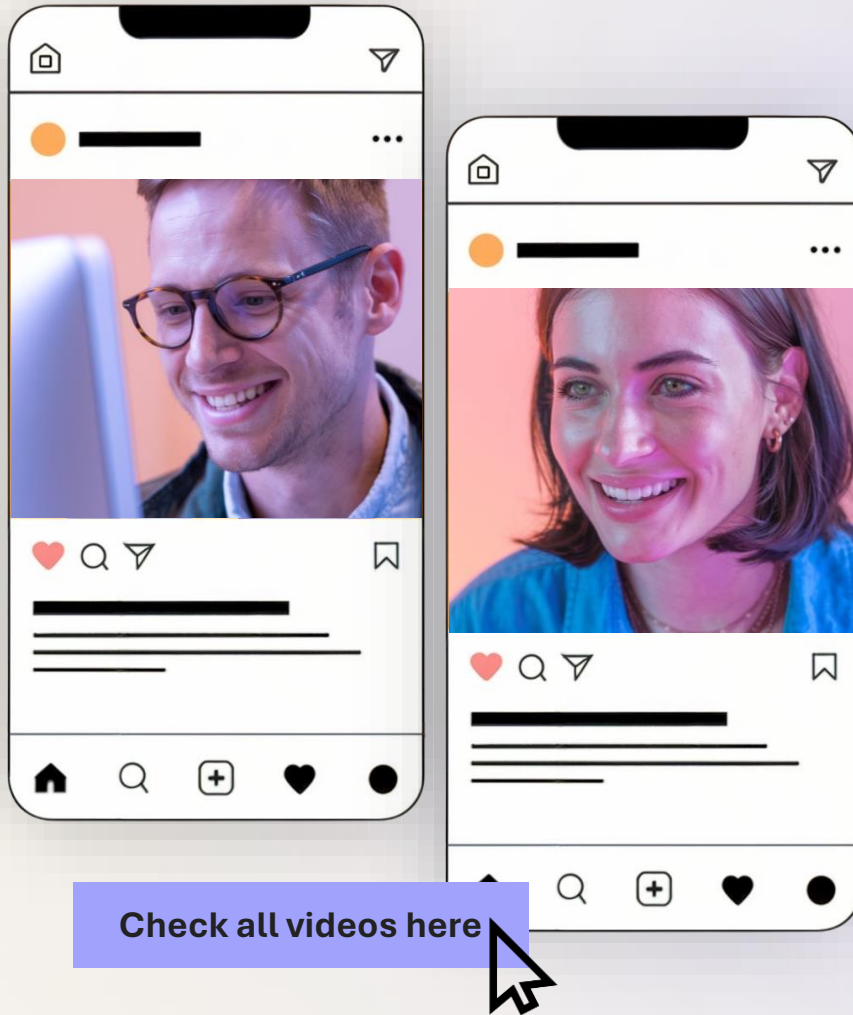
1. Context & Objectives



Campaign concept

This campaign served as an initial test to explore various AI avatars and assess cost variations across demographics for demo requests. It ran from December 2nd to December 30th on Meta.





Content Strategy

The content was enhanced with AI to generate more variations, utilizing AI avatars. It focused on showcasing the product's key advantages and encouraging users to request a demo.



13

Videos in total



9

Static versions



15s

Average time



Objectives



Tracking check out

The campaign aimed to test the tracking system and initiate the first level of Pixel data gathering for product sales.

Target KPI

90% accuracy



Cost confirmation

The goal was to confirm key costs for Meta campaigns, particularly CPR for landing page visits.

Target KPI

5\$ per form



Demographics

This campaign focused on identifying the best AI avatar for each demographic.

Target KPI

N.A



Targets

The media effort prioritized FinTech with 50% of resources, while HealthCare Tech and Instagram-based audiences each received 35%, targeting both new and re-engaged users.

Distribution of media effort by target



Target A

New and re-targeted audiences in FinTech.

Target B

New and re-targeted audiences in HealthCare Tech.

Target C

New and re-targeted audiences based on Instagram followers and engaged users.

2. Campaign Results



Key figures

The results confirm AI avatars' cost efficiency and effectiveness.
Focus on scaling campaigns with similar cost-per-result metrics.

Cost per lead

10\$

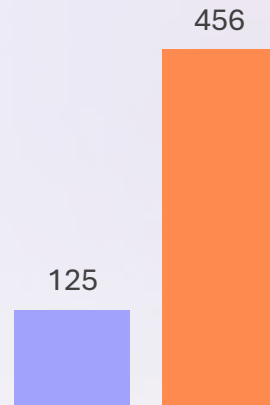
- 0,9 \$ VS. previous

Cost per page view

0.6\$

- 0,3 \$ VS. previous

Leads per campaign



Campaign A

Campaign B

Conversion rate



4%

+2 pts VS. previous

Submissions



581

-22 VS. previous

Funnel vision

Advertising

400 k views / 5% conversion

Landing

20 k views / 8% conversion

Form start

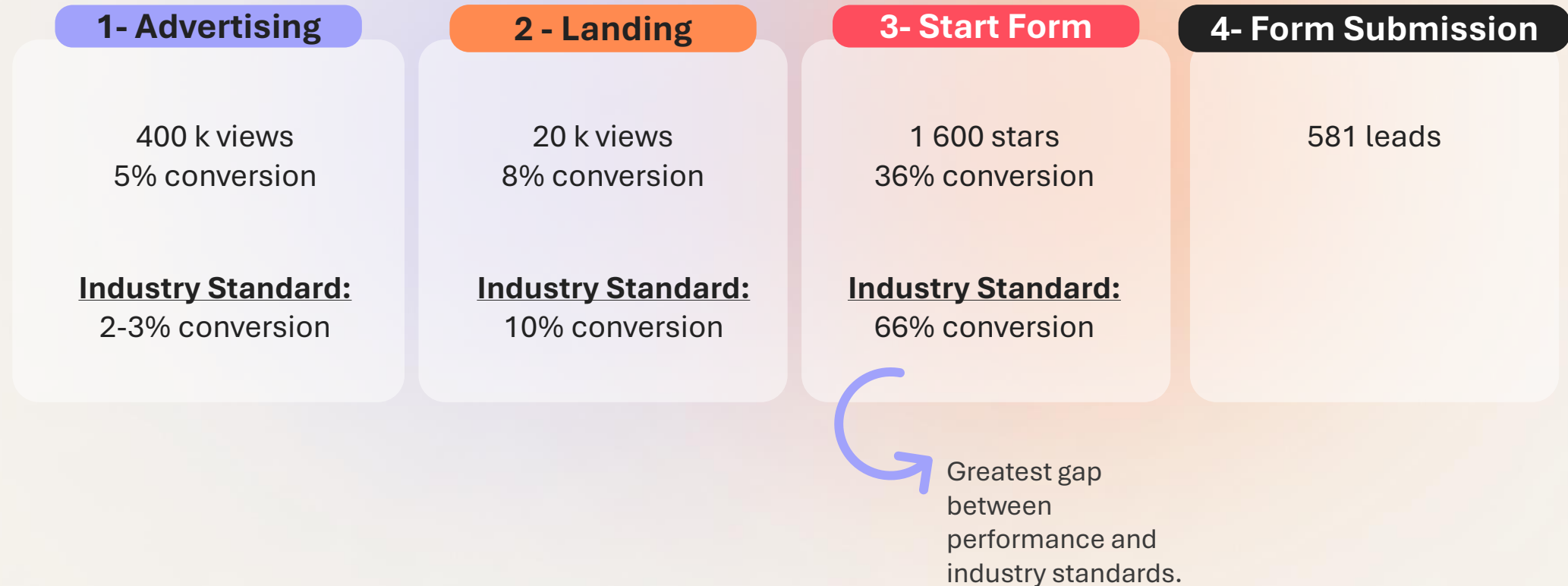
1 600 / 36% conversion

Submission



Sales Funnel













Although the entire funnel is effectively aligned with industry standards in B2B, the 3rd phase shows there is improvement needed. Forms need to be reviewed for increasing their conversion.





Targets vs. Campaigns

Target C (Instagram-driven target group) showed the strongest performance in Campaign B, achieving a 5% conversion rate and 180 forms.

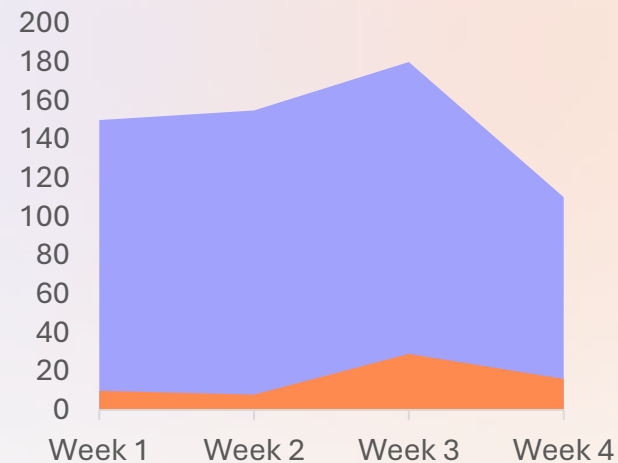
	Campaign A	Campaign B	Total
Target A	<div><div>2% Conversion</div><div>78 Forms</div></div>	<div><div>4.5 % Conversion</div><div>45 Forms</div></div>	<div><div>4% Conversion</div><div>123 Forms</div></div>
Target B	<div><div>1% Conversion</div><div>28 Forms</div></div>	<div><div>4.2% Conversion</div><div>44 Forms</div></div>	<div><div>3% Conversion</div><div>72 Forms</div></div>
Target C	<div><div>3.8% Conversion</div><div>50 Forms</div></div>	<div><div>5% Conversion</div><div>180 Forms</div></div>	<div><div>4% Conversion</div><div>230 Forms</div></div>



Campaign A

A consistent engagement, with clear indications that audience targeting effectively aligned with the segment's interests.

Page views vs. Form starts



Views

Form starts

Conversion rate

 **4%**

Forms submissions

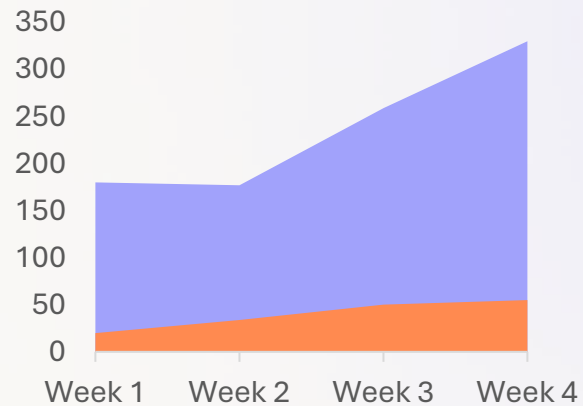
 **150**



Campaign B

Campaign B highlighted the strength of tailored messaging, with steady improvements suggesting the value of refined content.

Page views vs. Form starts



Views

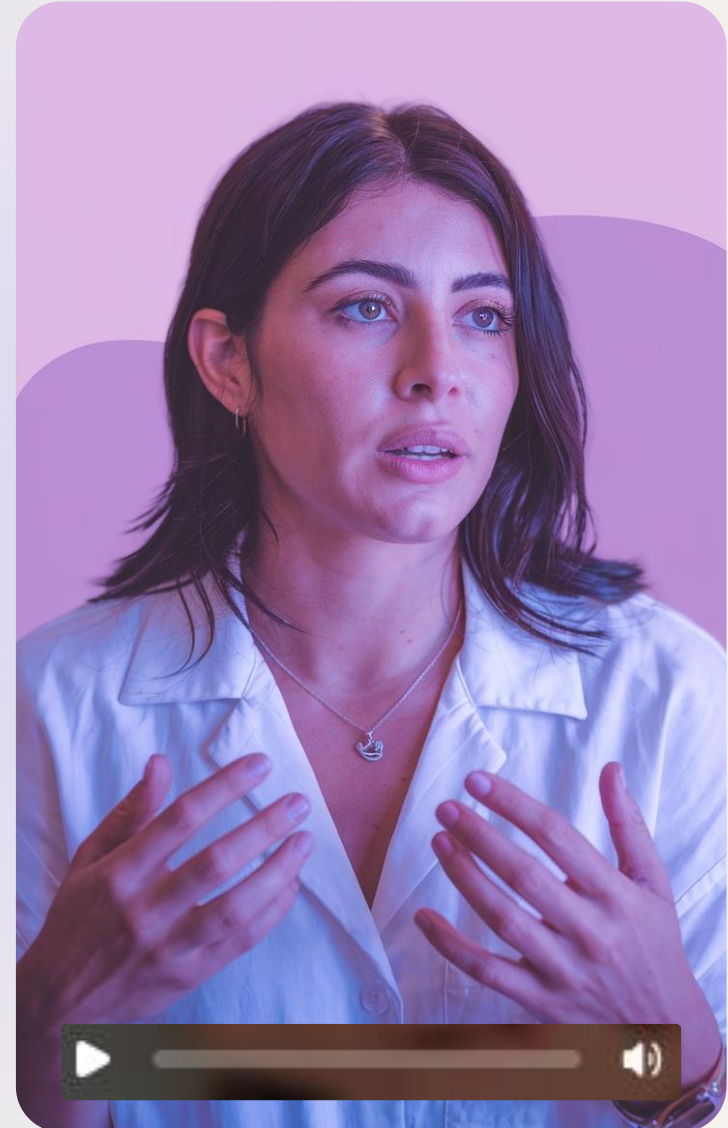
Form starts

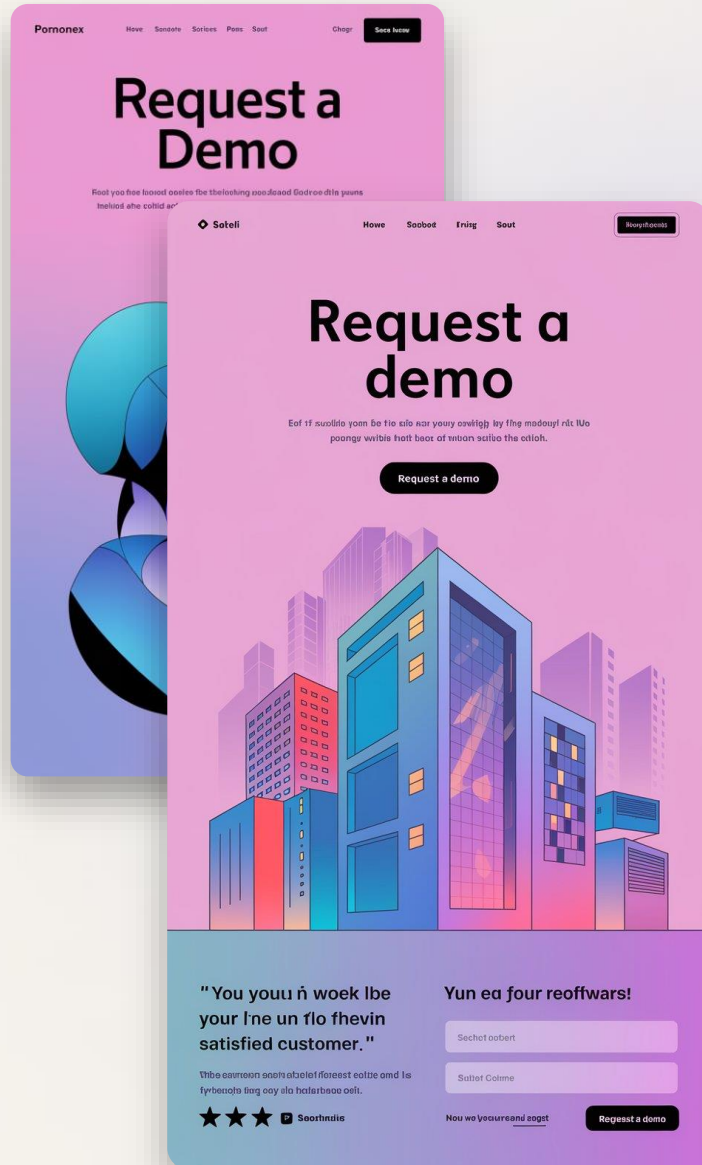
Conversion rate

 **5%**

Forms submissions

 **300**

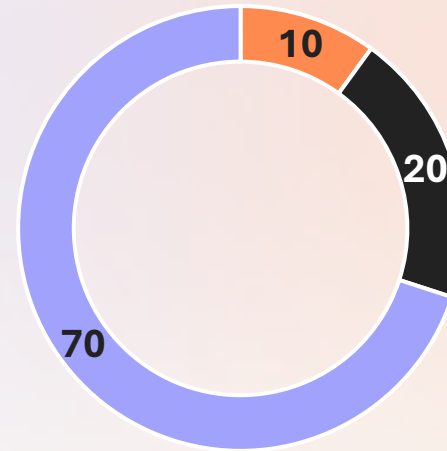




Traffic analysis

Landing B had a greater conversion than design A. Both pages were tested and continuously optimized.

Traffic sources (%)



Paid

Referrals

Organic

Landing A
Conversion



4%

Landing B
Conversion



6%



Creative performance

Short clips of 15 seconds are undoubtedly the most effective format.

Engagement metrics

❤️ 10 765 📺 2 765 🗣️ 765

Format A

15-second versions, only 1 premise.

🏆 Conversion rate

4%

📋 Forms

150

Format B

1-minute version with full pitch.

🏆 Conversion rate

2%

📋 Forms

60

Format C

20 second version with only 2 benefits.

🏆 Conversion rate

1%

📋 Forms

20



What Worked Well

- ✓ AI avatars drove engagement in industry-specific campaigns, especially Avatar 1 with 4% conversion rate.

What Could Be Improved

- ✓ Avatar #2's performance with decision-makers highlights the need for refined messaging to align with B2B priorities.

Unexpected Insights

- ✓ Neutral-tone avatars resonated with executives, suggesting that simplicity can sometimes outperform tailored tones.

Key Learnings

3. Next Steps



Roadmap



- **Production**

Leverage insights to create additional videos based on top-performing content.

- **Launch**

Relaunch at scale with revised targeting strategies based on demographic insights.

- **Evaluation**

Set clear KPIs for sales attribution and conversion analysis in H2.

- **Strategize**

Use sales and campaign data to define 2025's content and targeting strategy.

Thank you

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