

Marketing Analytics

End-Term Project Report

Instagram Organic & Meta Ads Campaign

Submitted By:

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Submitted To

MBA Marketing Group - 1 • 2026

SECTION 01

Executive Summary

VitaScoop is a fictional functional (Protein & Fibre) ice cream brand developed for this Marketing Analytics end-term assignment. The product delivers 20g of protein and 8g of dietary fibre per serving with no added sugar, targeting urban Indian health-conscious consumers aged from early 20s to early 40s. This report documents the complete execution of a digital marketing campaign across Instagram organic content and two paid Meta Ads campaigns, conducted under a total budget of ₹1,500.

Core Objective: Generate measurable pre-launch interest (waitlist signups and landing page visits) from health-conscious urban Indians, using a ₹1,137.85 total ad spend across two Meta campaigns, with full pixel tracking and A/B testing across creatives and objectives.

Metric	Campaign 1 (Leads)	Campaign 2 (Traffic)	Total
Objective	Leads	Traffic / Landing Page	—
Duration	16–20 March 2026	18–21 March 2026	6 days
Budget Spent	₹342.17	₹795.68	₹1,137.85
Primary Result	8 Leads	377 Landing Page Views	385 total actions
Cost Per Result	₹42.77 per lead	₹2.11 per view	—
Primary Creative	Product Photoshoot	Flavour Carousel + Label showcase	—

The campaign demonstrated a clear shift in performance between Campaign 1 and Campaign 2. Switching from a Leads objective to a Traffic objective reduced cost per action from ₹42.77 to ₹2.11 — a 95% reduction in cost per result. The Flavour Carousel creative outperformed the Label creative on both landing page views and cost efficiency, delivering 247 views at ₹2.02 per view versus 130 views at ₹2.29 per view. Additionally, the

campaign attracted organic collaboration requests from creators and freelancers, indicating that the ads successfully reached relevant professional audiences.

SECTION 02

Brand Strategy & Product Overview

2.1 The Product

VitaScoop is positioned as India’s first dual-action functional ice cream, engineered to bridge the gap between high-performance nutrition and genuine indulgence. Unlike existing “low-calorie” or “sugar-free” alternatives, VitaScoop delivers active nutritional benefits — muscle recovery through whey protein and gut health support through dietary fibre without compromising on taste.

Product Attribute	Specification
Protein per serving	20g (whey protein concentrate/isolate)
Fibre per serving	8g (PHGG, resistant dextrin, inulin)
Added sugar	Zero — Monk Fruit sweetened
Calories per 120g serving	~160–180 kcal
Stabilisers	Xanthan gum, locust bean gum
Flavours	Dark Chocolate, Tiramisu, Salted Caramel, Peanut Butter, Mint Chip
Pack size	250ml single-serve, 480ml tub

2.2 Target Personas

- Performance Optimizer (Primary): Urban fitness enthusiasts aged 18–35 who track macros and struggle with post-workout cravings. Motivation: muscle recovery without derailing diet.
- Gut-Health Seeker (Secondary): Wellness-conscious consumers aged 25–45 who buy kombucha and fibre supplements. Motivation: digestion-friendly indulgence.

- Guilt-Free Professional (Tertiary): Busy corporate workers seeking an evening dessert that aligns with weight-management goals.

2.3 Positioning Statement

"VitaScoop is the only ice cream in India that is clinically formulated to deliver meaningful protein and fibre in every serving — enabling health-conscious consumers to indulge without compromise."

SECTION 03

Digital Infrastructure

3.1 Landing Page & Thank You Page

A fully functional product landing page was built using Lovable (an AI-powered development platform) and deployed on a custom Hostinger domain. The page includes a real-time waitlist counter powered by Supabase, a 200-spot limited pre-registration form, and a dedicated thank-you page at a separate URL to enable pixel conversion tracking.

Item	Details
Landing Page URL	https://vitascoop.shop/
Thank You Page URL	https://vitascoop.shop/thankyou
Platform	Lovable (AI development) + Hostinger (custom domain)
Database	Supabase (real-time waitlist counter)
Form fields	Name, Email, City, Favourite Flavour, Health Goal
Conversion trigger	Form submission → redirect to /thankyou

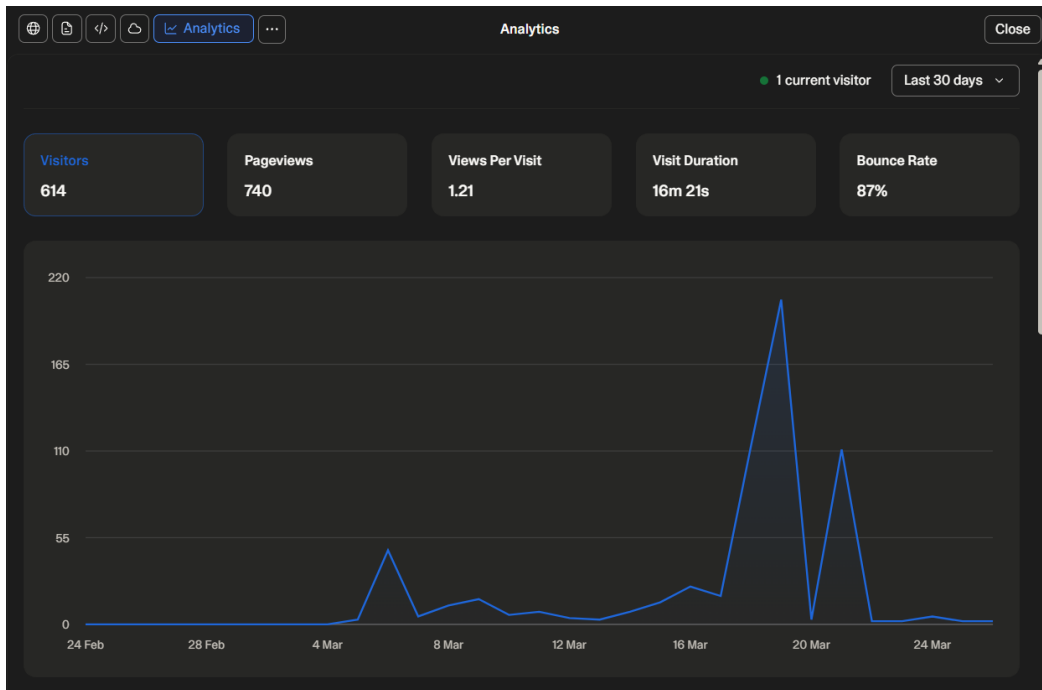


Figure 1: Lovable Landing Page Dashboard — Total Visitors

Source	Visitors
instagram.com	255
Direct	174
m.facebook.com	143
l.instagram.com	19
facebook.com	8
google.com	7
lm.facebook.com	2
l.facebook.com	2
eventsmanager.facebook.com	1
bing.com	1

Figure 2: Lovable Dashboard — Visitor Source Breakdown

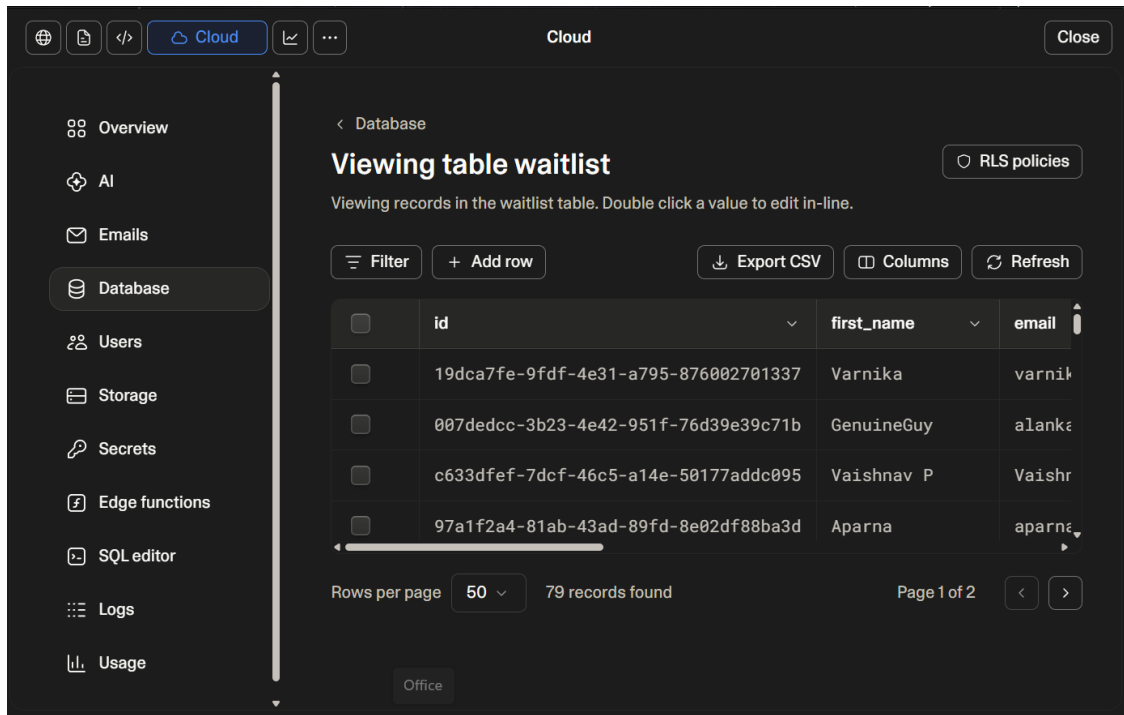


Figure 3: Supabase Waitlist Database — Live Signups

Lovable Database Waitlist signups CSV link:

<https://drive.google.com/file/d/1VtqcDhpfjcm6ZbRtNhhLqi93NHr5WahF/view?usp=sharing>

3.2 Meta Pixel Setup & Verification

The Meta Pixel (ID: 899784526208799) was installed on both the landing page and the thank-you page via Lovable's code editor. A custom conversion event named "Lead" was configured in Meta Events Manager, triggered specifically when a user reaches the /thankyou page after form submission. The pixel was verified using the Meta Pixel Helper Chrome extension.

Pixel Event	Page	Trigger	Purpose
PageView	Landing page (vitascoop.shop)	On page load	Track all ad traffic arrivals
Lead	Thank you page (/thankyou)	On page load after form submit	Track successful waitlist signups

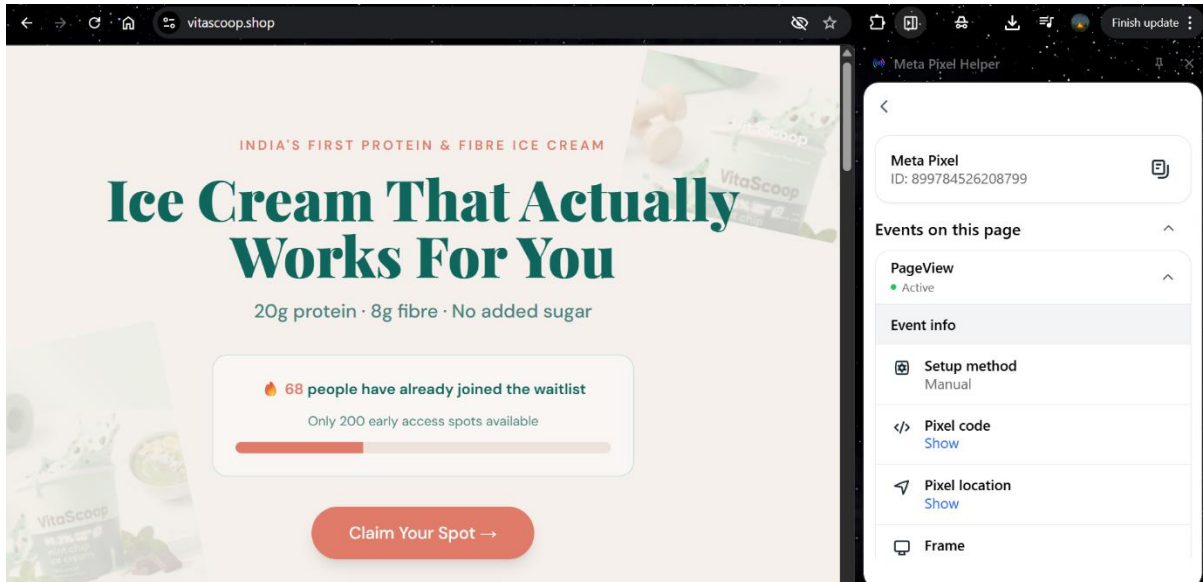


Figure 4: Meta Pixel Helper — PageView Event Firing on Landing Page

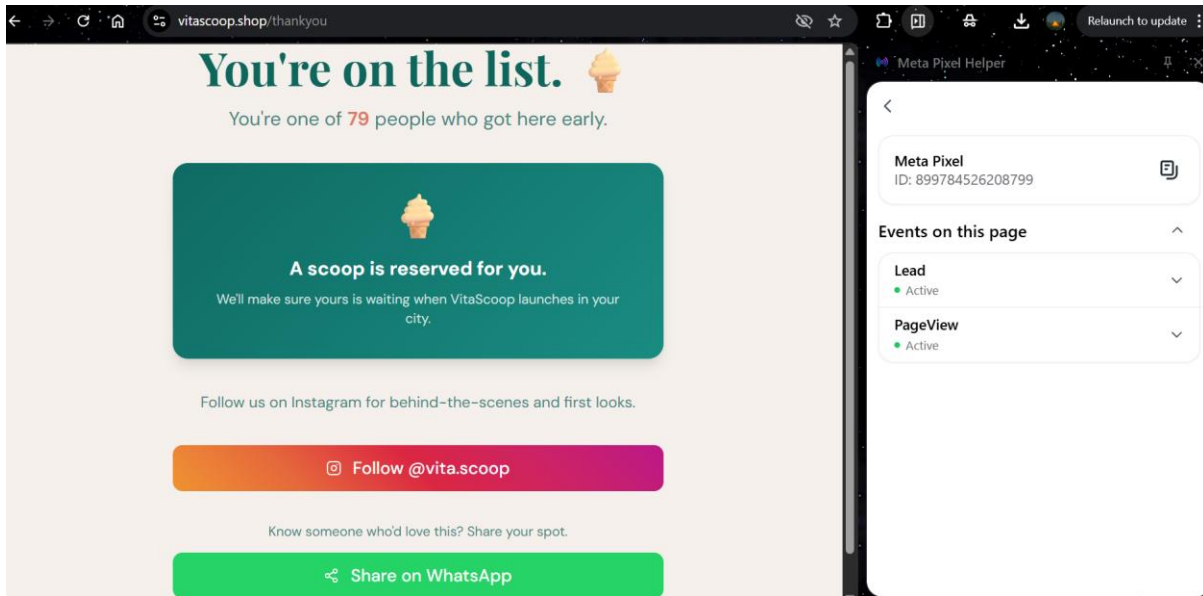


Figure 5: Meta Pixel Helper — Lead Event Firing on Thank You Page

3.3 Instagram Profile



Figure 6: @vita.scoop Instagram Profile

The @vita.scoop Instagram account was set up with a complete brand identity: teal and coral colour palette, the VitaScoop wordmark, and five curated highlight covers (WHY VS, NUTRITION, FLAVOURS, REVIEWS, WAITLIST). The account served as the organic content hub and the identity source for all Meta ad creatives.

SECTION 04

Instagram Organic Content Activity

8 organic posts were published before and during the paid campaigns launched, following a deliberate psychological arc: problem and curiosity first, product reveal second, proof and depth third, and conversion last. This sequence ensures cold ad audiences arriving at the profile see a credible, content-rich account rather than an empty page.

Organic Results: 1152 combined views • 50 combined likes • 8 posts across Reels, Static, and Carousel formats as of 26-03-2026.

Note: These numbers reflect a brand new account with zero prior follower base — organic reach for a new account is inherently limited and is expected to grow as ad traffic builds profile authority.

The purpose of the organic phase was to make an attempt to build a credible profile before cold audiences arrived via ads.

SECTION 05

Campaign 1 — Setup (Before)

5.1 Campaign Structure

Campaign 1 was structured under the Leads objective, with two ad sets: one using Meta's native Lead Form as the conversion mechanism, and one driving traffic to the landing page with the pixel tracking conversions. This A/B structure was designed to test whether Meta's native form or the custom landing page delivered a lower cost per lead.

Parameter	Details
Campaign Name	VS Leads
Objective	Leads
Budget Type	Lifetime (manual per ad set)
Ad Set 1	Landing Page Leads — Photoshoot creative

Parameter	Details
Ad Set 2	Native Lead Form — Product Commercial creative
Total Budget	₹370 per ad set
Dates	16th March — 20th March 2026

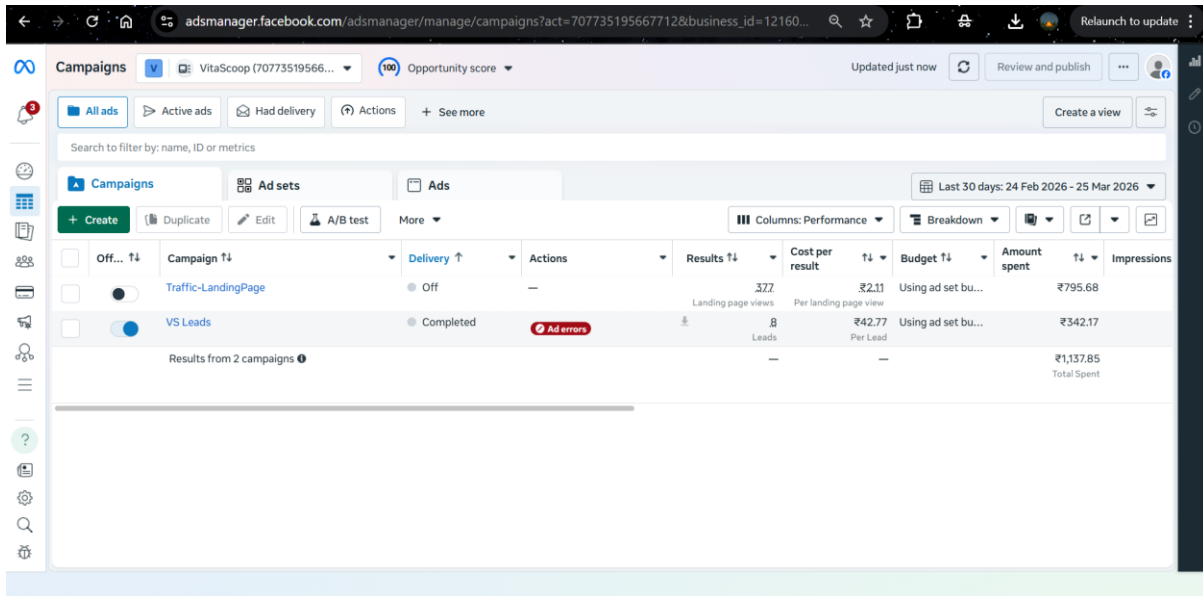


Figure 7: Campaigns Overview — Meta Ads Manager

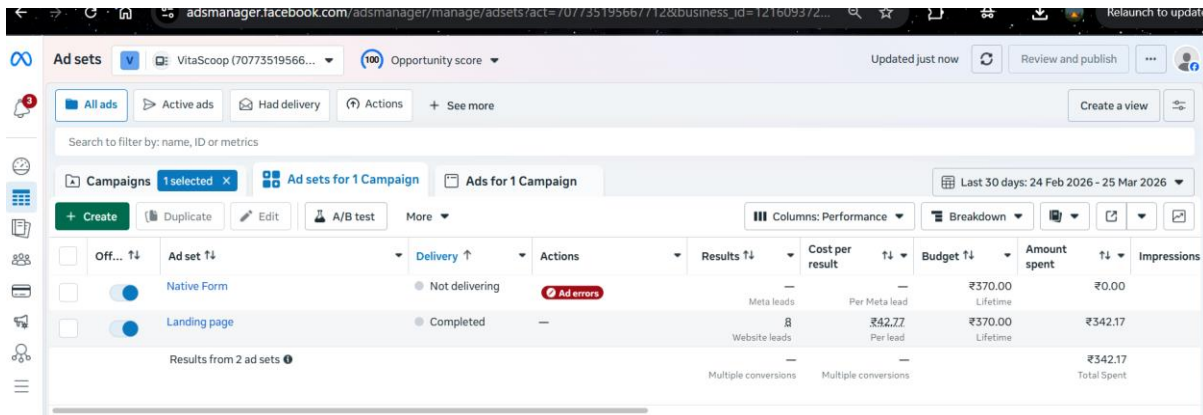


Figure 8: Ad Sets Under VS Leads Campaign

5.2 Target Audience

Audience Parameter	Setting
Age	22–38
Locations	Bengaluru, Mumbai, Delhi NCR, Hyderabad, Pune
Interests	Gym & Fitness, Protein Supplements, Healthy Eating, Functional Food, Yoga & Wellness, etc.
Behaviours	Engaged Shoppers
Placement	Advantage+ Automatic (Feed, Reels, Stories, Explore)
Exclusions	Existing followers of @vita.scoop

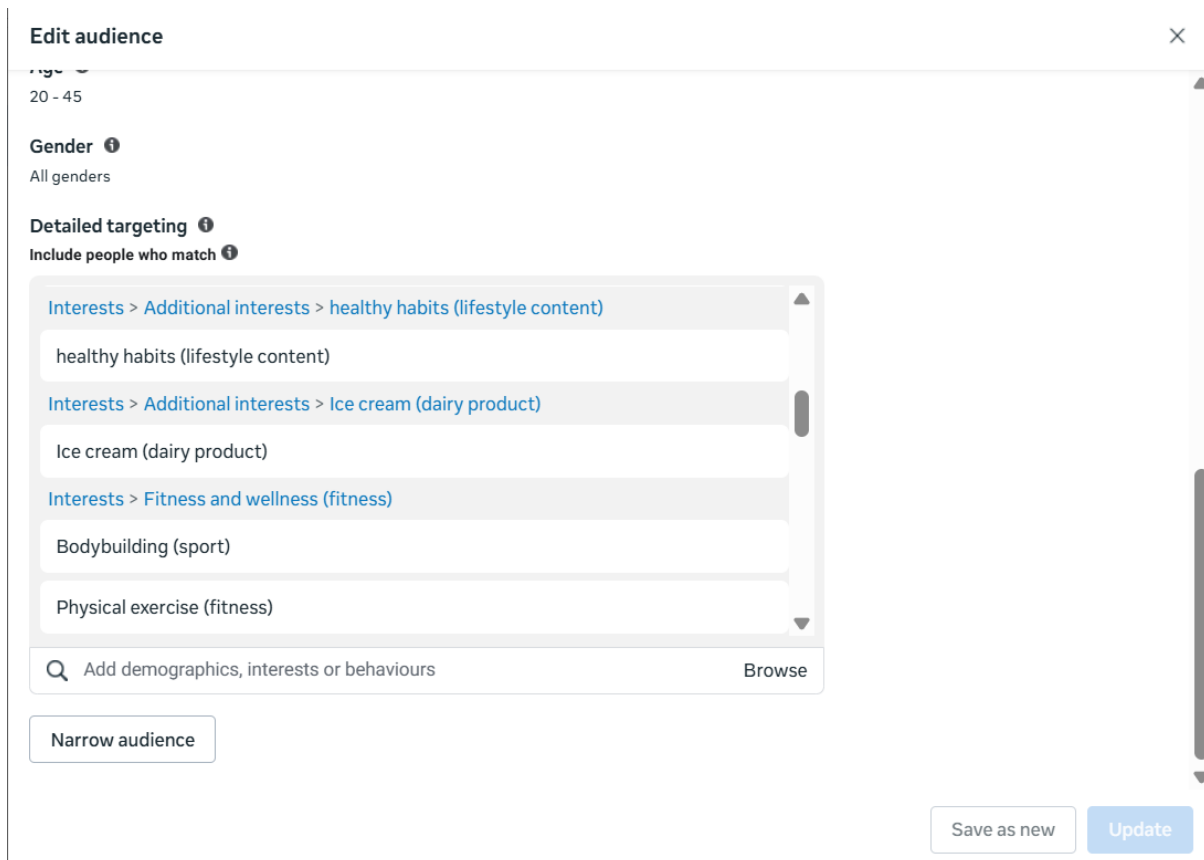


Figure 9: Ad Set Audience Configuration

Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

Locations

Inclusion: India: Mumbai (+40 km) Maharashtra; Bangalore (+40 km) Karnataka; Hyderabad (+40 km) Telangana; New Delhi Delhi

Minimum age

18

Advantage+ audience ✦

We'll automatically show ads to people most likely to respond. We'll show ads to people matching your suggestion, and other audiences when it's likely to improve performance.

[About audiences](#)

Age

20-45

Detailed targeting

People who match: Interests: Organic food (food and drink), Volleyball (sport), Frozen dessert, Baseball (sport), healthy habits (lifestyle content), Football (football), Desserts (food and drink), Chocolate (food and drink), Auto racing (motor sports), University American football (university sports), Swimming (water sport), healthy food (food and drink), healthy choice (food and drink), Physical fitness (fitness), Ice cream (dairy product), Yoga (spirituality), Triathlons (athletics), Basketball (sport), American football (sport), Healthy diet (personal care), Energy drinks (non-alcoholic beverage), Tennis (sport), Running (sport), marathons (running), Weight training (weightlifting), Bodybuilding (sport), healthy eating recipes (cooking and recipes), Physical exercise (fitness) or Amul Icecream

Figure 10: Audience Targeting Details

5.3 Ad Creative — Campaign 1

Ad Set 1: Photoshoot (Landing Page)

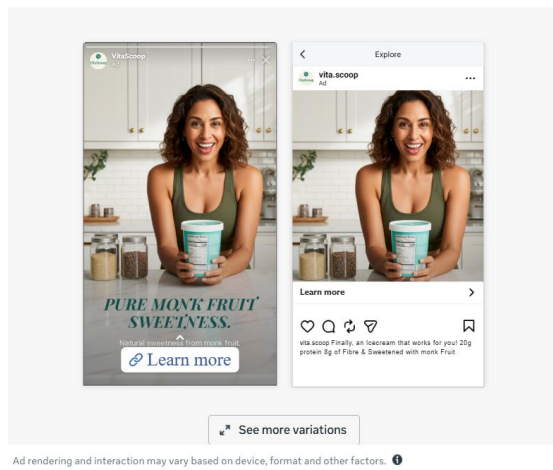


Figure 11: Campaign 1 Ad Creative — Product Photoshoot (Mint Chip)

The Photoshoot creative was generated using Google Pomelli's AI creative platform, which analysed the VitaScoop website and generated on-brand product imagery. The creative featured the Mint Chip flavour tub with floating ingredients against a green background. Copy: "Ice cream with 20g of protein and 8g of fibre. No added sugar. VitaScoop is launching in India — join the waitlist and be first in line." Headline: "Finally. Ice cream that works for you."

Ad Set 2: Native Lead Form (Rejected)

⚠️ Policy Issue: The Native Lead Form ad was rejected by Meta with the reason: "It looks like you are trying to collect personal data using lead ads. This goes against our Advertising Standards on lead ads." The rejection was triggered by the combination of a new ad account, a health-adjacent product, and the presence of a "Health Goal" question in the lead form, which Meta's automated system classified as sensitive health data collection. Hence, Campaign 2 was restructured under a Traffic objective to avoid this policy constraint entirely.

SECTION 06

Campaign 1 — Results (After)

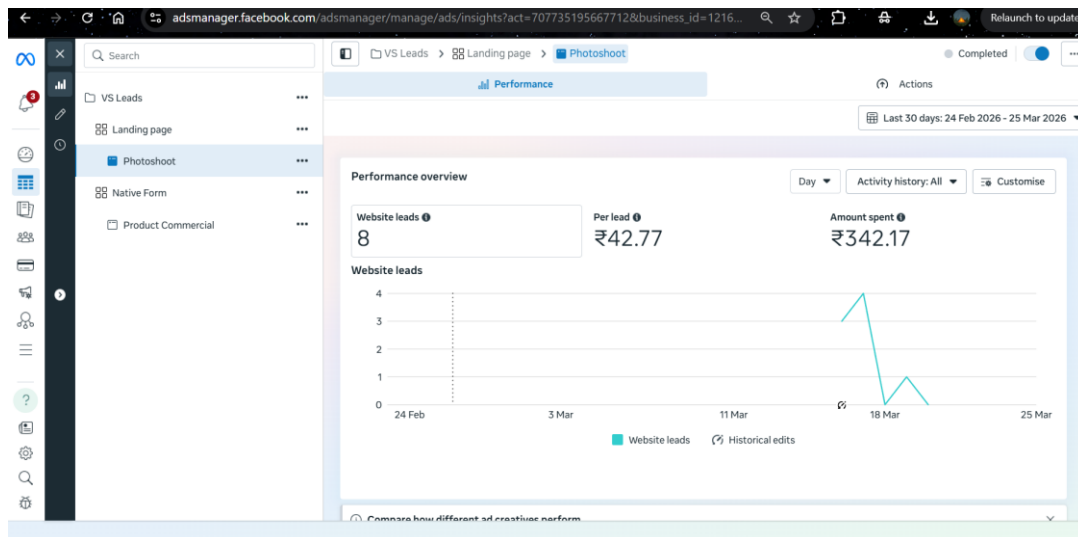


Figure 12: Campaign 1 Ad Set 1 — Performance Overview (Landing Page Leads)

Metric	Value	Notes
Amount Spent	₹342.17	Ad Set 1 only (Native Form rejected)
Leads Generated	8	Waitlist signups via landing page
Cost Per Lead	₹42.77	Within acceptable range for cold audience
Dates Active	16–20 March 2026	5-day run
Creative	Flavours Carousel	AI-generated via Google Pomelli, and Nano Banana

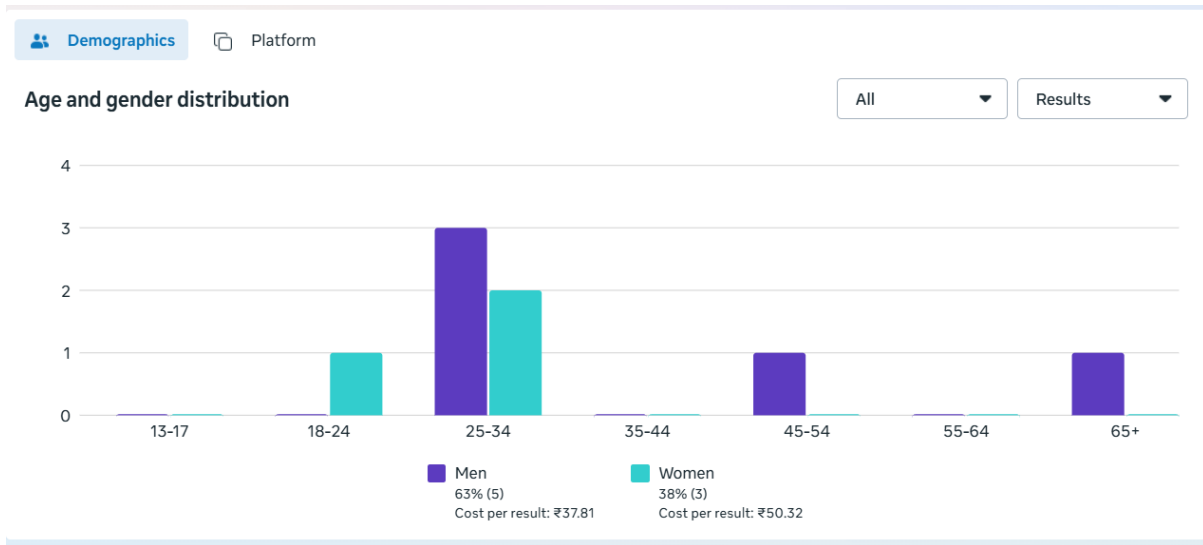


Figure 13: Campaign 1 — Age and Gender Delivery Breakdown

SECTION 07

Analysis — What Campaign 1 Told Us

7.1 What Worked

- Cost Per Lead of ₹42.77 is within a reasonable range for a cold audience on a new account with an unrecognised brand. Industry benchmark for Indian D2C food brands on Meta is ₹40–120 CPL for cold traffic.
- The landing page successfully converted visitors into signups, confirming the page copy, counter, and form flow were effective.
- 8 real leads were generated without any prior brand recognition, solely from paid reach.

7.2 What Did Not Work

- The Native Lead Form was rejected due to Meta's policy on sensitive health data collection. The "Health Goal" dropdown question triggered an automated flag on a new ad account.
- Only one of two ad sets delivered, halving the planned data collection scope for Campaign 1.
- A single creative was tested in Campaign 1, providing no A/B creative insight within the campaign.

7.3 Decisions Made for Campaign 2

Based on Campaign 1 data, two specific changes were made for Campaign 2: (1) Switched from Leads objective to Traffic objective to avoid further policy rejections and to test a different optimisation signal. (2) Added a second creative (Label Doesn't Lie video) to enable genuine A/B testing between a product-image creative and a human-face video creative.

The switch to Traffic objective was a calculated strategic change, not a workaround. Traffic objective optimises for link clicks rather than form fills, giving a different and complementary data point: it tells us how many people are curious enough to visit the page, while Leads tells us how many are committed enough to sign up. Together, they give a fuller picture of the audience's engagement funnel.

SECTION 08

Campaign 2 — Setup

8.1 Campaign Structure

Parameter	Details
Campaign Name	Traffic — Landing Page
Objective	Traffic (Website)
Budget Type	Lifetime
Number of Ad Sets	1
Number of Ads	2 (A/B creative test)
Total Budget	₹795.68 spent
Dates	18th March — 21st March 2026
Key Change from Campaign 1	Objective: Leads → Traffic 1 creative → 2 creatives

8.2 Ad Creatives — Campaign 2

Ad 1: Flavour Carousel

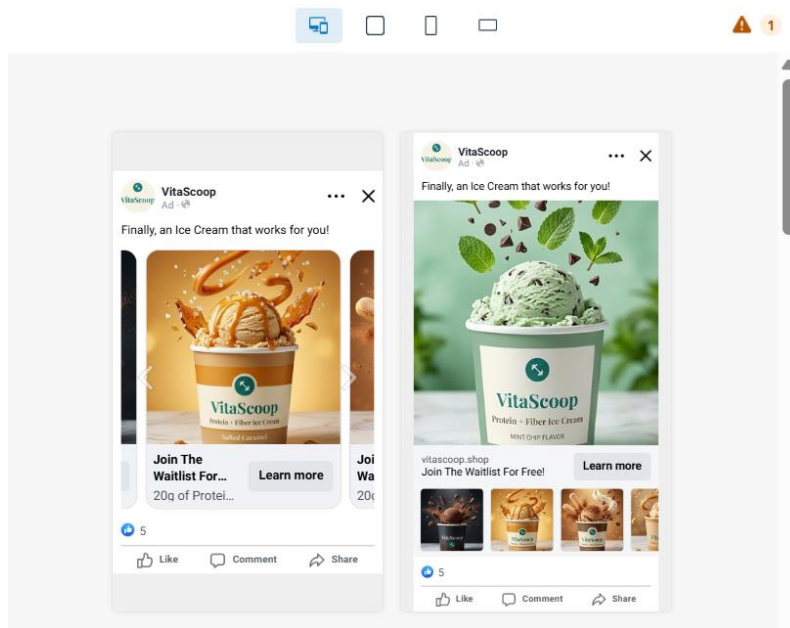


Figure 14: Campaign 2 Creative A — Flavour Carousel

A multi-image carousel showcasing all five VitaScoop flavours (Dark Chocolate, Tiramisu, Salted Caramel, Peanut Butter, Mint Chip) with macro callouts on each slide. Generated using AI product photography tools and assembled in Canva. Hypothesis: visual variety across flavours drives curiosity and higher click-through rates.

Ad 2: Label Doesn't Lie

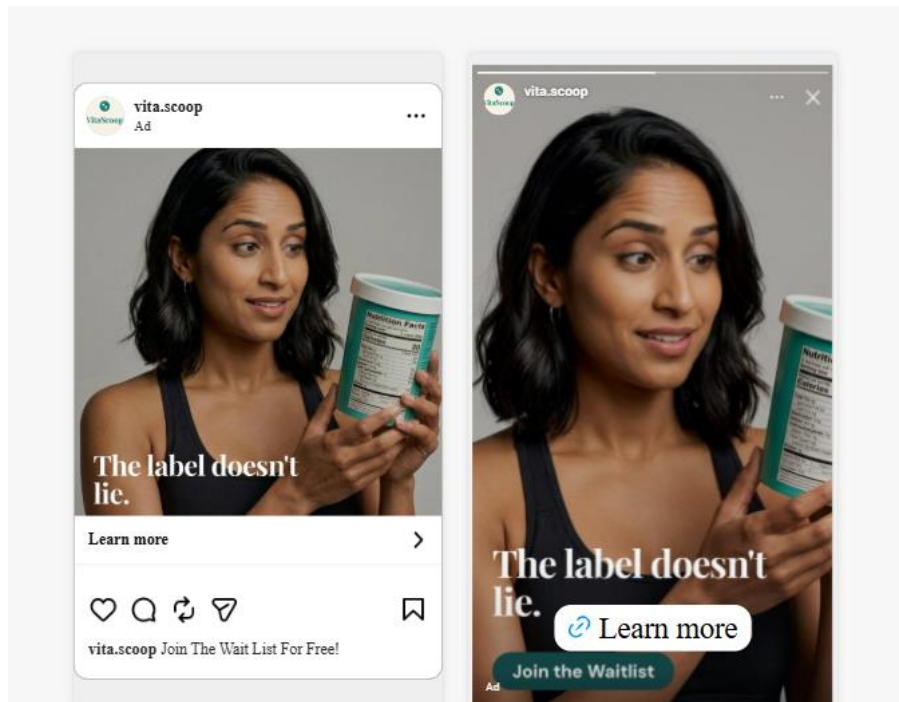


Figure 15: Campaign 2 Creative B — Label Doesn't Lie Video

A creative featuring Zara (the brand character) holding and reading the VitaScoop nutrition label, with a visible look of impressed surprise. Text overlay: "The label doesn't lie." with a "Join the Waitlist" CTA button. Hypothesis: human face and authentic reaction drives higher engagement and trust.

SECTION 09

Campaign 2 — Results

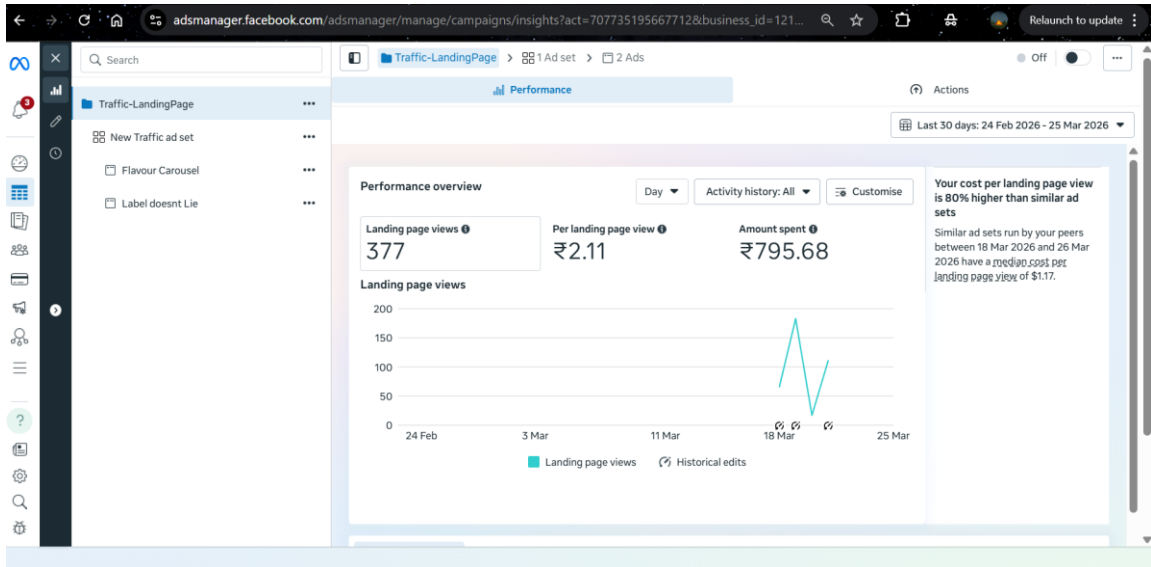


Figure 16: Campaign 2 Overall Performance — 377 Landing Page Views, ₹2.11 per view

Metric	Campaign 2 Total	Ad 1: Flavour Carousel	Ad 2: Label Doesn't Lie
Amount Spent	₹795.68	₹497.71	₹297.97
Landing Page Views	377	247	130
Cost Per View	₹2.11	₹2.02	₹2.29
Duration	18–21 March	18–21 March	18–21 March
Creative Winner	—	✓ Lower CPV	Higher CPV

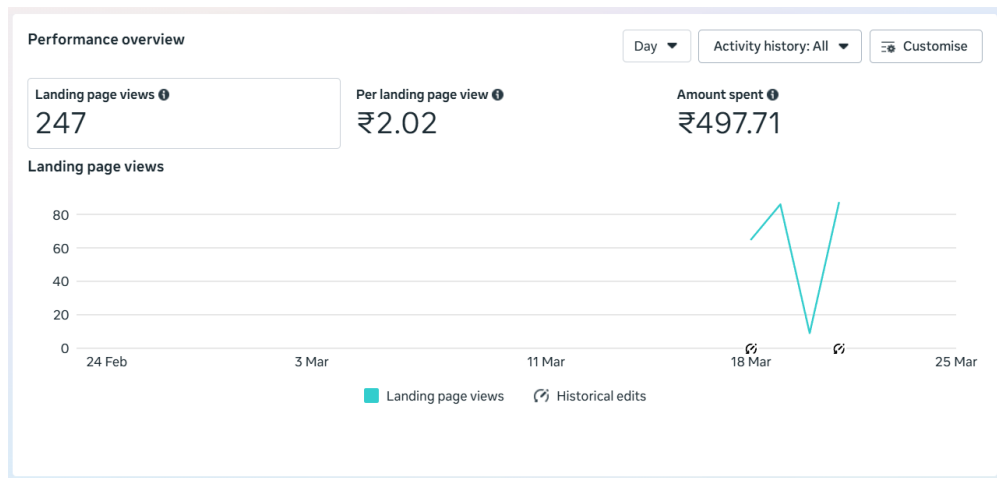


Figure 17: Flavour Carousel — 247 Landing Page Views, ₹2.02 per view

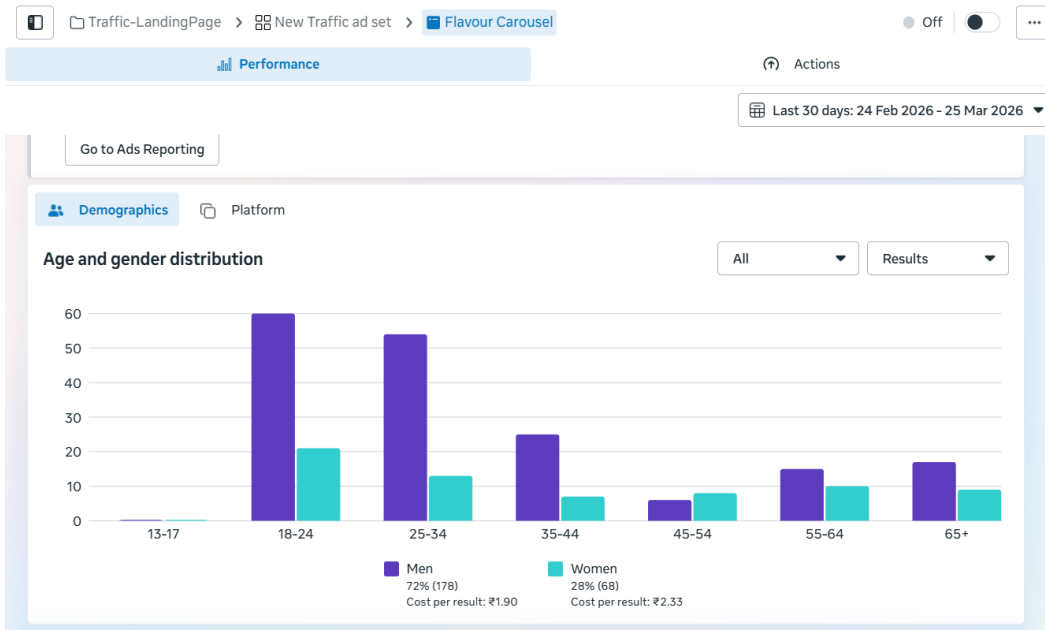


Figure 18: Flavour Carousel — Age and Gender Distribution

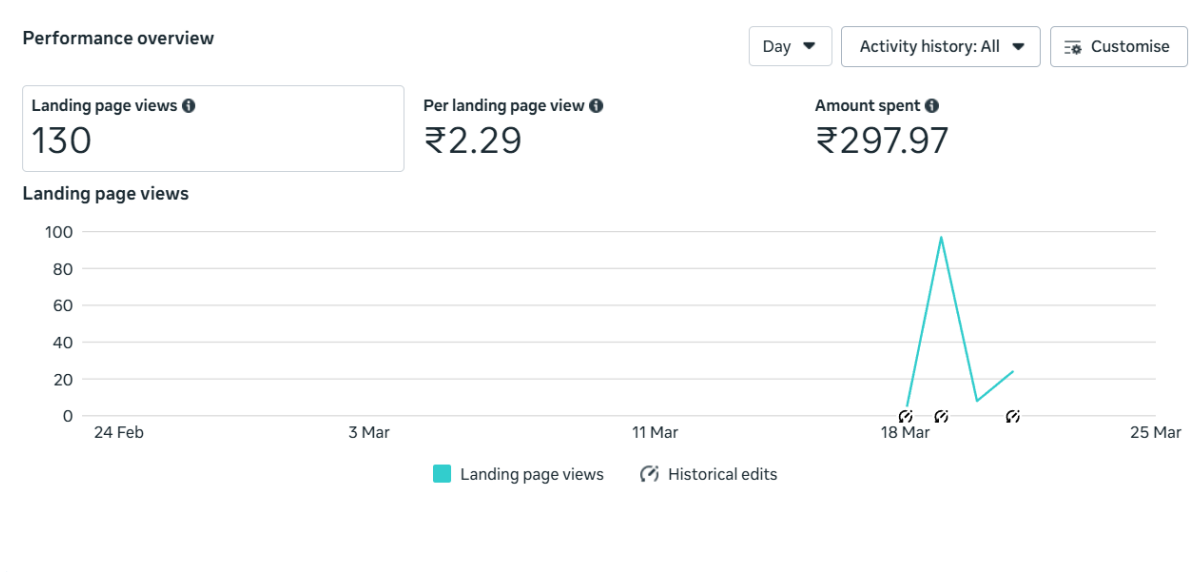


Figure 19: Label Doesn't Lie — 130 Landing Page Views, ₹2.29 per view

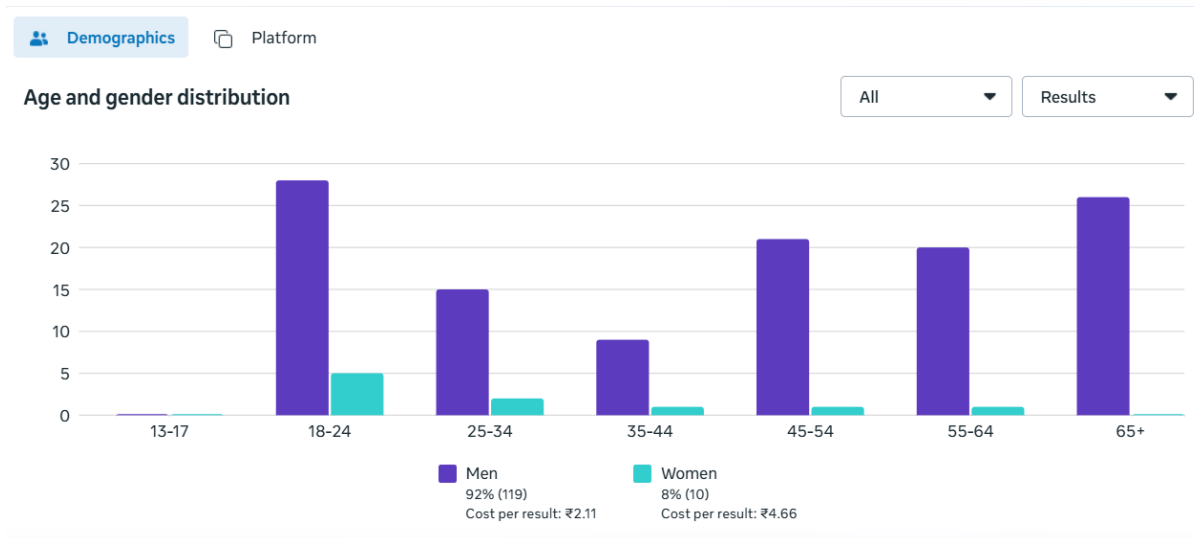


Figure 20: Label Doesn't Lie — Age and Gender Distribution

SECTION 10

Comparative Analysis — Campaign 1 vs Campaign 2

Metric	Campaign 1	Campaign 2	Change
Objective	Leads / Website	Traffic / Website	Objective changed
Amount Spent	₹342.17	₹795.68	+₹453.51
Primary Result	8 Leads	377 Landing Page Views	Different metric
Cost Per Result	₹42.77 per lead	₹2.11 per view	-95% reduction
Number of Creatives	1	2 (A/B test)	+1 creative
Winning Creative	Photoshoot (only creative)	Flavour Carousel (₹2.02/view)	Product carousel wins
Ad Rejections	1 (Native Lead Form)	0	Policy issue resolved
Duration	5 days	4 days	-1 day

10.1 Key Findings

- Switching from Leads to Traffic objective reduced cost per result by approximately 95% — from ₹42.77 to ₹2.11. However, these are different metrics (a committed lead vs a page view) so direct comparison requires caution.
- The Flavour Carousel outperformed the Label creative on both volume (247 vs 130 views) and cost efficiency (₹2.02 vs ₹2.29 per view). This suggests that visual product variety drives more curiosity clicks than a single human-face creative for a cold audience that does not yet know the brand.
- The Label creative still delivered 130 views at a reasonable ₹2.29 CPV. For a warm retargeting audience who already knows VitaScoop, the human-face creative would likely outperform the carousel.
- The Meta Lead Form rejection in Campaign 1 was a valuable policy learning: new ad accounts with health-adjacent products face stricter automated review on Lead Form ads.

Strategic Conclusion: For cold audience acquisition at VitaScoop's stage, Traffic objective + multi-flavour visual carousel is the most cost-efficient combination. Lead Form ads should be retried after the account has sufficient delivery history (approximately 1,000+ impressions and several weeks of clean delivery) to reduce automated rejection risk.

SECTION 11

Organic Interest Generated — Creator & Freelancer Outreach

While the ads were active, the @vita.scoop Instagram account received unsolicited DMs from content creators and freelancers who had seen the ads and wanted to collaborate or offer services. This is a meaningful secondary signal: it confirms the ads reached professionals in the content and marketing space, and it validates that the brand identity felt credible and real enough to attract genuine outreach.

Insight: Organic creator outreach during an ad campaign indicates the creative was reaching a relevant audience — including people who produce content in the health, fitness, and lifestyle space. In a real brand context, these DMs would be the starting point for micro-influencer partnerships.

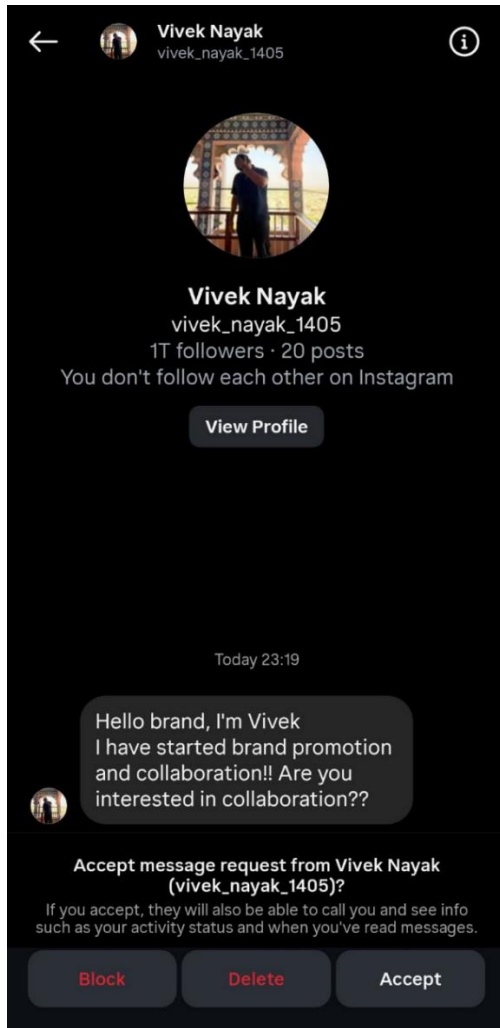


Figure 21: Creator DM #1 — Collaboration Enquiry

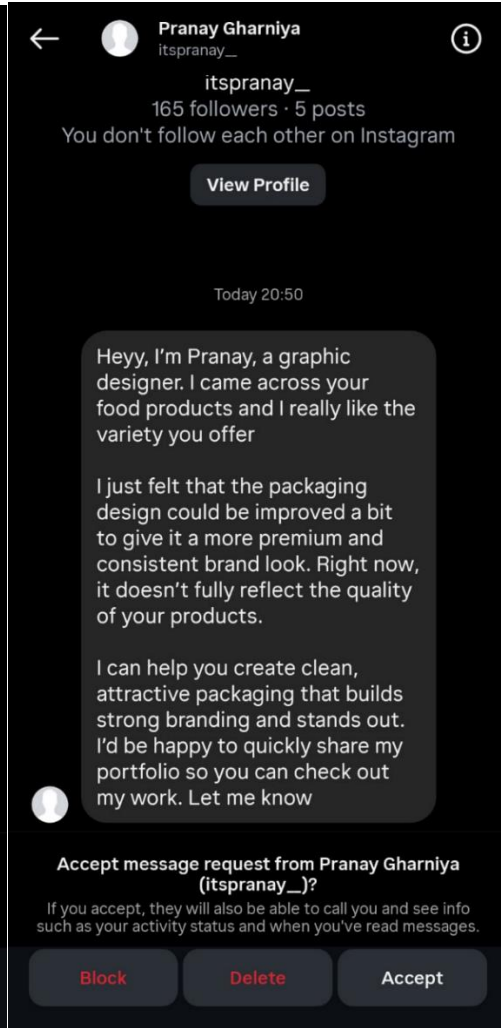


Figure 22: Creator DM #2 — Collaboration Enquiry



Figure 23: Creator DM #3 — Collaboration Enquiry

SECTION 12

AI Tools & Technology Stack

Category	Tool	How It Was Used
Landing Page	Lovable	AI-powered development platform used to build and deploy the full landing page and thank-you page
Database	Supabase	Real-time database for live waitlist counter and form submission storage
Domain	Hostinger + Entri	Custom domain (vitascoop.shop) purchased and auto-configured via Entri DNS integration
Image Generation	Adobe Firefly	AI product photography, Zara character base images, flavour imagery, highlight covers
Image Generation	Nano Banana	Zara scene variations (gym, couch, café, label-reading)
Image Generation	Google Pomelli	AI ad creative generation — analysed website to produce on-brand ad assets
Design	Canva	All static posts, carousels, Story frames, highlight covers, brand kit
Tracking	Meta Pixel	Installed on landing page and thank-you page to track PageView and Lead events
Verification	Meta Pixel Helper	Chrome extension used to verify pixel firing before campaign launch

SECTION 13

Budget Summary

Item	Amount Spent (INR)
Hostinger Domain	₹124
Campaign 1 — Ad Set 1 (Landing Page Leads, Photoshoot creative)	₹342.17
Campaign 1 — Ad Set 2 (Native Lead Form)	₹0.00 (Rejected, not delivered)
Campaign 2 — Ad 1 (Flavour Carousel)	₹497.71
Campaign 2 — Ad 2 (Label Doesn't Lie)	₹297.97
Total Ad Spend	₹1,137.85
Remaining Budget (of ₹1,500)	₹238.15

CONCLUSION

VitaScoop demonstrates how a brand can be built from zero— from character creation and product imagery to landing page development, database integration, pixel tracking, and paid media execution. Within a ₹1,500 budget, the campaign generated 8 real waitlist leads and 377 landing page visits, encountered and resolved a Meta policy challenge, identified a winning creative format (product carousel over human-face video for cold audiences), and attracted organic creator collaboration requests.

The most significant learning is methodological: the before/after structure of Meta Ads campaign testing provides a disciplined framework for marketing decision-making. Every change made between Campaign 1 and Campaign 2 was data-justified, documented, and measurable. That discipline (not the specific numbers) is the transferable skill this assignment was designed to build.

Total Investment: ₹1,261.85 | Total Actions Generated: 385 (8 leads + 377 page views through Paid Ads) | Creator Collaborations Received: 3 unsolicited DMs | Winning Creative: Flavour Carousel at ₹2.02 per landing page view