viptech CONSULTING

CASE STUDY · META ADS

67 tickets sold for an in-person masterclass at a 2.3x ROAS

How a professional aesthetics academy filled its live event in Puerto Rico by pairing a low-cost warm-up phase with a sales campaign segmented by level of interest.

67
Ticket purchases recorded on the website

$5,508
Purchase value reported by Meta (2.30x ROAS)

$35.81
Cost per purchase (sales campaign)

266K
People reached in Puerto Rico during the warm-up phase

Client: professional aesthetics academy (identity withheld)

Period: Oct 1 – Nov 11, 2026 · Event: Nov 12, 2026

EXECUTIVE SUMMARY

The Challenge and the Result

An advanced aesthetics training academy hosted an in-person masterclass in Puerto Rico on November 12, 2026. It needed to sell paid tickets to industry professionals in a market of limited size, with a window of only five weeks.

PHASE 1 · OCT 1–5

Audience Warm-Up

A video reach campaign to make the market aware of the event and, above all, to **build first-party audiences** of people who showed genuine interest.

$269.74 invested · **266,207** people reached · **$0.49** CPM

PHASE 2 · OCT 9 – NOV 11

Ticket Sales

A conversion campaign optimized for purchases, with budget split by audience temperature: a cold audience and two retargeting tiers based on how much of the videos people watched.

$2,399.43 invested · **67** purchases · **2.30x** ROAS

3,470	2.81%	$0.38	$82.21
Link clicks	Link CTR	Link CPC	Average ticket value

Direct Evidence from Ads Manager ("Maximum" date range)



Screenshot 1. Sales campaign performance panel with the **Maximum** date range: 67 website purchases, $35.81 per purchase and $2,399.43 amount spent. (Ads Manager interface shown in Spanish.)

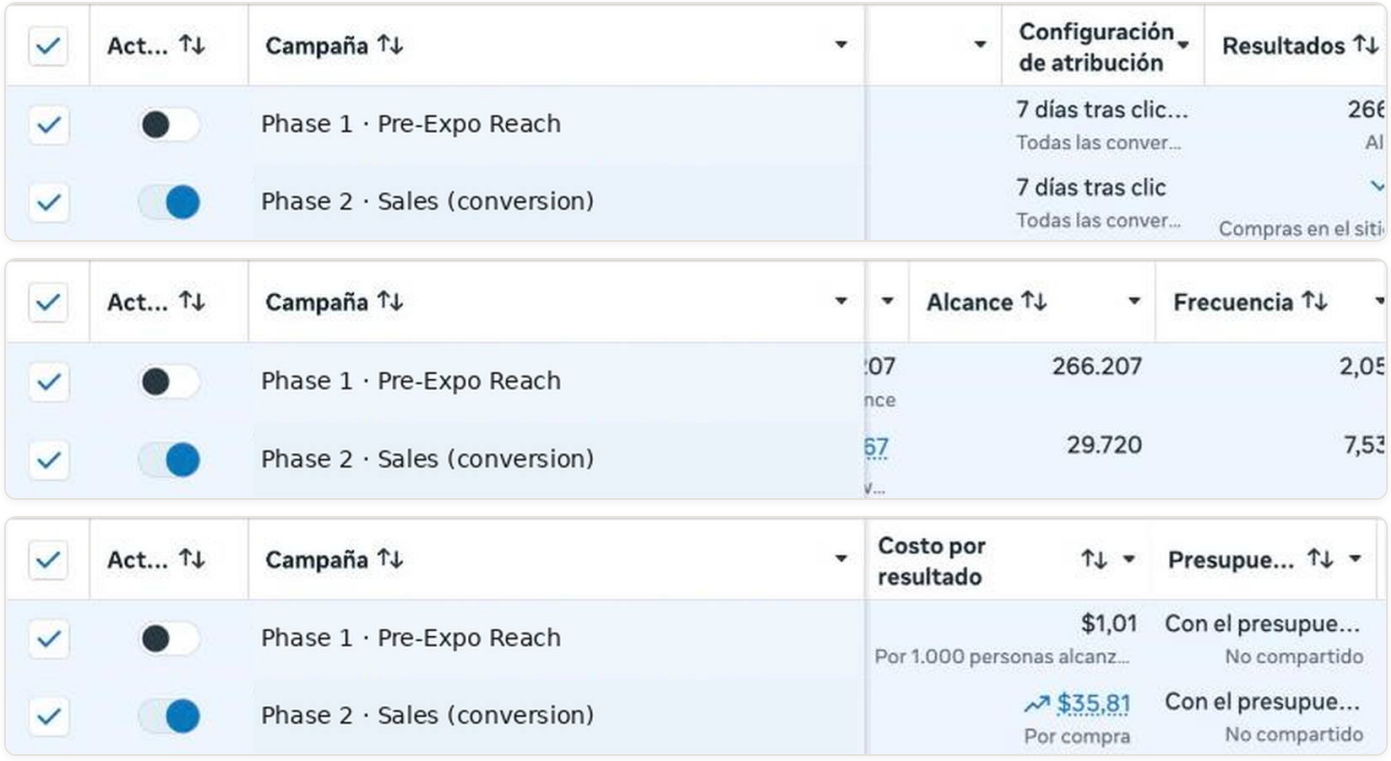
Key takeaway: the $269.74 warm-up phase did not sell tickets directly; its job was to build the audience that later bought at a lower cost. Across both phases, total investment was **$2,669.17**, with a blended cost per purchase of **$39.84** and a blended ROAS of **2.06x**.

LEVEL 1 · CAMPAIGN

Two Campaigns, One Objective

The structure separated interest generation from selling. As a result, the conversion algorithm did not have to "discover" the audience from scratch: a pool of people who had already watched the event videos was in place.

Campaign	Objective	Spend	Reach	Result	Cost
Phase 1 · Pre-Expo Reach	Awareness	$269.74	266,207	266,207 people	$1.01 / 1,000 people
Phase 2 · Sales	**Sales**	**$2,399.43**	**29,720**	**67 purchases**	**$35.81 / purchase**



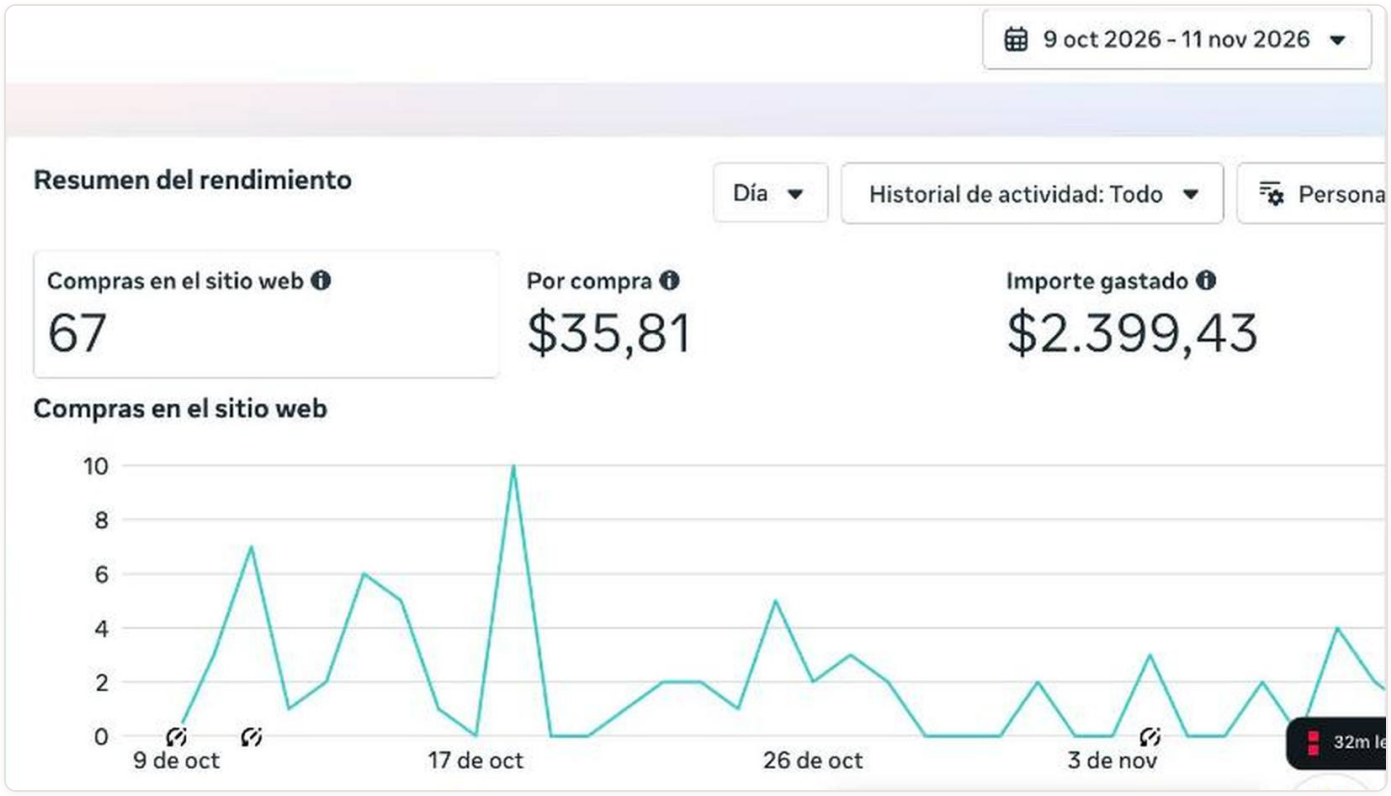
Screenshots 2a–2c. Campaign view in Ads Manager (results, reach and cost per result). Actual campaign names were replaced with generic labels to protect the client's identity; the figures were not altered.

> **Worth highlighting:** in Phase 1, every 1,000 people reached cost $1.01. That broad, low-cost reach is what fed the Phase 2 retargeting audiences.

LEVEL 1 · CAMPAIGN

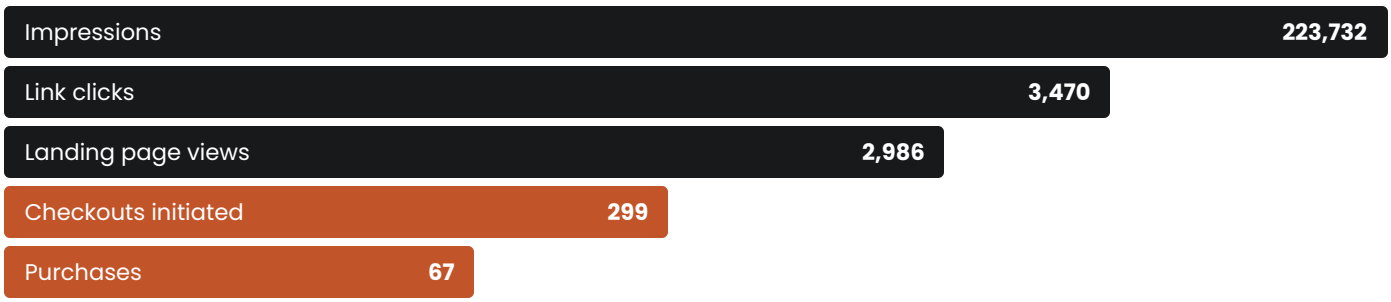
Steady Sales Through Event Day

Purchases were spread across all five weeks, with peaks at launch and during the week of October 17, and a final upswing driven by urgency messaging in the closing days.



Screenshot 3. Daily purchases from October 9 to November 11, 2026 (the campaign's full active period). Totals match the Maximum range in Screenshot 1.

Sales Campaign Funnel



86% of clicks resulted in a landing page view, and 22.4% of those who initiated checkout completed their purchase.

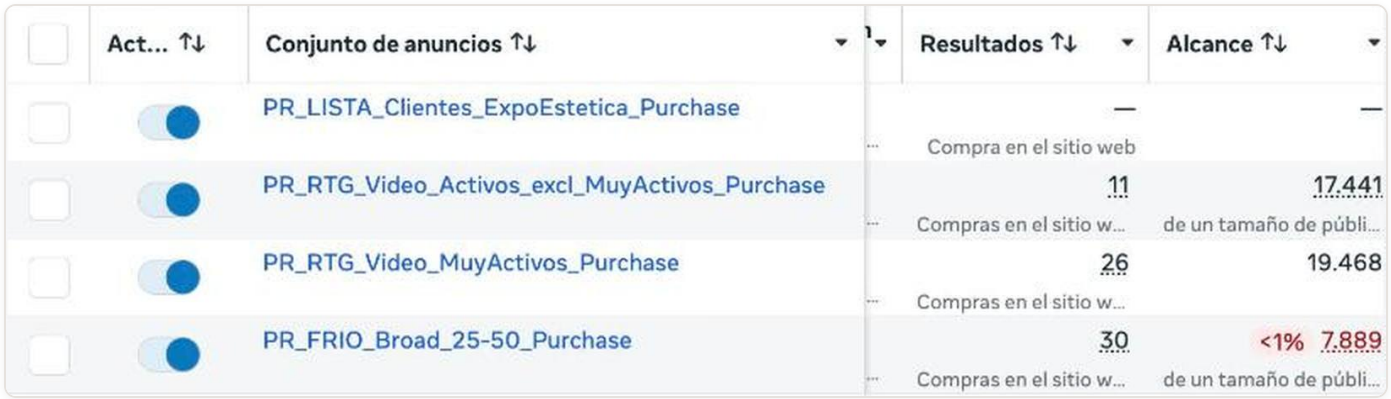
> **Why it matters:** an event campaign that only sells at launch runs out of steam. Here, each stage used a different angle, and on November 4 a new scarcity-focused creative was added for the final stretch.

LEVEL 2 · AD SETS

A Dedicated Budget for Each Audience

The sales campaign used ad set–level budgets (ABO) to control how much went to each audience temperature, rather than letting the algorithm concentrate everything in one place.

Ad set	Spend	Purchases	Cost/purchase	Value	ROAS	CTR
Retargeting · highly engaged (heavy video viewers)	**$649.77**	**26**	**$24.99**	**$1,774.30**	**2.73x**	**2.92%**
Cold audience · broad	$1,299.81	30	$43.33	$3,093.95	2.38x	2.73%
Retargeting · engaged (excludes highly engaged)	$449.85	11	$40.90	$640.15	1.42x	2.76%
Industry trade-show customer list	$0.00	—	—	—	—	—





Screenshots 4a–4b. Results, reach, cost per result and budget by ad set (amount spent is detailed in the table).

> **The finding:** the audience that watched the most video in Phase 1 bought at **$24.99**, **42% cheaper** than the cold audience ($43.33). The two retargeting ad sets delivered 37 of the 67 purchases (55%). The cold audience, while more expensive per purchase, brought the highest average ticket ($103 vs. $68 for retargeting), which kept its ROAS at 2.38x.

LEVEL 3 · ADS

The Right Message for Each Temperature

The campaign ran 10 video and image ads, each with a distinct angle based on the ad set it served.

Ad (angle)	Spend	Purchases	Cost/purchase	ROAS
Retargeting · Event collage	**$219.97**	**14**	**$15.71**	**5.37x**
Cold · Social proof	**$334.90**	**10**	**$33.49**	**3.39x**
Retargeting · Expert + "10 spots left"	$135.19	5	$27.04	3.08x
Cold · Sales (volume leader)	$643.01	20	$32.15	3.05x
Retargeting · "What's coming"	$345.68	12	$28.81	1.72x
Retargeting · "It's not enough"	$102.16	2	$51.08	1.36x
Retargeting · "Still thinking it over?"	$212.50	4	$53.13	0.40x
Cold · Professional judgment	$320.23	0	—	—



Act...	Anuncio	Resultados	Alcance	supuesto (junto de anunci...)	Monto gastado	Finaliz..
	RTG-MUYACTIVOS_V16_Expert_Quedan10	— Compra en el sitio web	2.993	$650,00 (al, no comparti...)	$84,12	11 no
	RTG-ACTIVOS_V4RTG_TodaviaPensando	4 Compras en el sitio w...	13.787	$450,00 (al, no comparti...)	$212,50	11 no
	RTG-ACTIVOS_V14_NoEsSuficiente	2 Compras en el sitio w...	2.390	$450,00 (al, no comparti...)	$102,16	11 no
	RTG-MUYACTIVOS_V13_Collage	14 Compras en el sitio w...	12.856	$650,00 (al, no comparti...)	$219,97	11 no
	FRIO_V3_SalLista	20 Compras en el sitio w...	6.080	$1.300,00 (al, no comparti...)	$643,01	11 no
	RTG-MUYACTIVOS_V15_LoQueViene	12 Compras en el sitio w...	11.026	$650,00 (al, no comparti...)	$345,68	11 no
	LISTA_V4RTG_TodaviaPensando	— Compra en el sitio web	—	$100,00 (al, no comparti...)	$0,00	11 no
	RTG-ACTIVOS_V16_Expert_Quedan10	5 Compras en el sitio w...	4.711	$450,00 (al, no comparti...)	$135,19	11 no
	FRIO_V4_Criterio	— Compra en el sitio web	4.194	$1.300,00 (al, no comparti...)	$320,23	11 no
	FRIO_V2_PruebaSocial	10 Compras en el sitio w...	4.297	$1.300,00 (al, no comparti...)	$334,90	11 no

Screenshot 5. Purchases and amount spent by ad (all 10 ads in the campaign). Thumbnails were pixelated and one person's name was replaced with "Expert" for privacy. Two additional ads with no purchases ($84.12 combined) complete the spend.

What the data shows: the most efficient creative was not the most polished one, but the one showing the real event (a collage) to people who already knew the brand: **$15.71 per purchase and 5.37x ROAS**. Ad-level data also reveals which angles did not convert, which is invaluable for the next event.

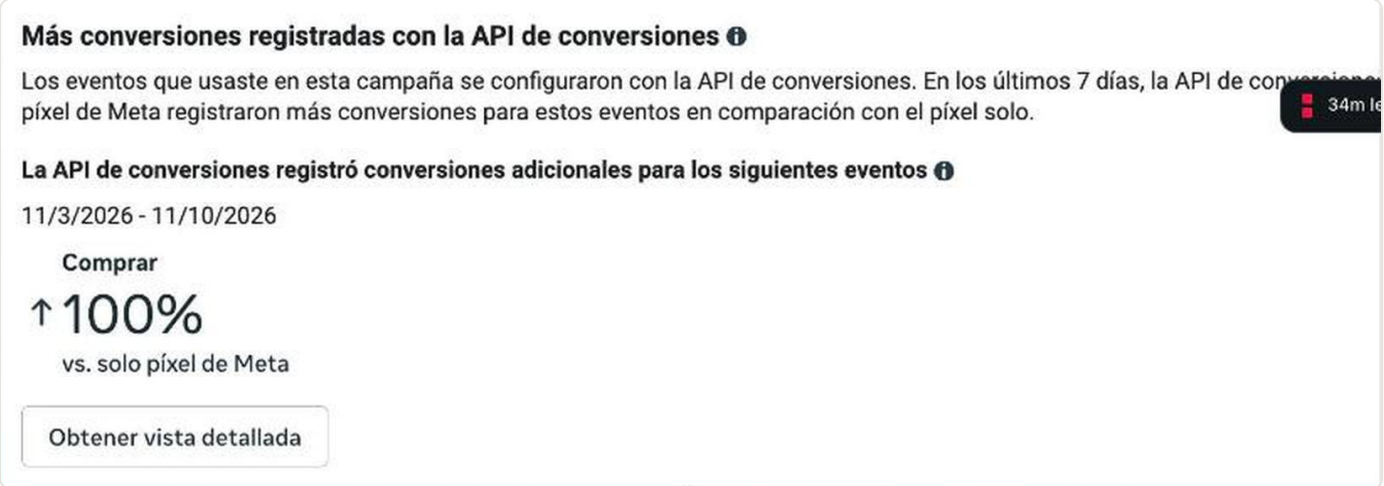
AUDIENCE AND MEASUREMENT

Who Bought and How We Measured It



Screenshot 6. Purchases by gender and age. 93% of purchases (62) came from women, at $34.93 per purchase; the 35–54 age range accounted for the majority of sales.

Reliable Measurement: Pixel + Conversions API



Screenshot 7. According to Meta, between November 3 and 10 the Conversions API recorded 100% more purchases than the pixel alone.

> **Why it is decisive:** with the browser pixel alone, a significant share of sales would have gone unrecorded. Without that signal, the algorithm optimizes blindly and the advertiser makes decisions on incomplete data.

CONCLUSIONS

What Made This Campaign Work

- **Warm up before selling.** For under $270, the campaign reached more than 266,000 people and built the audience that later bought at $24.99.
- **Budget by temperature.** Separating cold and retargeting audiences put each dollar where it performed best, without giving up new-buyer acquisition.
- **Creatives with a specific job.** Social proof for newcomers, event evidence for the interested, and scarcity for the undecided at close.
- **Server-side measurement.** The Conversions API doubled recorded purchases versus the pixel alone, giving the algorithm the signal it needed.
- **Data-driven decisions.** Ad-level tracking showed which angles converted and which did not, and a new scarcity creative was added on November 4 for the final push.

Have an event, course or launch that needs to sell?

In a strategy session, we review your market, your offer and your tracking, and tell you clearly what results are realistic for your business.

Book your consultation

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Methodology notes. Data pulled from Meta Ads Manager on November 12, 2026, using the Maximum date range (all activity for both campaigns occurred between October 1 and November 11, 2026). Attribution: 7-day click. “Purchase value” and ROAS reflect ticket sales reported by the Meta pixel and Conversions API; they do not include product sales made during the event. Screenshots show the Ads Manager interface in Spanish. Past results do not guarantee future results; every market, offer and budget is different.