

Driving 336 purchases at 4.6× ROAS for a digital product launch

Performance campaign for @haydarlens's digital product (IDR 96,000), testing multiple funnel structures and scaling the winning approach. Campaign data covers the period from **16 April to 17 June 2026**.

KEY RESULT

ROAS (top campaign)

4.93×

MOF 16/04/2026

Total ad spend

Rp6,8 jt

Across all campaigns

Total revenue generated

Rp32,2 jt

336 purchases × Rp96.000

Total purchases

336

Across all campaigns

Blended ROAS

~4.6×

Overall account

Cost per purchase

Rp18,9rb

Lowest achieved

The challenge

Client had no historical purchase data on Meta Ads. The product (IDR 96,000) was sold via a KOL audience, but no prior campaign had validated which funnel stage would convert most efficiently, BOF, MOF, or TOF.

The approach

- Launched 3 parallel funnel structures simultaneously to gather real conversion data quickly
- Monitored CPP and ROAS daily, not weekly, to catch underperformers early
- Reallocated full budget to MOF once data was conclusive
- Kept BOF running only until spend threshold confirmed it wasn't profitable

FUNNEL STRUCTURE COMPARISON

CAMPAIGN	SPEND	REACH	CTR	PURCHASES	CPP	ROAS	DECISION
MOF · 16/04/2026 Middle-of-funnel · Active	Rp5,90 jt	131.595	3,83%	309	Rp19.097	4.93×	Scaled
Sales · 23/04/2026 Sales campaign · Paused	Rp552 rb	16.380	3,98%	22	Rp25.103	3.82×	Paused
Sales · 29/05/2026 Sales campaign · Paused	Rp200 rb	7.016	3,66%	8	Rp25.010	3.84×	Paused
BOF · 17/04/2026 Sales campaign · Paused	Rp311 rb	7.719	1,54%	1	Rp311.627	0.31×	Stopped

The MOF campaign was **16× more cost-efficient** than the initial BOF approach — CPP Rp19,097 vs Rp311,627. By identifying this gap early and consolidating budget, the account generated **305 of 336 total purchases (91%) from a single campaign** at a 4.93× ROAS on roughly IDR 6.8 million in total spend.

WHAT I DID

01

Structure & launch

Set up 3 parallel campaign structures (BOF, MOF, TOF) from scratch with pixel tracked purchase events for clean attribution data.

02

Analyze & decide

Monitored daily ROAS and CPP across all funnels. Identified MOF as dominant within the first week based on conversion rate and cost efficiency.

03

Scale & optimize

Paused the BOF campaign after confirming it was unprofitable. Reallocated budget to MOF and continued optimizing CTR and audience signals.