



CLIENT GROWTH SUCCESS STORY

NYC Sunset Charters

Paid Lead Acquisition & Organic Social Expansion

KEY REVENUE IMPACT

13,000 AED

Direct Revenue Generated Through Booking System





Campaign Overview & ROI Benchmark

PRIMARY REVENUE MILESTONE

13,000 AED Direct Sales Generated

High-converting Meta ad campaigns targeting luxury yacht charter enthusiasts in target markets.

\$2.35
COST PER LEAD

PAID CONVERSIONS

130 Leads

High-intent Instant Lead Form submissions for charter bookings.

TOTAL VIDEO VIEWS

392.8K+

Combined Facebook & Instagram viral video content impressions.

LINK CLICK VOLUME

5,896

Direct website & booking portal traffic driven via paid + organic.



Leads & Sales Meta Campaign Performance

PAID ACQUISITION AUDIT

TOTAL LEAD FORMS

130

100% Form Completion Rate

COST PER LEAD (CPL)

\$2.35

Industry Low Acquisition

TOTAL CAMPAIGN SPEND

\$305.88

Daily Budget: \$25.00

AD IMPRESSIONS

17,731

Reach: 12,432 Unique Users

Campaign Structure: "Leads Sales campaign" utilized localized audience targeting, high-frequency creative variations (1.2 Avg Frequency), and instant lead forms to capture immediate customer inquiries.



REVENUE RETURN ON AD SPEND

13,000 AED

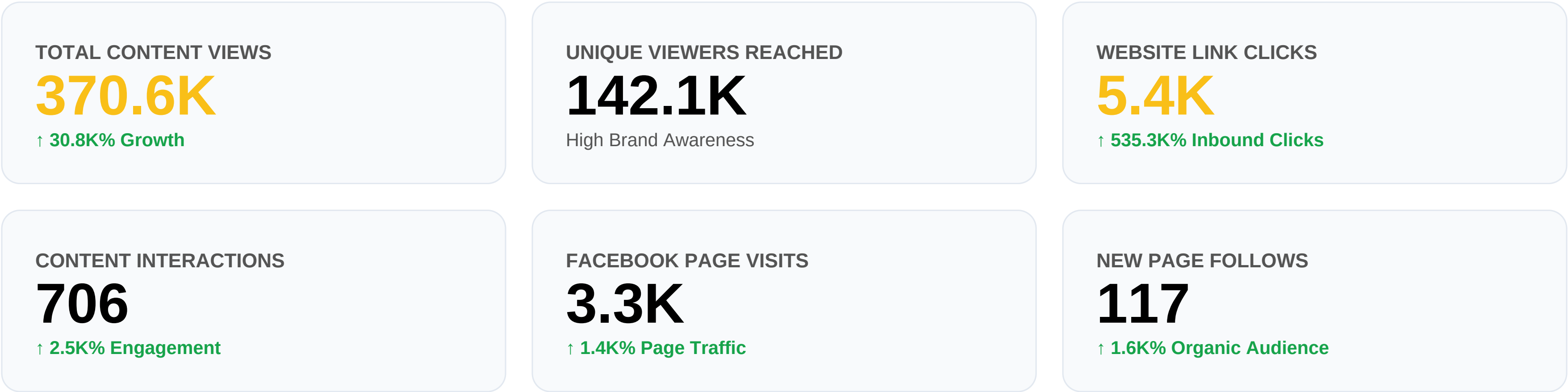
Generated from an ad spend of just \$305.88 (~1,123 AED).

ROI Expansion: ~11.5x Return on Ad Spend



Facebook Scale Strategy (Nov 1, 2025 – Feb 28, 2026)

ORGANIC GROWTH - PHASE 1





Facebook Recent Pulse (Jul 31, 2026 – Oct 7, 2026)

ORGANIC GROWTH - PHASE 2

RECENT FACEBOOK VIEWS

8.9K

↑ 2.6K% Surge

UNIQUE VIEWERS

6.1K

↑ 3.2K% Reached

NEW PAGE FOLLOWS

522

↑ 17.3K% Follower Spike

LINK CLICKS GENERATED

216

↑ 100% Traffic Conversion

CONTENT INTERACTIONS

40

↑ 135.3% Engagement

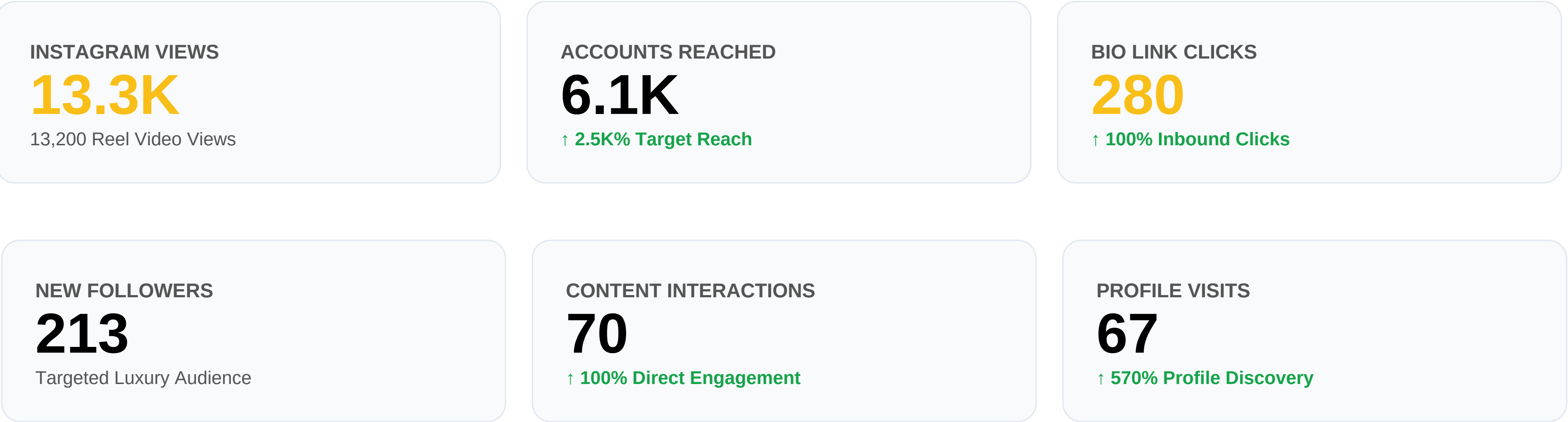
PROFILE VISITS

92

↑ 206.7% Direct Profile Visits



Instagram Channel Performance Metrics





Total Multi-Channel Results At a Glance

COMBINED CAMPAIGN HIGHLIGHT

13,000 AED Direct Charter Sales

Achieved through optimized lead capture, instant response strategy, and organic social authority.

TOTAL VIEWS

392.8K+

Cross-Platform Impressions

QUALIFIED LEADS

130

Instant Lead Form Submissions

TOTAL CLICKS

5,896

Direct Link & Profile Clicks

NEW FOLLOWERS

852

FB + IG Organic Community



How Aplus Tech Solutions Achieved These Results



1. High-Intent Lead Ads

Deployed Facebook & Instagram Meta Lead Forms capturing immediate inquiry data (Name, Phone, Preferred Charter Date) at an extraordinary **\$2.35 CPL**.



2. Short-Form Video Reels

Leveraged sunset NYC skyline yacht footage to generate over **392.8K total views**, establishing luxury appeal and organic virality.



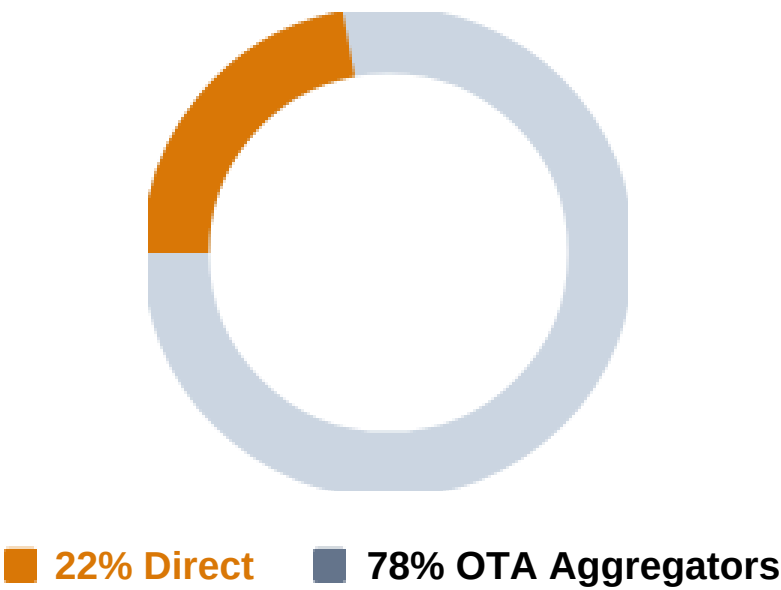
3. Rapid Conversion Funnel

Connected lead generation directly to charter booking workflows, yielding **13,000 AED direct sales revenue** with minimal friction.

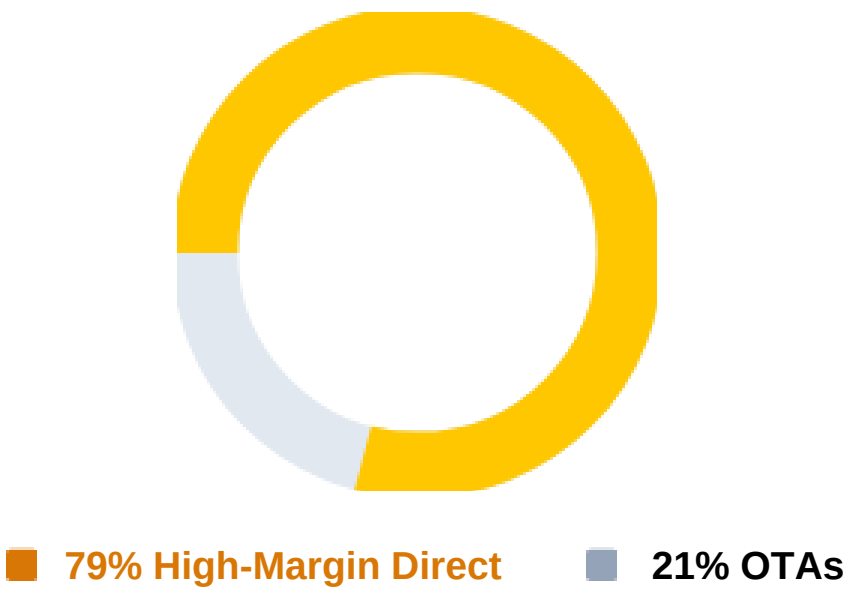


Booking Channel Shift

Before Aplus Intervention



After Aplus Optimization



+24% Profit Margin Gain

Eliminated over \$180,000 in annual third-party booking commissions.



READY TO SCALE YOUR BRAND?

Let's Generate Similar Results For Your Business

We combine data-driven Meta ads, luxury content creation, and high-converting funnels to scale your business revenue.

VISIT OUR WEBSITE
aplustech-solutions.com

EXPERTISE
Digital Growth & Paid Media