



Total Impressions

98.91M

Followers gained

115K

Metrics

Qualified leads

17,102

Clicks

616,00

CPC

R3.02

Cost per lead

R175.42

CPM

R18.65

Top 3 Creatives



5.2M views
22.2k likes
553 comments
2,625 saves
2,019 shares



9.1M views
82.1k likes
459 comments
2,686 saves
793 shares



3.8M views
19.4k likes
288 comments
961 saves
1,109 shares

Outcome

Key Takeaway: Wetility grew the account by combining awareness building content with offer first creative. Relatable local storytelling drove scale, while clear value messaging helped convert attention into leads.

Insight: The best performing content made the value obvious upfront. When users understood the offer quickly and saw it through familiar, human creative, they engaged faster and converted more efficiently.