CASE STUDY 2026

PROJECT SUCCESS ANALYTICS

Beauty MBF Digital Growth & Performance Case Study

Multi-channel organic engagement expansion and high-converting paid social lead acquisition breakdown.

ORGANIC REACH	PAID DIRECT INQUIRIES	CLIENT BRAND
373.8K Views	102 Messaging Leads	beautymbf.com

Beauty MBF Brand & Campaign Context

CLIENT OVERVIEW

Aesthetic & Beauty Brand Position

Beauty MBF offers premium beauty treatments, aesthetic services, and skin care programs designed for high-value client acquisition.

Campaign Dual-Funnel Objective

Drive mass organic visual awareness while capturing direct messaging leads for high-ticket bookings via Meta Ads.



Official Website: **https://beautymbf.com/**

Growth Period: Jan 1 - Oct 7, 2026

Instagram Organic Analytics Overview

Total Views ↑ 9.6%

373.8K

368,234 Instagram Views

Unique Viewers

18.9K

Individual Audience Reach

Content Interactions ↑ 214.1%

4.8K

Likes, Comments & Shares

Profile Visits

18.7K

Profile Traffic Driven

Instagram Follows ↑ 275.5%

+2.2K

New Target Audience Gained

Link Clicks

218

Website & Booking Clicks

Primary Organic Engine: Instagram video posts driven massive view volume of 368K+.

Facebook Organic Campaign Performance

Facebook Views

15.0K

Total Facebook Video Impressions

Unique Viewers

7.9K

Individual Users Reached

Page Visits ↑ 94.3%

921

Facebook Profile Traffic

Link Clicks

139

Outbound Site Clicks

New Follows ↑ 350%

27

New Page Followers

Content Interactions

70

Post Engagements

Facebook served as a strong profile visit generator (+94.3% growth), capturing targeted local demographics.

Paid Campaign 1: "MBF 28 July Campaign"

HIGH-VOLUME CONVERSIONS

Messaging Conversations Started

74 Leads

Cost Per Lead
$2.63

Total Ad Spent
$194.37

Total Impressions
10,103
High Ad Frequency Exposure

Total Reach
4,254
Unique Targeted Beauty Prospects

Daily Budget: $7.00/day · **Objective:** Direct Messaging Sales Leads

Paid Campaign 2: "Sales Campaign 2"

TARGETED OFFER TEST

Messaging Conversations Started

28 Leads

Cost Per Lead
$3.89

Total Ad Spent
$108.88

Total Impressions

2,109

Focused Visual Placement

Total Reach

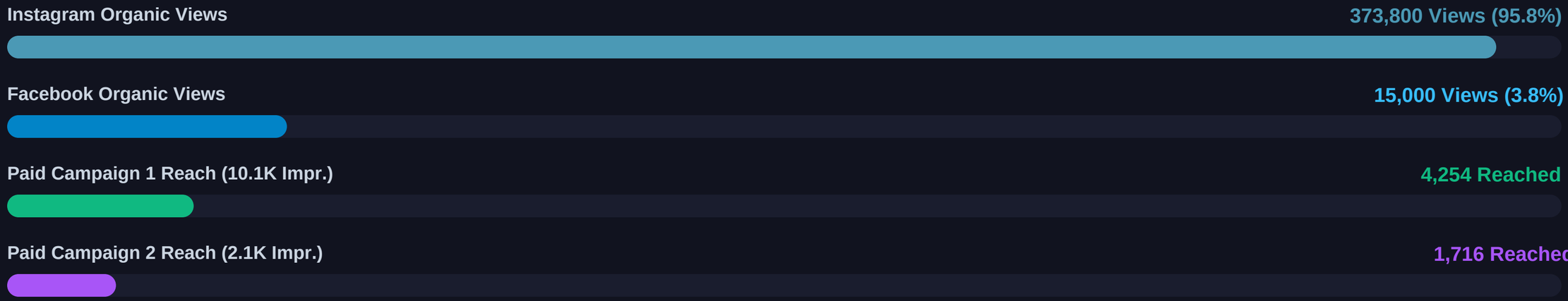
1,716

Specific Demographic Targeting

Daily Budget: $30.00/day · **Objective:** Premium Treatment Bookings

Cross-Platform & Paid Campaign Visual Graph

Audience Views & Reach Volume Comparison



Total Combined Organic Views
388.8K Total Views

Paid Conversions Combined
102 Direct Inquiries

Paid Ads Combined ROI & Efficiency Breakdown

Campaign Name	Spend ($)	Conversations	Cost per Lead	Impressions	Reach
MBF 28 July Campaign	$194.37	**74 Leads**	**$2.63**	10,103	4,254
Sales Campaign 2	$108.88	**28 Leads**	**$3.89**	2,109	1,716
Total Paid Combined	**$303.25**	**102 Leads**	**$2.97 (Avg)**	**12,212**	**5,970**

Generated **102 direct high-intent sales conversations** at an extraordinary average acquisition cost of **$2.97 per lead** for Beauty MBF.

Overall ROI & Growth Scaling Roadmap

PHASE 01

Creative Scale

Double down on high-performing Instagram Reels formats to maintain massive organic top-of-funnel discovery.

PHASE 02

Budget Expansion

Increase daily Meta ad spend on Campaign #1 structure to scale lead volume while capping CPL under $3.00.

PHASE 03

Retargeting Engine

Deploy targeted custom audience ads reaching the 18.9K unique IG visitors to maximize website checkout conversions.

TARGET

Website LTV

Convert direct social inquiries into recurring e-commerce customers on beautymbf.com.

TOTAL CAMPAIGN AD BUDGET
$303.25 Spent

TOTAL MESSAGING LEADS GENERATED
102 Inquiries

BLENDED COST PER LEAD
$2.97 / Lead

Ready to Scale Your Brand?

Let's build your data-backed growth engine, capture market share, and maximize profit margins.

Schedule Growth Audit