



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

373.8K Views

PAID DIRECT INQUIRIES

102 Messaging Leads

CLIENT BRAND

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.

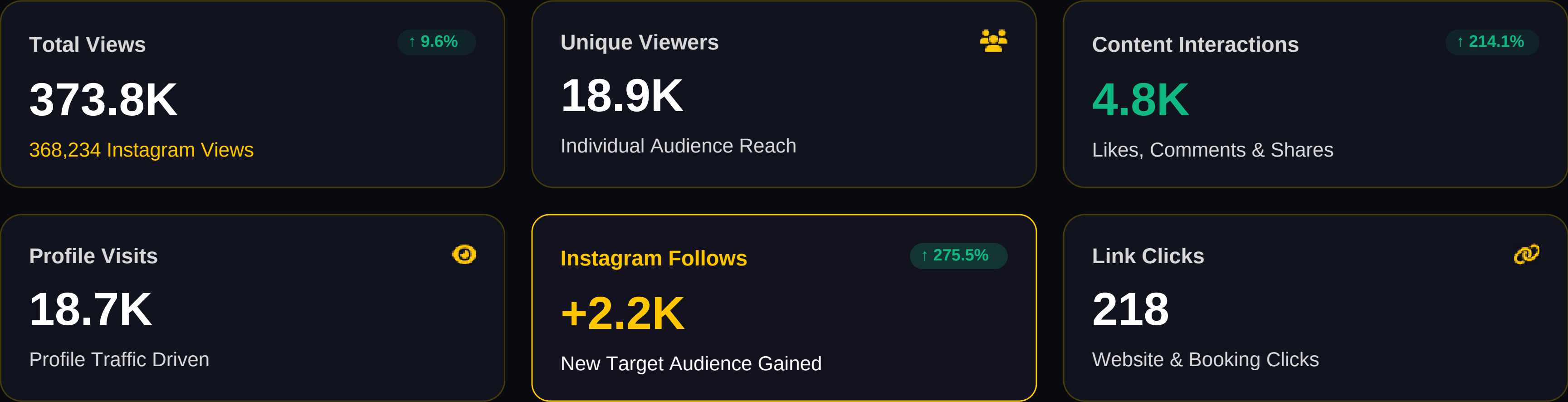


Official Website: <https://beautymbf.com/>

Growth Period: Jan 1 - Oct 7, 2026



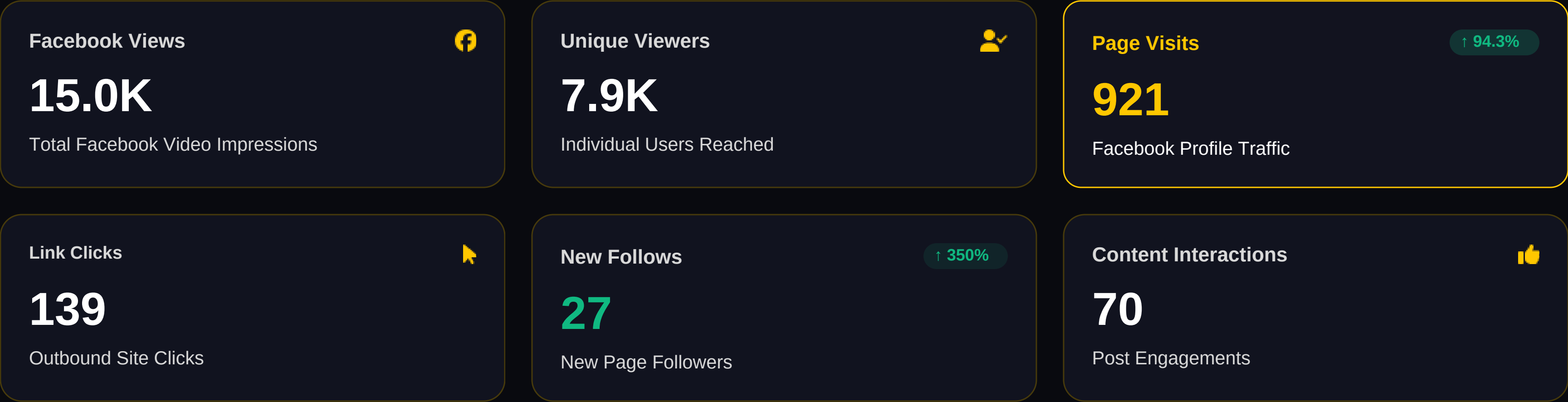
Instagram Organic Analytics Overview



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



Facebook Organic Campaign Performance



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

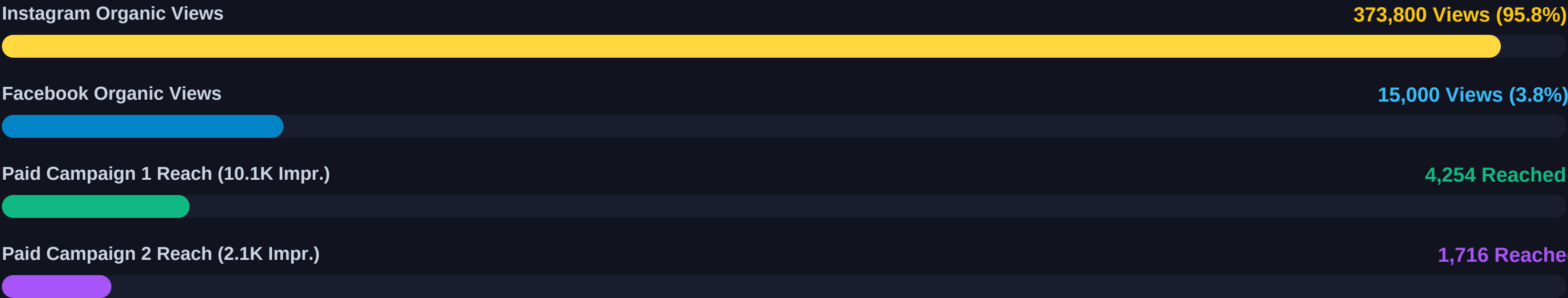
Specific Demographic Targeting

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

Key Takeaway: 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 with **A+ Performance Marketing?**

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

[Schedule Growth Audit](#)