

∞ META ADS

IIDE



ABOUT US

- **Founded and focused:** In 2016, Mumbai by Karan Shah; led by CEO Karan Shah (HBS alumnus, TEDx speaker).
- **Industry-Focused Education:** Practical, job-aligned digital marketing training.
- **Global Scale:** 250,000+ learners trained across 10+ countries.
- **Industry Recognition:** Asia's leading digital marketing institute; awarded Best Digital Marketing Institute by World Education Congress.
- **Strategic Partnerships:** Partnered with National Skill Development Corporation (NSDC).



CURRENT STANDING



Multi-Channel Strategy:

Strong presence across Meta, Google, and LinkedIn with high-intent targeting and retargeting.



Search Dominance:

Consistently ranks #1 through aggressive SEM and city-specific SEO blogs..



Masterclass Funnel:

Uses free, founder-led masterclasses as lead magnets to capture data.



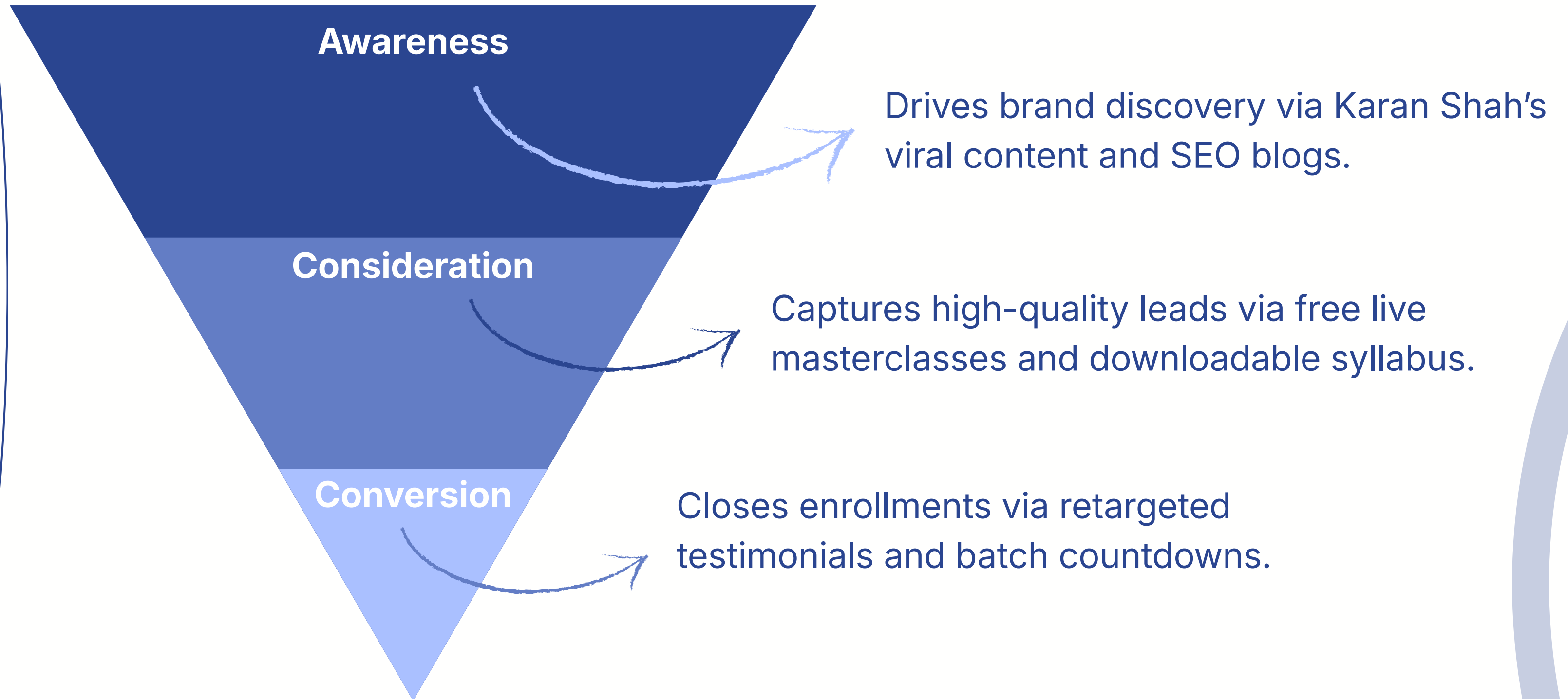
Social Proof & Advocacy:

Uses influencers and student UGC to build Gen-Z trust and credibility.

AD CREATIVE ANALYSIS

- **Founder-Focused:** CEO Karan Shah featured to build trust and authority.
- **AIDA Framework:** Guides attention, interest, desire, and action (Book Demo).
- **High-Contrast Branding:** Red, White, and Black palette for strong visibility.
- **Hybrid Content:** Brand creatives mixed with native-style UGC.
- **Urgency & FOMO:** Countdowns and “Limited Seats” in retargeting.
- **Social Proof Overload:** Placement partner logos and student testimonials.

FUNNEL STAGES



COMPETITORS ANALYSIS

Category	IIDE	Upgrad
Model	Niche Specialist: Solely dedicated to Digital Marketing.	Generalist Aggregator: Platform for various degrees (Data, MBA, etc.).
Curriculum	Practitioner-Led: Built on current agency tools and ROI strategies.	Academic-Led: Heavy on marketing theory and communication fundamentals.
Mentorship	Live Sessions with CXOs: Taught by VPs/Heads of brands like Netflix/Zomato.	Faculty + Recorded: Mixture of MICA professors and industry guests.
Certification	Industry Brand: Recognized for "Ready-to-Work" skills.	University Brand: Awarded by MICA (High Resume value).
Schedule	Balanced: 2-3 sessions a week; works for students/pros.	Fixed Online: Weekly deadlines; approx. 7-10 hours commitment.
Placement	Direct Agency Ties: Personal introductions to boutique & big agencies.	Portal-Based: Access to a shared job board across all upGrad courses.
Fees	₹1.6L – ₹1.8L	₹1.5L + GST

PROBLEM STATEMENT

1. Tier-2 & Tier-3 Digital Upskillers

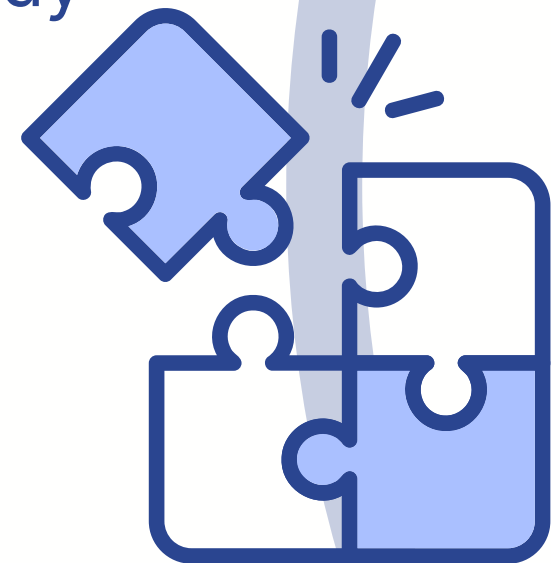
- **Focus:** Elevating "tool-only" practitioners to strategic masters through advanced technical training and localized, high-impact career placement.

2. 360° Digital Strategists & Entrepreneurs

- **Focus:** Empowering business leaders and freelancers to bridge the gap between ad spend and ROI by mastering vendor governance and high-level marketing orchestration.

3. The High-Accountability Remote Cohort

- **Focus:** Delivering the rigor of an on-campus experience through a structured, mentor-led virtual environment designed to turn remote learners into job-ready professionals.



SOLUTION STATEMENT

1. Unified Solution: Comprehensive Digital Mastery

- A six-month bridge transforming fragmented knowledge into end-to-end, business-ready expertise.

2. Tier-2/3 Professionals: Strategic Growth Pivot

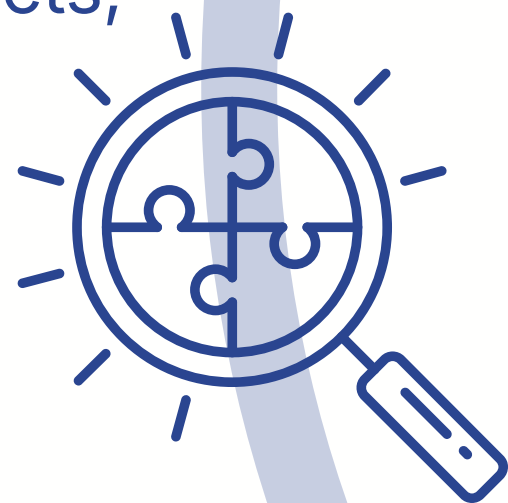
- Moving learners from basic tool operation to advanced, data-driven campaign architecture and execution.

3. Entrepreneurs & Freelancers: Business-First Strategy

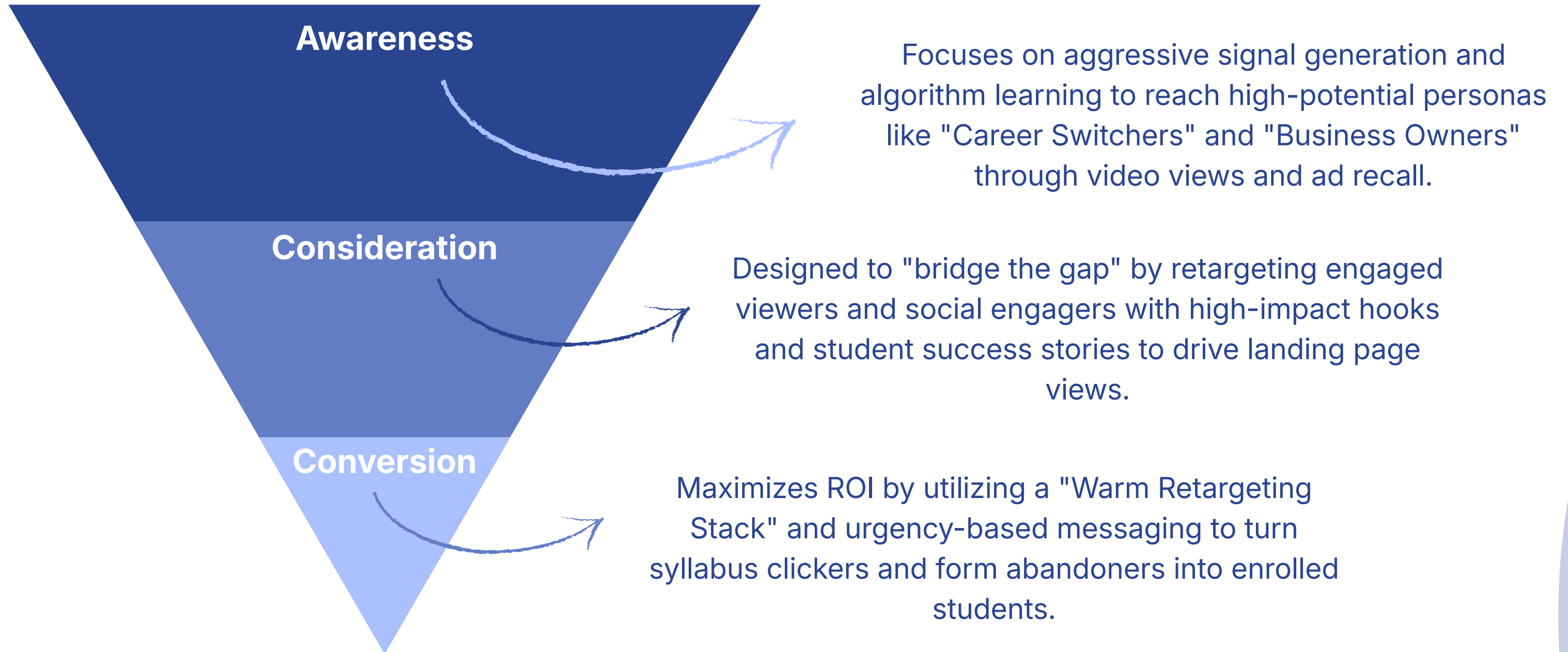
- Mastering ROI modeling, budget allocation, and vendor management to drive sustainable revenue growth.

4. Remote Learners: High-Accountability Virtual Campus

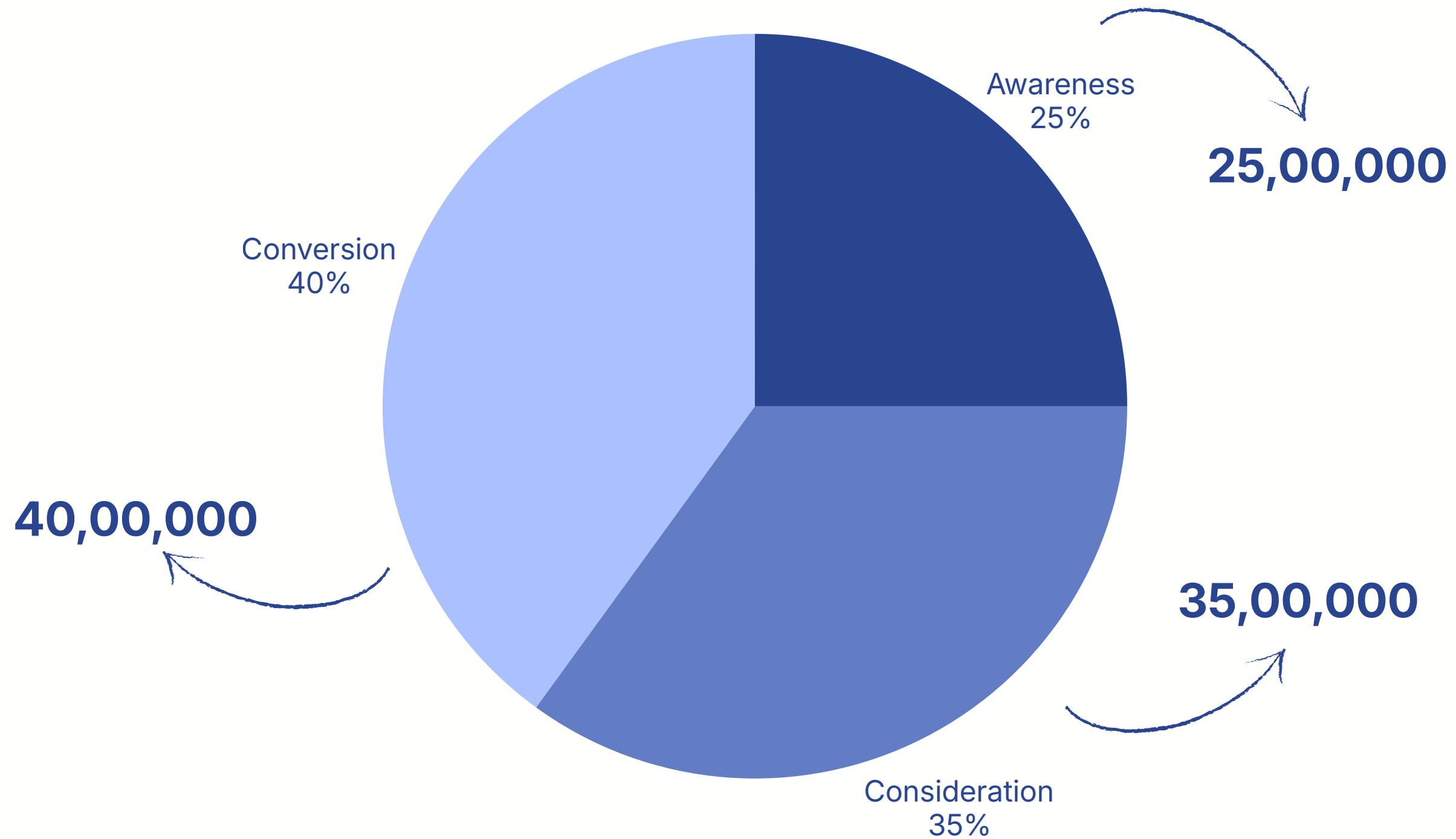
- Providing the rigor of on-campus training through structured cohorts, live projects, and placement support.



MARKETING FUNNEL






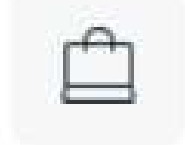











BUDGET ALLOCATION



CAMPAIGN 1

Choose a campaign objective

-  Awareness
-  Traffic
-  Engagement
-  Leads
-  App promotion
-  Sales

 IIDE_Awareness_Online_6_month_26	...
 Career Switchers	...
 New Awareness ad	...
 Young Students & Professionals	...
 New Awareness ad	...
 Tier 2 & Tier 3 Cities	...
 New Awareness ad	...
 Business Owners & Founders	...
 New Awareness ad	...

AWARENESS

AD Set	Performance Goal	Schedule	Audience Type
01: Career Switchers	Maximize Video Views (ThruPlay)	60 Days	Interest-Based: Career change, Salary, Job hunting. (Age 24–35)
02: Tier 2 & 3 Upskillers	Maximize Video Views (ThruPlay)	60 Days	Geographic: India (Excl. Metro) + Interests in Freelancing & SEO.
03: Young Students/Pros	Maximise reach of ads	60 Days	Interest-Based: Undergraduate studies, Internships, EdTech. (Age 18–24)
04: Founders & Entrepreneurs	Maximise reach of ads	60 Days	Behavioral: Small Biz Owners, FB Page Admins (Business). (Age 25–45)

CAMPAIGN BUDGETING

Phase	Days	Daily Budget	Phase Spend	Strategic Purpose
Warm Up	1-3	₹40,000	₹1,20,000	Algorithm learning, city & persona discovery
Scale	4-14	₹90,000	₹9,00,000	Aggressive signal generation & 50% video view seeding
Stabilize	15-30	₹40,000	₹6,00,000	Lock winners, stabilize CPM & frequency
Sustain	31-45	₹30,000	₹4,20,000	Maintain recall & steady top-of-funnel inflow
Support	46-60	₹32,857	₹4,60,000	Reinforce awareness during conversion peak

AD SET

Age ⓘ

18 ▼ 24 ▼

Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)

Gender ⓘ

All genders

Detailed targeting

Include people who match ⓘ

Interests > Additional interests

influencer marketing (marketing)

Internship

Undergraduate education (higher education)

Interests > Business and industry > Online (computing)

Social media marketing (marketing)

Ad set 1 - Young Students & Professionals

Age ⓘ

25 ▼ 40 ▼

Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)

Gender ⓘ

All genders

Detailed targeting

Include people who match ⓘ

Behaviours > Digital activities

New active business (<6 months)

Small business owners

Behaviours > Digital activities > Facebook page admins

Facebook Page admins

🔍 Add demographics, interests or behaviours

Browse

Ad set 2 - Business Owners & Founders

AD SET

* Locations ⓘ

Included location:

- India: Nagpur Maharashtra; Jaipur Rajasthan; Coimbatore Tamil Nadu; Indore Madhya Pradesh; Lucknow Uttar Pradesh; Raipur Chhattisgarh

⚠ To run ads in India, you need to declare if your ads are related to securities and investments.

Review requirements

Age ⓘ

20 ▼ 35 ▼

Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)

Gender ⓘ

All genders

Detailed targeting

Include people who match ⓘ

Interests > Additional interests

Freelancer (careers)

Massive open online course

Interests > Business and industry > Online (computing)

Digital marketing (marketing)

Ad set 3 - Tier 2 & Tier 3 Cities

Age ⓘ

24 ▼ 35 ▼

Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)

Gender ⓘ

All genders

Detailed targeting

Include people who match ⓘ

Interests > Additional interests

Career development (careers)

Job hunting (careers)

Ad set 4 - Career switchers

RULES

This rule helps us spend more when ads are performing well and getting good attention at a low cost.



"This rule helps us avoid showing the same ad too many times to the same people, so the brand doesn't feel annoying and the budget isn't wasted."

Create a custom rule

Automatically update the settings of selected campaigns, ad sets or ads by creating a rule. [Learn more](#)

Rule name

Apply rule to **Action**

① Your rule will apply to ad sets that are active at the time the rule runs. Only ad sets with daily budgets can be managed by this rule action.

Maximum daily budget cap **Action frequency**

Conditions
All of the following match. Note that some ad metrics can be delayed and would fluctuate for hours. Consider adding some buffers to your metric-based conditions to help avoid false positives.

Time range

Schedule
 Continuously
 Daily between 12:00 and 01:00 Kolkata Time
 Custom
Adjust rule schedule to run on specific days and specific times of the day. If the start and end time are the same, then the rule will run once per day within 30-60 minutes after the set time. All times are in **Kolkata Time**

Create a custom rule

Automatically update the settings of selected campaigns, ad sets or ads by creating a rule. [Learn more](#)

Rule name

Apply rule to **Action**

① Your rule will apply to ad sets that are active at the time the rule runs.

Conditions
All of the following match. Note that some ad metrics can be delayed and would fluctuate for hours. Consider adding some buffers to your metric-based conditions to help avoid false positives.

Time range

Schedule
 Continuously
Rule runs as often as possible (usually every 30-60 minutes). Note: When using the "Current time" condition, the system handles time variations by allowing execution slightly before or after the specified time window.
 Daily between 12:00 and 01:00 Kolkata Time
 Custom
Adjust rule schedule to run on specific days and specific times of the day. If the start and end time are the same, then the rule will run once per day within 30-60 minutes after the set time. All times are in **Kolkata Time**

Notification
 On Facebook
You'll receive a notification when conditions for this rule have been met.

Subscriber

CREATIVES USED


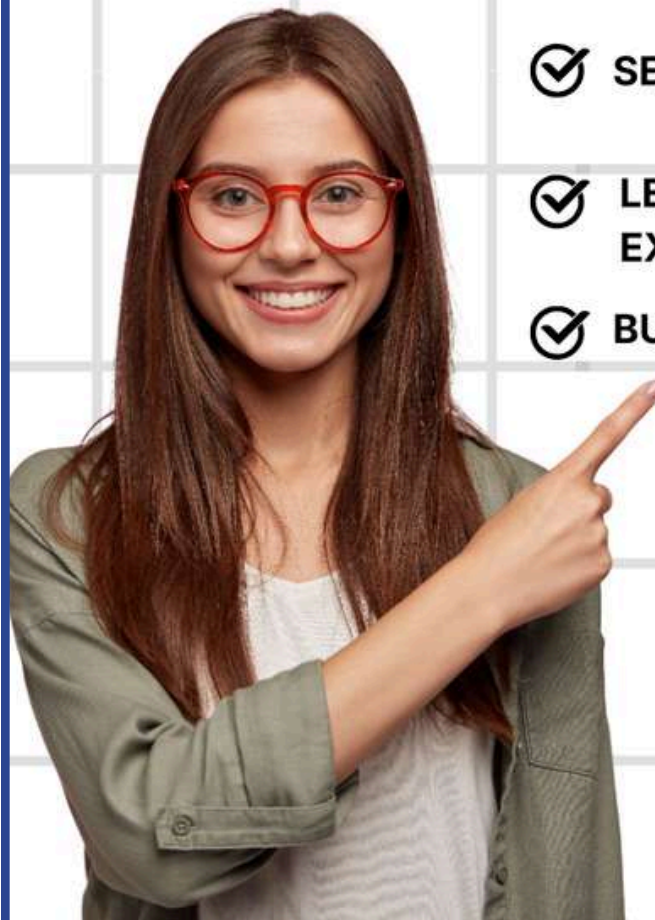


WANT TO BUILD A DIGITAL CAREER FROM YOUR HOME?

Get certified for the skills you need!

- ✔ SEO, META, SOCIAL MEDIA
- ✔ LEARN FROM INDUSTRY EXPERTS
- ✔ BUILD A JOB READY PORTFOLIO

LEARN MORE




THE VIRTUAL CAMPUS THAT GETS YOU HIRED


Hands-on training, Live Skills that get you hired.

IIIDE's High-Accountability Remote Cohort offers:

- ✔ STRUCTURED LIVE SESSIONS
- ✔ 1:1 MENTERSHIP
- ✔ REAL-WORLD PROJECTS
- ✔ GUARANTEED PLACEMENT SUPPORT

JOIN THE COHORT

 Learn more at iide.co



CREATIVES USED





Ready to switch your career?

Explore IIDE's 6 months Professional Certification course in Digital Marketing!



-  **1:1 Mentoring from Industry experts**
-  **100% Placement Assistance**
-  **Build a job ready portfolio**
-  **1,00,000+ Successful Learners**

[LEARN MORE](#)





LOCAL TALENT, GLOBAL AGENCIES

Bridge the gap. Achieve Metro-level Success



- 100% Placement Assistance
- 2.5X Salary Growth
- Remote ready skills
- Learn from industry mentors







[APPLY NOW](#)










AD LEVEL

Headline	Primary Text	Link	CTA
Switch to a High-Growth Digital Career	Stuck in a traditional role? Move beyond basic tools to strategic mastery with IIDE's 6-month certification. Designed for professionals ready to pivot.	https://iide.co/online-digital-marketing-course/?utm_source=meta&utm_medium=awareness&utm_campaign=career_switchers	Learn More
Become a Strategic Marketer	Level up from basic execution to data-driven campaign architecture. Advanced technical training with localized placement support across India.	https://iide.co/online-digital-marketing-course/?utm_source=meta&utm_medium=awareness&utm_campaign=tier2_upskillers	Apply Now
The Rigor of Campus, Online.	Experience the High-Accountability Remote Cohort. Structured, mentor-led virtual learning that turns students into job-ready pros.	https://iide.co/online-digital-marketing-course/?utm_source=meta&utm_medium=awareness&utm_campaign=young_pros	Sign Up
Bridge the Gap Between Ad Spend & ROI	Master vendor governance, budget allocation, and 360° strategy. Stop guessing and start scaling your business with data-backed marketing	https://iide.co/online-digital-marketing-course/?utm_source=meta&utm_medium=awareness&utm_campaign=founders	Book Now

CAMPAIGN 2

Choose a campaign objective

-  Awareness
-  **Traffic**
-  Engagement
-  Leads
-  App promotion
-  Sales

-  IIDE_Traffic_Online_6_month_26 ...
-  Video_Viewers_50%_30Days ...
-  New Awareness ad ...
-  Social_Engagers_30Days ...
-  New Awareness ad ...
-  1%_Lookalike ...
-  New Awareness ad ...
-  **Broad_Targeting** ...
-  New Awareness ad ...

CUSTOM AUDIENCE

Create new audience Use a saved audience ▾

Custom audiences ⓘ Create new ▾

- Engagement – Page
 - Post_Engagers_30D
 - VV_50_Awareness_30D

LOOKALIKE AUDIENCE

Create a lookalike audience ✕

Select your lookalike source

VV_50_Awareness_30D ✕

Create new source ▾

Select audience location

Countries > Asia

India

Search for regions or countries Browse

India was added from your account information.

Select audience size

Number of lookalike audiences ⓘ

1 ▾

18.8M

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

ⓘ A 1% lookalike consists of the people most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences ⓘ Estimated reach

3% of IN - VV_50_Awareness_30D 18,800,000 people

? Cancel Create audience

Create a lookalike audience ✕

Select your lookalike source ⓘ

Post_Engagers_30D ✕

Create new source ▾

Select audience location

Countries > Asia

India

Search for regions or countries Browse

India was added from your account information.

Select audience size

Number of lookalike audiences ⓘ

1 ▾

18.8M

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

ⓘ A 1% lookalike consists of the people most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences ⓘ Estimated reach

3% of IN - Post_Engagers_30D 18,800,000 people

? Cancel Create audience

CONSIDERATION

Ad Set Name	Performance Goal	Schedule	Audience Type	Messaging Focus
Video Retaining	Landing Page Views	Day 1 – 60	Warm (Custom): Video Viewers (50%+)	Value Depth: Curriculum, Faculty, & Outcomes.
Post Engagers	Maximize Clicks	Day 1 – 60	Warm (Custom): IG/FB Engagers (30 Days)	Social Proof: Testimonials & Student Success Stories.
Predictive LAL	Maximize Clicks	- 60	Cold (Lookalike): 1% LAL of VV + Engagers	Problem/Solution: Why this course is the bridge to their career goal.
Broad Targeting	Maximize Clicks	- 60	Cold (Broad): Age 18-30, India, Adv+ ON	Broad will only be activated after the "Warm Up" phase

AD SET BUDGETING

Group	Audience Type	Total Budget
Video Retaining	VV + Engagers	₹11,50,000
Post Engagers	VV + Engagers	₹6,50,000
Predictive LAL	LAL	₹11,50,000
Broad Targeting	Advance Targeting	₹6,50,000

RULES

Rule name	Status	Applied to	Action & condition	Rule results	When rule runs
<input checked="" type="checkbox"/> SYSTEM_TRIGGER_Data_Maturity_Explosio	Enabled	1 selected ad set	Turn on ad set If Results is greater than 500	Will start on 9 Feb 2026 in Kolkata Time	Checked at least once every 30 minutes.
<input checked="" type="checkbox"/> SAFEGUARD_Frequency_Cap_3.0	Enabled	All active ad sets	Turn off ad sets If Frequency is greater than 3.0	Will start on 9 Feb 2026 in Kolkata Time	Starts checking at 12:00 am Kolkata Time each day.

Rule 1 — SYSTEM_TRIGGER_Data_Maturity_Explosion:
This rule helps us spend more when ads are performing well and getting good attention at a low cost.

Rule 2 — SAFEGUARD_Frequency_Cap_3.0:
This stops us from showing ads too many times to the same person.

CREATIVES USED



IIDE

Why IIDE over others?

Hands-on training, Live mentorship, Skills that get you hired.

6 MONTHS ONLINE

Google HubSpot
Meta Blueprint

Enroll Now !

For More Information
iide.co



IIDE

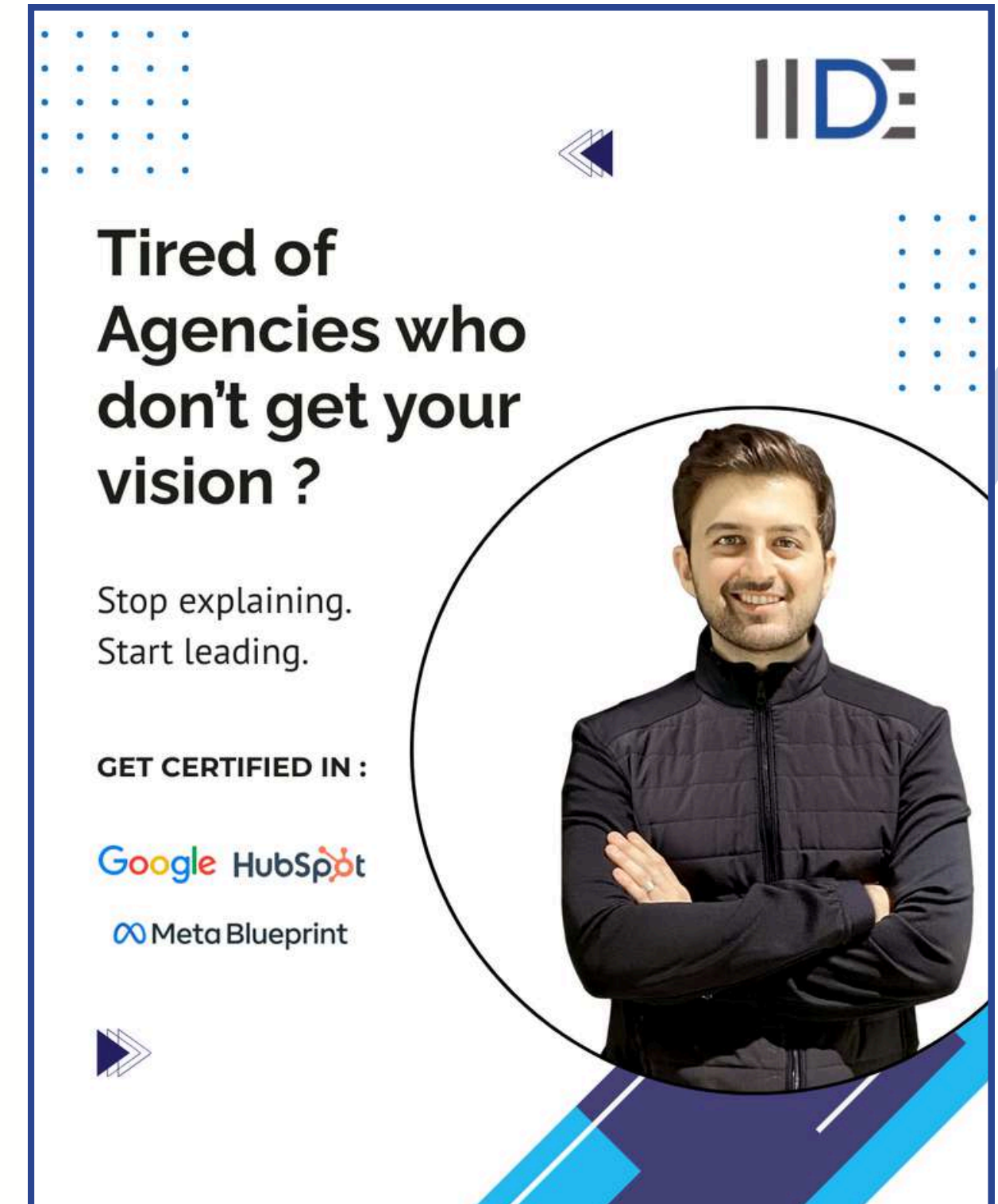
Is this worth my Time & Money?

IIDE's Online Digital Marketing Course upskills!

- Live Industry Projects
- Job-Ready Skills
- 6-Months Online

Apply Now!

iide.co



IIDE

Tired of Agencies who don't get your vision ?

Stop explaining. Start leading.

GET CERTIFIED IN :

Google HubSpot
Meta Blueprint

CREATIVES USED



IIDE
THE DIGITAL SCHOOL

STOP GUESSING, START GROWING.

Master your digital career in just 6 months!

- ✓ SEO, META, SOCIAL MEDIA
- ✓ LEARN FROM INDUSTRY EXPERTS
- ✓ BUILD A JOB READY PORTFOLIO
- ✓ 100% PLACEMENT ASSISTANCE

GET STARTED

KARAN SHAH
Founder & CEO-IIDE







A digital advertisement for IIDE. It features a man, Karan Shah, smiling. The text includes the IIDE logo, the headline 'STOP GUESSING, START GROWING.', a call to action 'Master your digital career in just 6 months!', a list of four benefits with checkmarks, a red 'GET STARTED' button, and a nameplate for Karan Shah, Founder & CEO-IIDE.










AD LEVEL

Headline	Primary Text	Final URL (with UTMs)	CTA
Master the Full Stack Syllabus	You've seen the spark; now see the roadmap. Download our comprehensive module-wise syllabus and see exactly how we bridge the gap.	https://iide.co/online-digital-marketing-course/?utm_source=meta&utm_medium=paid_social&utm_campaign=consideration_35L_60D&utm_content=vv_retargeting	Learn More
"I landed my dream role in 4 months"	Don't just take our word for it. Join 500+ successful alumni who transitioned their careers through our mentored learning path.	https://iide.co/online-digital-marketing-course/?utm_source=meta&utm_medium=paid_social&utm_campaign=consideration_35L_60D&utm_content=social_proof	Apply Now
The Career Pivot You've Been Waiting For	Stop wondering "what if." Our industry-aligned curriculum is designed for high-growth roles. Secure your spot in the upcoming cohort today.	https://iide.co/online-digital-marketing-course/?utm_source=meta&utm_medium=paid_social&utm_campaign=consideration_35L_60D&utm_content=lal_predictive	Book a Call
Future-Proof Your Career in 2026	The digital landscape is evolving. Are you? Join India's top-rated certification program and master the tools that matter.	https://iide.co/online-digital-marketing-course/?utm_source=meta&utm_medium=paid_social&utm_campaign=consideration_35L_60D&utm_content=broad_discovery	Get Offer

CAMPAIGN 3

Choose a campaign objective

-  Awareness
-  Traffic
-  Engagement
-  Leads
-  App promotion
-  Sales

-  IIDE_Leads_Online_6_month_26 ...
-  01_RET_Syllabus_Clickers ...
-  RET_SC ...
-  02_RET_High_Intent_Web ...
-  RET_HIW ...
-  03_RET_Form_Abandoners ...
-  RET_FA ...
-  04_PROS_Paid_Student_LAL ...
-  PROS_PS_LAL ...

LEADS

Ad Set Name	Performance Goal	Schedule	Audience Type	Messaging Focus
01_RET_Syllabus_Clickers	Maximize Conversions (Leads/Downloads)	Day 1–60	Warm: Custom Audience (Syllabus Clickers - 30 Days)	Rational Proof: Highlight curriculum depth and specific career outcomes.
02_RET_High_Intent_Web	Maximize Conversions (Leads/Signups)	Day 1–60	Warm: Custom Audience (Time Spent Top 25% + Multi-page)	Authority/Trust: Showcase student testimonials and faculty expertise.
03_RET_Form_Abandoners	Maximize Conversions (Form Submissions)	Day 1–60	Hot: Custom Audience (Opened Form but didn't Submit)	Urgency/Incentive: Use "Limited Seats" or "Last Chance" messaging.
04_PROS_Paid_Student_LAL	Maximize Conversions (Leads)	Day 6–60 (After Validation)	Cold: 1-3% Lookalike of Current/Paid Students	Emotional Hook: High-level brand value and the "Why us" story.

CAMPAIGN BUDGETING

Group	Audience Type	Total Budget
Warm Retargeting Stack	Syllabus Download Clickers	₹6,00,000 (15%)
High-Intent Web Stack	Website High-Intent Visitors (Time Spent)	₹6,00,000 (15%)
Hot Retargeting Stack	Form Open Non-Submit	₹8,00,000 (20%)
Scaling & Volume Stack	Paid Student Lookalike (LAL)	₹20,00,000 (50%)

CUSTOM AUDIENCE

"Exclusion of 'Lead Form Completers - Last 90 Days' applied across all sets".



RULES

Create a custom rule

Automatically update the settings of selected campaigns, ad sets or ads by creating a rule. [Learn more](#)

Rule name
CONVERSION_CPL_CONTROL

Apply rule to All active ad s... **Action** Decrease daily budget by 15 %

Your rule will apply to ad sets that are active at the time the rule runs. Only ad sets with daily budgets can be managed by this rule action.

Minimum daily budget floor ₹5000.00 INR **Action frequency** Once every 12 hours (default)

Conditions
All of the following match. Note that some ad metrics can be delayed and would fluctuate for hours. Consider adding some buffers to your metric-based conditions to help avoid false positives.

Lifetime impressions: > 8000 **X** Cost per result: > ₹125.00 **X** **+**

Time range Today

Schedule

- Continuously
Rule runs as often as possible (usually every 30-60 minutes). Note: When using the "Current time" condition, the system handles time variations by allowing execution slightly before or after the specified time window.
- Daily
between 12:00 and 01:00 Kolkata Time
- Custom
Adjust rule schedule to run on specific days and specific times of the day. If the start and end time are the same, then the rule will run once per day within 30-60 minutes after the set time. All times are in **Kolkata Time**

Notification

On Facebook
You'll receive a notification when conditions for this rule have been met.

Subscriber

Cancel Create

Rule : Creative Alert / Notification Rule
We stay informed without checking dashboards all the time



Create a custom rule

Automatically update the settings of selected campaigns, ad sets or ads by creating a rule. [Learn more](#)

Rule name
CONVERSION_CREATIVE_FATIGUE_ALERT

Apply rule to All active ad sets **Action** Send notification only

Your rule will apply to ad sets that are active at the time the rule runs.

Conditions
All of the following match. Note that some ad metrics can be delayed and would fluctuate for hours. Consider adding some buffers to your metric-based conditions to help avoid false positives.

+

Time range Last 7 days

Schedule

- Continuously
Rule runs as often as possible (usually every 30-60 minutes). Note: When using the "Current time" condition, the system handles time variations by allowing execution slightly before or after the specified time window.
- Daily
between 12:00 and 01:00 Kolkata Time
- Custom
Adjust rule schedule to run on specific days and specific times of the day. If the start and end time are the same, then the rule will run once per day within 30-60 minutes after the set time. All times are in **Kolkata Time**

Notification

On Facebook
You'll receive a notification when conditions for this rule have been met.

Subscriber

Hussain Itarsiwala **X**

Rule : Frequency / Ad Fatigue Control
Prevents overexposure and performance drop.



RULES

Create a custom rule

Automatically update the settings of selected campaigns, ad sets or ads by creating a rule. [Learn more](#)

Rule name
CONVERSION_DISASTER_CONTROL

Apply rule to All active ad sets **Action** Turn off ad sets

ⓘ Your rule will apply to ad sets that are active at the time the rule runs.

Conditions ⓘ
All of the following match. Note that some ad metrics can be delayed and would fluctuate for hours. Consider adding some buffers to your metric-based conditions to help avoid false positives.

Spent: > ₹3.00

Time range ⓘ
Today

Schedule ⓘ

- Continuously**
Rule runs as often as possible (usually every 30-60 minutes). Note: When using the "Current time" condition, the system handles time variations by allowing execution slightly before or after the specified time window.
- Daily**
between 12:00 and 01:00 Kolkata Time
- Custom**
Adjust rule schedule to run on specific days and specific times of the day. If the start and end time are the same, then the rule will run once per day within 30-60 minutes after the set time. All times are in **Kolkata Time**

Notification ⓘ

On Facebook
You'll receive a notification when conditions for this rule have been met.

Subscriber ⓘ
Hussain Itarsiwala

Rule : Low Performance Pause Rule
We eliminate weak ads early.



Create a custom rule

Automatically update the settings of selected campaigns, ad sets or ads by creating a rule. [Learn more](#)

Rule name
CONVERSION_PROFIT_SCALER

Apply rule to All active ad s... **Action** Increase daily budget by 20 %

ⓘ Your rule will apply to ad sets that are active at the time the rule runs. Only ad sets with daily budgets can be managed by this rule action.

Maximum daily budget cap ⓘ ₹100000.00 INR **Action frequency** ⓘ Once every 12 hours (default)

Conditions ⓘ
All of the following match. Note that some ad metrics can be delayed and would fluctuate for hours. Consider adding some buffers to your metric-based conditions to help avoid false positives.

Lifetime impressions: > 8000 Cost per result: < ₹80.00

Time range ⓘ
Yesterday

Schedule ⓘ

- Continuously**
Rule runs as often as possible (usually every 30-60 minutes). Note: When using the "Current time" condition, the system handles time variations by allowing execution slightly before or after the specified time window.
- Daily**
between 12:00 and 01:00 Kolkata Time
- Custom**
Adjust rule schedule to run on specific days and specific times of the day. If the start and end time are the same, then the rule will run once per day within 30-60 minutes after the set time. All times are in **Kolkata Time**

Notification ⓘ

On Facebook
You'll receive a notification when conditions for this rule have been met.

Rule : Conversion Cost Control
Only profitable campaigns continue running.



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AD LEVEL

Headline	Primary Text	Final URL (with UTMs)	CTA
Download the Full Curriculum Now	Ready to stop guessing and start scaling? Get the exact roadmap our students use to master Meta Ads. No fluff, just the 360° strategy your brand deserves.	https://iide.co/online-digital-marketing-course/?utm_source=meta&utm_medium=paid&utm_campaign=conv_funnel&utm_content=syllabus_clickers	Download
Don't Just Market. Get Sorted.	You've seen the vision; now see the results. Join the tribe of startup founders who trust digital natives to handle their "Money Maker" ads. Let's get you sorted.	https://iide.co/online-digital-marketing-course/?utm_source=meta&utm_medium=paid&utm_campaign=conv_funnel&utm_content=web_visitors	Learn More
Finish What You Started!	Life got in the way, but your brand's growth shouldn't. Your 1:1 strategy session is just one click away. We've saved your spot—claim it before the calendar fills up.	https://iide.co/online-digital-marketing-course/?utm_source=meta&utm_medium=paid&utm_campaign=conv_funnel&utm_content=form_abandoners	Book Now
The Marketing Glow-Up You Need	Tired of agencies that over-promise and under-deliver? We're young, hungry, and ready to turn your chaos into clarity. Discover why founders are switching to The Sorted Us.	https://iide.co/online-digital-marketing-course/?utm_source=meta&utm_medium=paid&utm_campaign=conv_funnel&utm_content=student_lal	Sign Up

KPI & BENCHMARK

Funnel Stage	Campaign	Key KPI	Benchmark	Target
Awareness	CPM (Cost Per 1k Impressions)	₹150 - ₹250	₹180	Maximize Reach & Algorithm Learning
Consideration	CTR (Click-Through Rate)	0.90% - 1.2%	1.5% +	High volume of "Syllabus Downloads"
Conversion	CPL (Cost Per Lead)	₹150 - ₹200	₹125	Lead form completions & enrollment
Frequency	Ad Fatigue Cap	3.0 - 5.0	3.0 (Safeguard)	Maintaining low cost without audience annoyance

THANK YOU