

Meta Ads Review: February 2026

Analysis of "Winter Blanket" Engagement Campaign

PRESENTER

Manus AI

DATE

February 13, 2026

PERFORMANCE
REVIEW

KPI OVERVIEW

The campaign is delivering high-volume engagement at a minimal cost, maintaining stable performance throughout the first half of February.

TOTAL SPEND

1,417.46

Indian Rupee (INR)

POST ENGAGEMENTS

44,984

Total interactions with ads

COST PER ENGAGEMENT

0.031

Efficiency per result (INR)

VIDEO VIEWS

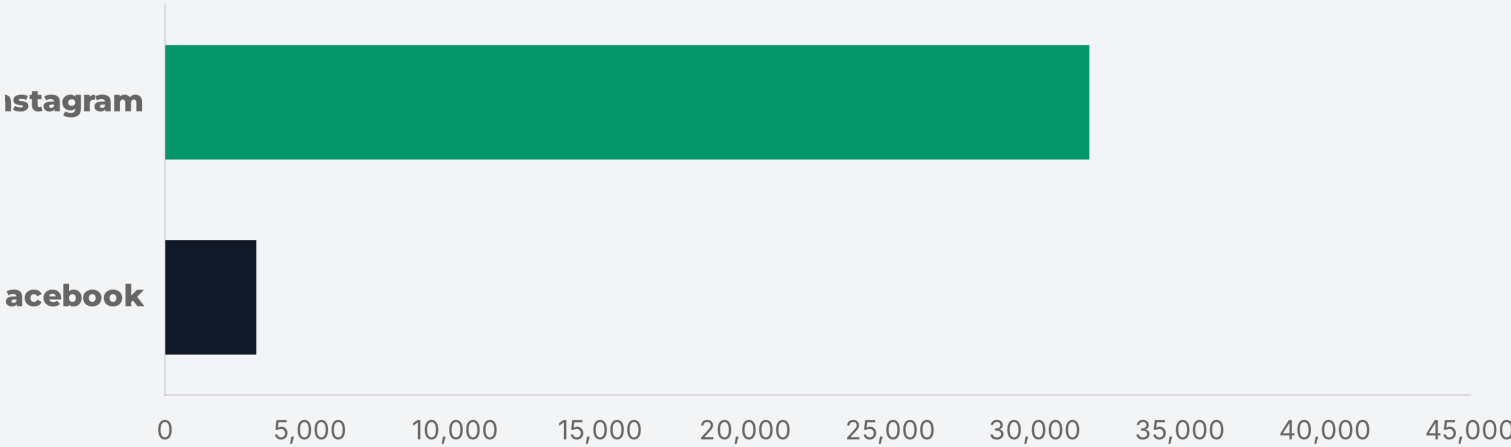
44,600

Total video plays (3s+)

PLATFORM ANALYSIS

Instagram is the primary driver of campaign results, securing 91% of total engagements at the lowest cost per result.

PLATFORM	ENGAGEMENTS	SPEND (INR)	COST PER RESULT	CTR
Instagram	40,974	1,279.44	0.031	0.046%
Facebook	4,010	138.02	0.034	0.46%



STRATEGIC INSIGHT

Meta's system correctly prioritizes Instagram despite a lower CTR because it yields a lower cost per result, demonstrating the "Breakdown Effect" in action.

THE CTR PARADOX

Facebook

Click-Through Rate	0.46%
Cost per Engagement	0.034 INR

THE EFFICIENCY WINNER

Instagram

Click-Through Rate	0.046%
Cost per Engagement	0.031 INR

UNDERSTANDING THE BREAKDOWN EFFECT

While Facebook shows a 10x higher CTR, the system allocates 90% of the budget to Instagram. This is because the **marginal cost** of the next engagement on Instagram remains lower than on Facebook. The system ignores average surface metrics like CTR to focus on the primary objective: maximizing total engagements at the lowest possible aggregate cost.

STRATEGIC NEXT STEPS

01 SCALE CAMPAIGN BUDGET

Based on stable delivery and high efficiency (0.031 INR per engagement), **increase daily spend by 20%**. Monitor marginal CPA to ensure scaling does not diminish overall ROI.

02 FORMAT OPTIMIZATION

Implement **9:16 vertical video assets** specifically for Instagram Reels. Meta's system recommends this format to improve engagement rates and lower costs in vertical-first placements.

03 CREATIVE A/B TESTING

Introduce a **second creative variation** to test against the current "Creative 1". This will help mitigate creative fatigue as spend scales and identify new performance winners.