

SUPPLEMENT BRAND

Moroccan market | Flexible creative testing with 10 static image assets

Confidentiality & market context: The brand identity is withheld for privacy and commercial confidentiality. This campaign targeted the Moroccan market. The product is a novel nicotine-free oral pouch supplement (snus-style format) positioned around caffeine and vitamins. No health or medical claims are evaluated in this case study.

Testing objective. I wanted to validate whether a new product concept could generate efficient purchase intent using a controlled creative test. I launched 10 image-only creatives inside a flexible ad setup, optimized for website purchases, and judged the test on full-funnel economics rather than CTR alone.

WHY THIS TEST MATTERS

The test converted 4,601 landing-page visits into 76 purchases at a \$2.17 CPA while maintaining 10.80x reported ROAS. Performance justified scaling, but a product-level legal / compliance issue required the manufacturer to stop this version before the scale phase.

SPEND \$164.76 Test investment	PURCHASES 76 Website purchases	CPA \$2.17 Cost per purchase	ROAS 10.80x Purchase ROAS
ATTRIBUTED VALUE \$1,779 Spend x ROAS	LINK CLICKS 5,618 Traffic generated	LANDING-PAGE VIEWS 4,601 Qualified visits	FREQUENCY 1.67x Low repetition

Why I used a flexible 10-image test

For a new product concept in the Moroccan market, I wanted fast creative signal without fragmenting the budget across ten isolated ad sets. The flexible structure kept the purchase objective central while giving Meta multiple visual assets to distribute against the same conversion goal.

01 CREATIVE BREADTH

I prepared 10 static image creatives so the test was not dependent on a single visual angle. The purpose was to give the system enough variation to find stronger combinations and audience responses.

02 ONE PURCHASE TEST CELL

The creative pool was tested inside one flexible ad set. This reduced budget fragmentation and let me assess the economics of the full creative system before scaling separate winners.

03 READ THE FULL FUNNEL

I evaluated CPM, link CTR, landing-page arrival, purchase conversion, CPA and ROAS together. A click metric by itself would not be enough to decide whether the test was commercially useful.

04 SCALE BLOCKED BY COMPLIANCE

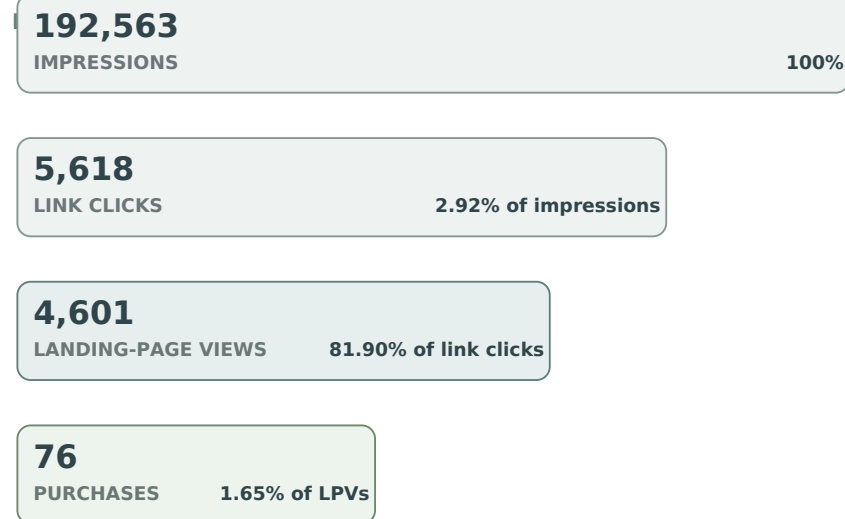
The test had earned the right to scale, but the manufacturer had to stop this specific product version after a product-level legal / compliance issue emerged. The campaign therefore ended during validation, before the planned scaling phase could be executed.

TEST ECONOMICS

Cost / 1,000 impressions Efficient media delivery	\$0.86
Link CTR 5,618 link clicks	2.92%
Click -> landing page 4,601 LPVs / 5,618 clicks	81.90%
Landing page -> purchase 76 purchases / 4,601 LPVs	1.65%
Derived cost / link click Spend / link clicks	\$0.029
Derived cost / LPV Spend / landing-page views	\$0.036

Where the performance came from

The strongest part of the test is the combination of very low delivery cost in the Moroccan market, a high landing-page arrival rate, and enough downstream conversion to keep acquisition cost exceptionally low.



WHAT I READ FROM THE DATA

1. Cheap reach created room to test

At \$0.86 CPM, the test generated 192.6k impressions and reached 115.5k people from only \$164.76 in spend.

2. The creative pool generated traffic

A 2.92% link CTR produced 5,618 link clicks. I would treat that as evidence that the image pool could earn attention, not as the final success metric.

3. Landing-page continuity was strong

81.9% of link clicks became landing-page views, meaning most paid clicks successfully reached the site rather than dropping before page load.

4. Conversion economics closed the loop

1.65% of landing-page views converted to purchase. Combined with cheap traffic, that produced a \$2.17 CPA and 10.80x reported ROAS.

5. Clear scaling headroom remained

Frequency was just 1.67x, with no meaningful saturation. At \$2.17 CPA and 10.80x ROAS, the test justified scaling, but a manufacturer-level legal / compliance issue with this product version ended the campaign before scale-up.

Meta Ads Manager results

The screenshots below are the source metrics used in this case study. Brand identity is withheld, the ad-set label is anonymized, and the campaign is presented only at the level needed to demonstrate performance in the Moroccan market.

☐	Off / On	Ad set ↑↓	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	Impressions ↑↓	Reach ↑↓	Schedule ↑↓	End:
☐	☒	AD SET 1 - FLEXIBLE TEST	76 Website purchases	\$2.17 Per Purchase	Using campaign...	\$164.76	192,563	115,543	Mar 25, 2026 - Ongoing	
Results from 1 ad set ⓘ			76 Website purchases	\$2.17 Per Purchase		\$164.76 Total spent	192,563 Total	115,543 Meta Accounts		

Account-level test result: 76 website purchases at \$2.17 CPA from \$164.76 spend.

CPC (all) ↑↓	Link clicks ↑↓	CTR (link click-throu... ↑↓	CTR (all) ↑↓	CPM (cost per 1,000... ↑↓	Landing page views ↑↓	Website landing pag... ↑↓	Purchases ↑↓	P	R
\$0.02	5,618	2.92%	3.47%	\$0.86	4,601	4,601	76		
\$0.02 Per Click	5,618 Total	2.92% Per Impressions	3.47% Per Impressions	\$0.86 Per 1,000 Impressions	4,601 Total	4,601 Total	76 Total		

CTR (all) ↑↓	CPM (cost per 1,000... ↑↓	Landing page views ↑↓	Website landing pag... ↑↓	Purchases ↑↓	Purchase ROAS (retu... ↑↓	Cost per purchase ↑↓	THE STC RATE
3.47%	\$0.86	4,601	4,601	76	10.80	\$2.17	
3.47% Per Impressions	\$0.86 Per 1,000 Impressions	4,601 Total	4,601 Total	76 Total	10.80 Average	\$2.17 Per Action	

Commercial outcome: The test was stopped for a product-version legal / compliance issue at manufacturer level - not because of media performance. As this was still the validation phase, the campaign never reached its intended scaling stage. With 10.80x reported ROAS, a \$2.17 CPA and only 1.67x frequency, the data showed meaningful headroom for further controlled scaling, subject to a compliant product version. Takeaway: I used a 10-image flexible creative test to validate a new product concept and generated 76 purchases at \$2.17 CPA and 10.80x reported ROAS. The test earned the right to scale; the constraint that ended it came from the product version itself, not the acquisition economics.