

Improving campaign efficiency for Elites Solar World

A portfolio case study on campaign restructuring, product testing and budget allocation.

13 September - 20 October 2026

Nigeria, Meta messaging campaigns

The challenge: nine products competed for one budget

The account needed a clearer way to decide where each naira should go.

CAMPAIGNS

9

Different product priorities

BEFORE SPEND

~~₦~~408,048

30-day comparison period

CONVERSATIONS

2,656

Meta-reported starts

COST PER CONVERSATION

~~₦~~153.63

Before restructuring

What management was experiencing

- 01 Budget spread across many separate campaigns
- 02 Message costs increased as more products ran at once
- 03 **Higher spend did not produce a matching increase in conversations**
- 04 No WhatsApp sales data was available for campaign decisions

The working question

How can the same monthly budget generate more useful conversations across nine products?

The answer required concentration, controlled testing and clear budget rules.

A portfolio structure replaced equal campaign treatment

Products received different roles based on historical performance and business priority.

CORE CAMPAIGNS

Always active

100W Solar
Portable Power Stations
Big Solar Generators
Elites Premium 2000WH

TESTING

10-day rotations

Premium 1000WH
1KWH Installation
2KWH Installation
3.6KWH Installation

RETARGETING

Warm audiences

General Solar

People who previously
engaged with Elites
Solar World

Budget rules

Core campaigns stayed above the agreed minimum. Test products rotated instead of competing every day. Stronger campaigns earned more budget.

The new structure improved efficiency and daily volume

04

Results compare the 30-day period before restructuring with the full 38-day implementation period.

COST PER CONVERSATION

₦134.45

Down 12.5% from ₦153.63

CONVERSATIONS PER DAY

110.7

Up 25.1% from 88.5

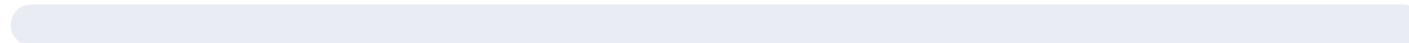
AVERAGE DAILY SPEND

₦14,885

Up 9.4% from ₦13,602

Efficiency improved faster than spending increased

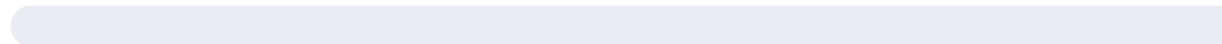
Daily spend



Before ₦13,602

After ₦14,885

Daily conversations



Before 88.5

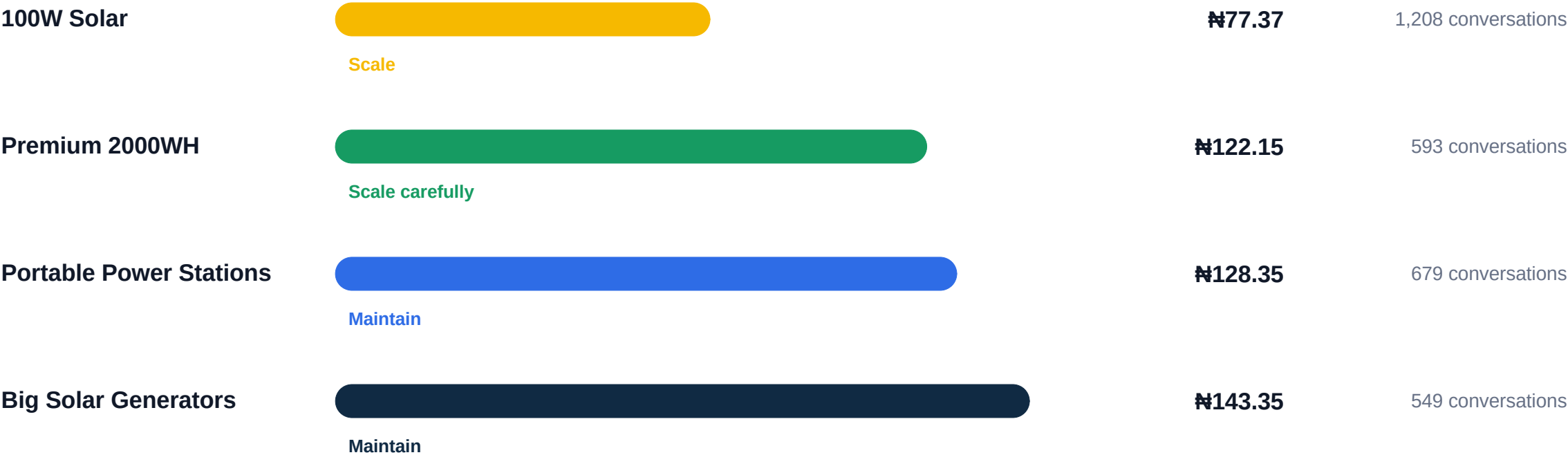
After 110.7

Full implementation period: ₦565,643 spent, 4,207 conversations across 38 days

Core campaigns delivered the strongest combined result

Together, the four Core campaigns generated 3,029 conversations at ₦109.53 each.

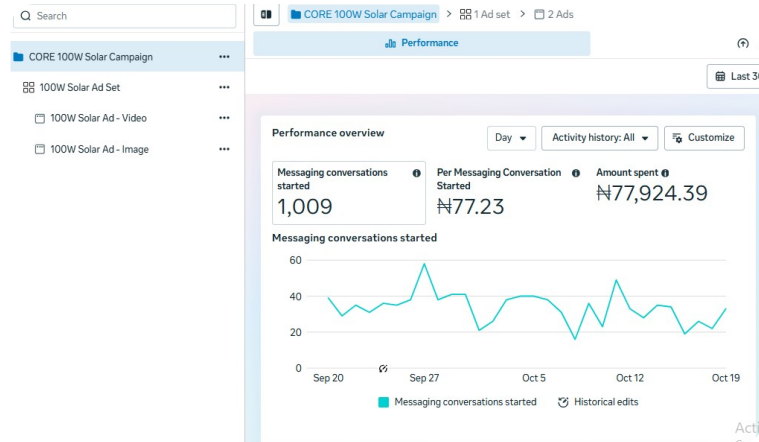
Cost per conversation



100W Solar produced 28.7% of all conversations in the full report and remained the clearest scaling priority.

Two offers created the clearest scaling opportunities

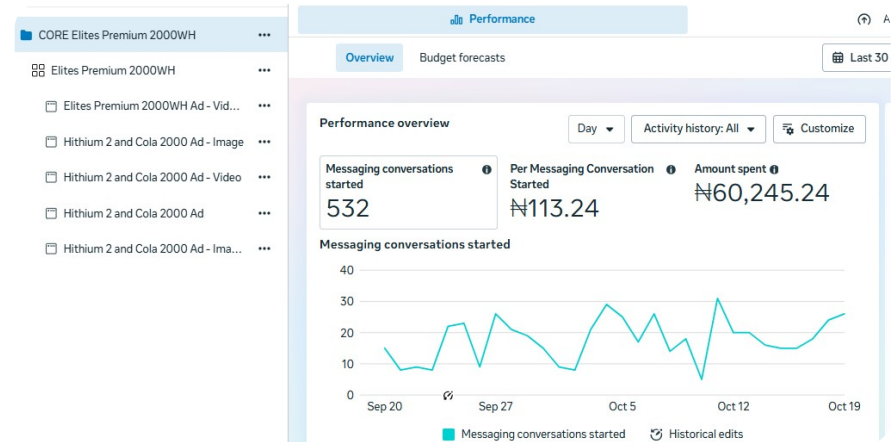
Performance screenshots were captured during the implementation period. Final totals appear elsewhere in this case study.



100W Solar

“Never let power outages interrupt your day again.”

Clear price: ₦80,000
Solar panel included
Simple everyday use cases
Nationwide delivery



Elites Premium 2000WH

“Power your refrigerator, AC and pumping machine.”

Specific appliance examples
Protection features explained
Price stated clearly
Pay on delivery

The rotation identified one clear test winner

07

The test system prevented weaker campaigns from consuming equal budget indefinitely.

CAMPAIGN	CONVERSATIONS	COST	DECISION
1KWH Installation	308	₦162.28	Continue
Premium 1000WH	283	₦185.57	Controlled testing
3.6KWH Installation	91	₦243.58	Redesign
2KWH Installation	62	₦396.86	Stop current version

Final testing decision

Keep 1KWH active as the leading growth campaign. Test Premium 1000WH carefully. Rebuild the 2KWH and 3.6KWH offers before spending more.

Project contribution

Fidelis Okoro

My responsibilities

- Audited historical Meta Ads performance
- Developed the new campaign structure
- Managed budgets across nine campaigns
- Created and directed advertising creatives
- Wrote campaign copy
- Set up retargeting audiences
- Managed product testing rotations
- Monitored results and reported performance

Outcome

12.5%

lower cost per conversation

25.1%

more conversations per day

The campaign data supports improved lead generation efficiency. Sales and revenue could not be verified because WhatsApp outcome data was unavailable.

The result

A repeatable system for deciding what to scale, what to test and what to rebuild.