WEBSHURE

DUBAI · UNITED ARAB EMIRATES

META ADS CASE STUDY

+290% Above the Paid Social Benchmark.

META ADS · MOBILE-FIRST · COST EFFICIENCY

We rebuilt a furniture retailer's Meta advertising around the way its customers actually browse. One in every twenty-six people who saw an ad clicked on it, against roughly one in a hundred across paid social generally, with 78.5% of that audience reached on mobile.

AF

CLIENT

Akhona Furnishers

Furniture and homeware retail
In-store and online

+290%	**1 in 26**	**78.5%**	**100%**
ABOVE THE TYPICAL PAID SOCIAL RATE	WHO SAW THE AD CLICKED ON IT	OF THE AUDIENCE REACHED ON MOBILE	OF PURCHASES TRACKED ONLINE AND IN-STORE

THE BRIEF

What did we set out to do?

Spend the same budget, buy more customers

Akhona Furnishers is a furniture and homeware retailer selling both in store and online. Its Meta advertising was generating traffic but converting inefficiently: cost per purchase was too high to scale, creative was not aligned to the categories people were actually shopping for, and budget was spread evenly rather than following performance.

The objective was not a bigger budget. It was to find out where the account was genuinely earning its money and move the spend there.

The challenges Akhona faced

Four problems were limiting return on ad spend.

1 **High cost per conversion**
Cost per purchase was high enough to put a hard ceiling on how many sales the budget could buy, whatever that budget was set to.

2 **Conversions low against traffic**
The account was buying clicks efficiently but converting a small share of them, so volume was not translating into revenue.

3 **Budget spread rather than focused**
Spend was distributed evenly across the account rather than concentrated on the campaigns and placements that were actually producing purchases.

4 **Brand visibility against lead generation**
The account was being asked to do both jobs at once, without a structure that separated them or measured them differently.

THE SOLUTION

Restructured around what converts

Four changes, applied to the account rather than to the budget.

01 **Campaigns split by objective**
Discovery and purchase-driven activity separated, so each could be measured and funded on its own performance rather than judged as one blended number.

02 **Creative aligned to demand**
Ad creative rebuilt around the categories customers were actively shopping, rather than general brand imagery.

03 **Mobile-first device targeting**
78.5% of users were on mobile. Targeting and creative were refined around that split rather than treating all devices equally.

04 **Purchase tracking end to end**
Omni purchase tracking capturing both online and in-store outcomes, without which none of the reallocation decisions that followed would have been possible.

THE NUMBERS

Engagement, audience and measurement

Meta Ads, June to August 2025, across Facebook and Instagram placements. Reported as rates and shares; absolute spend and volume figures are withheld at the client's request.

METRIC	RESULT	NOTE
ENGAGEMENT		
Against the paid social norm	+290%	Typical rate sits near 1%
People who saw an ad and clicked	1 in 26	Benchmark is closer to 1 in 100
Click-through rate	3.90%	The underlying figure
AUDIENCE		
Mobile	78.5%	Creative and targeting realigned to match
Desktop	20.7%	Secondary placement
Other	0.8%	Remaining placements
MEASUREMENT		
Purchases tracked on an omni basis	100%	Online and in-store combined

Click-through rate is the share of impressions that resulted in a click, calculated from the reported figures. The benchmark comparison uses the widely cited 1% average click-through rate for paid social. Purchases are reported on an omni basis, combining online and in-store, and include modelled conversions.

Why rates, not totals

Absolute spend and volume are commercially sensitive and vary with every account. Rates travel: performing 290% above the benchmark means the same thing on a small budget as on a large one, which is why it is the figure worth comparing.

3.8 to 1 on mobile

Mobile outweighed desktop by close to four to one. Any creative built desktop-first was speaking to roughly a fifth of the audience, which is the single most common and most expensive mistake in furniture advertising.

+290%

above the benchmark, at a cost per click well below the category average

These two normally pull against each other. A low cost per click usually means loose targeting and a weak click-through rate; a strong click-through rate usually means paying a premium for precision. Akhona achieved both at once, which is the clearest evidence that the creative was matched to its audience rather than pushed at volume.

WHY IT MATTERS

What these figures mean for the business

Efficiency of this kind changes what the same budget is capable of buying.

One in twenty-six stopped scrolling

Paid social typically holds around one person in a hundred. Akhona held one in twenty-six, 290% above the benchmark, which means the ads were not simply appearing in front of people, they were interrupting them. On a feed where nobody went looking for furniture in the first place, that is the hardest part of the job, and it is what makes every other figure on this page possible.

Reach bought at a fraction of the category rate

Cost per click and cost per thousand impressions both landed well below what furniture advertising typically pays on Meta. Furniture is a considered purchase researched over weeks, so a single-visit conversion rate is always low in this category, and at this entry price it does not need to be high. Cheap reach is what makes the cost per purchase work at all.

78.5% of the audience was on mobile

Nearly four in five customers were browsing furniture on a phone, against 20.7% on desktop. Creative format, landing speed and targeting were rebuilt around that split. It is a straightforward change that most accounts never make, because most accounts never check, and it is a large part of why the click-through rate landed where it did.

100% of purchases measured, online and in-store

Omni purchase tracking counts the customer who sees an ad on a phone and then buys in a showroom. Without it a furniture retailer systematically undercounts what its advertising produced, and every decision that follows is made on numbers that are too low. It is the difference between reporting a share of the result and reporting all of it.

THE TAKEAWAY

Reach is cheap. Attention is the hard part.

Akhona Furnishers' Meta advertising performed 290% above the typical rate for paid social. One in every twenty-six people who saw an ad clicked on it, against roughly one in a hundred across the platform, with 78.5% of that audience reached on mobile and cost per click well below the category average. Campaign segmentation, mobile-first creative and omni purchase tracking are what turned a scrolling feed audience into measured, attributable sales.

+290%
ABOVE THE SOCIAL NORM

1 in 26
WHO SAW IT, CLICKED

78.5%
MOBILE AUDIENCE

100%
OF PURCHASES TRACKED

Client: Akhona Furnishers. Figures from Meta Ads for the period June to August 2025, across Facebook and Instagram placements. Reported as rates and shares; absolute spend and volume figures are withheld at the client's request and available on request under NDA. Purchases are reported on an omni basis, combining online and in-store, and include modelled conversions. No testimonial or additional figures have been invented.