

Case Study 3

How Spek Imperfek Turned Retargeting Into New Sales

A strategic Meta retargeting campaign that brought in new inquiries and converted interested prospects into customers.

Freelance Campaign Strategist | July 2025– September 2025

1,002

Views on first reel

6

Inquiries

2

Closed Sales

Challenge

Spek Imperfek was struggling to generate consistent inquiries and convert interested prospects into paying customers.

Results

The retargeting campaign generated 1,002 impressions and 6 inquiries, with 2 inquiries converting into closed sales.

Solution

Built and managed a Meta retargeting campaign designed to re-engage warm prospects through refined audience targeting and focused messaging.

Services Provided

- Meta Ads Management
- Retargeting Strategy
- Audience Targeting
- Campaign Optimisation
- Performance Monitoring

