

META ADS

Challenge: Previous Meta campaigns generated mostly cold leads. The channel needed to be reworked to increase the number of qualified leads.

Solution: I created a two-campaign sequence. For the creatives, I used both photography and AI-generated visuals.

My role: Strategy and funnel, campaign structure, Meta Ads setup, audiences, copy and creative design, analytics, and reporting.



Campaign C (demand generation)

Interest-based targeting. Its objective was to drive traffic to the website.

The concept showcased both the roaster and roasted coffee – the final product – while positioning Typhoon as the technology of the future.

Заголовок ⓘ

What electric cars did to driving, Typhoon is doing to coffee roasting

Drum roasters had their moment. This is what comes next

Professional roasting in 2027 runs on

The best roasteries in Europe and US already made the switch. To air

Be the roastery your competitors will be

Amount spent: CZK 5,347.70

Клики по ссылке	↑↓	▼	CPC (цена за клик по ссылке)	↑↓	▼	CTR (отношение...)	↑↓	▼	Клики (все)	↑↓	▼	CTR (все)	↑↓	▼	CPC (все)	↑↓	▼	Просмот... целевой...	↑↓	▼
—			—			—			—			—			—			—		
503		—	1,16 Kč			5,28%			548			5,76%			1,07 Kč			349		
6 028		—	0,78 Kč			10,20%			6 210			10,51%			0,76 Kč			4 868		
13		—	2,61 Kč			2,33%			15			2,69%			2,27 Kč			10		
6 544		—	0,82 Kč			9,46%			6 773			9,79%			0,79 Kč			5 227		
Всего		Вс...	За действие			За показы			Всего			За показы			За клик			Всего		

Campaign A – Website Retargeting

Retargeting all users who had visited the website within the previous 180 days.

Core concept: address the main objection – price – identified using CRM data.

Instead of introducing the company again, the ads invited prospects to resume the conversation.

Заголовок ⓘ

Still Comparing Prices?

Stuck Roasting The Old Way? ×

The Roaster That Pays For Itself ×

A Roaster Worth The Price ×

Choose a smarter way to roast coffee ×

Amount spent: CZK 21,194.86



Показы ↑↓	Клики по ссылке ↑↓	Результат ↑↓	Потраченная сумма ↑↓	CTR (все) ↑↓	Частота ↑↓	Цена за результат ↑↓
—	—	—	—	—	—	—
8 743	168	6 Лиды с сайта	2 593,39 Kč	3,84%	1,62	432,23 Kč За лид
52 726	1 498	53 Лиды с сайта	15 860,62 Kč	6,63%	2,07	299,26 Kč За лид
8 000	184	6 Лиды с сайта	2 258,06 Kč	5,30%	1,40	376,34 Kč За лид
906	7	— Лид с сайта	395,20 Kč	1,43%	1,16	— За лид
354	3	— Лид с сайта	87,59 Kč	1,98%	1,15	— За лид
70 729 Всего	1 860 Всего	65 Лиды с сайта	21 194,86 Kč Общие расходы	6,05% За показы	2,43 За аккаунт Meta	326,07 Kč За лид

ADDITIONAL CAMPAIGNS

Objective: In addition to the main campaign sequence, I tested other lead generation approaches.



Coffee Shop & Roaster Databases + 1% Lookalike

Collected contacts through Explee and coffee roaster directories.

Exported all qualified leads and sales from the CRM and used them to create a 1% Lookalike audience.

Заголовок ⓘ

How Much Margin Are You Losing With Your

Your Old Coffee Roaster Is Losing Your Money

The Way You Roast Coffee Shouldn't Be
Eating Into Your Profits

There's a Faster Way to Roast Coffee

Build Better Margins On Your Green Coffee

Amount spent: CZK 18,932.02

Охват ↑↓	Показы ↑↓	Клики по ссылке ↑↓	Результат ↑↓	Потраченная сумма ↑↓	CTR (все) ↑↓
—	—	—	—	—	—
797	1 045	17	— Лид с сайта	340,81 Kč	3,64%
27 928	57 398	1 086	67 Лиды с сайта	18 070,11 Kč	3,19%
969	1 299	11	1 Лид с сайта	304,75 Kč	1,92%
950	1 080	18	1 Лид с сайта	216,35 Kč	2,78%
28 702 Аккаунты Meta	60 822 Всего	1 132 Всего	69 Лиды с сайта	18 932,02 Kč Общие расходы	3,16% За показы

MORE CREATIVES



CTR: 7.67%



CTR: 5.44%



CTR: 3.84%

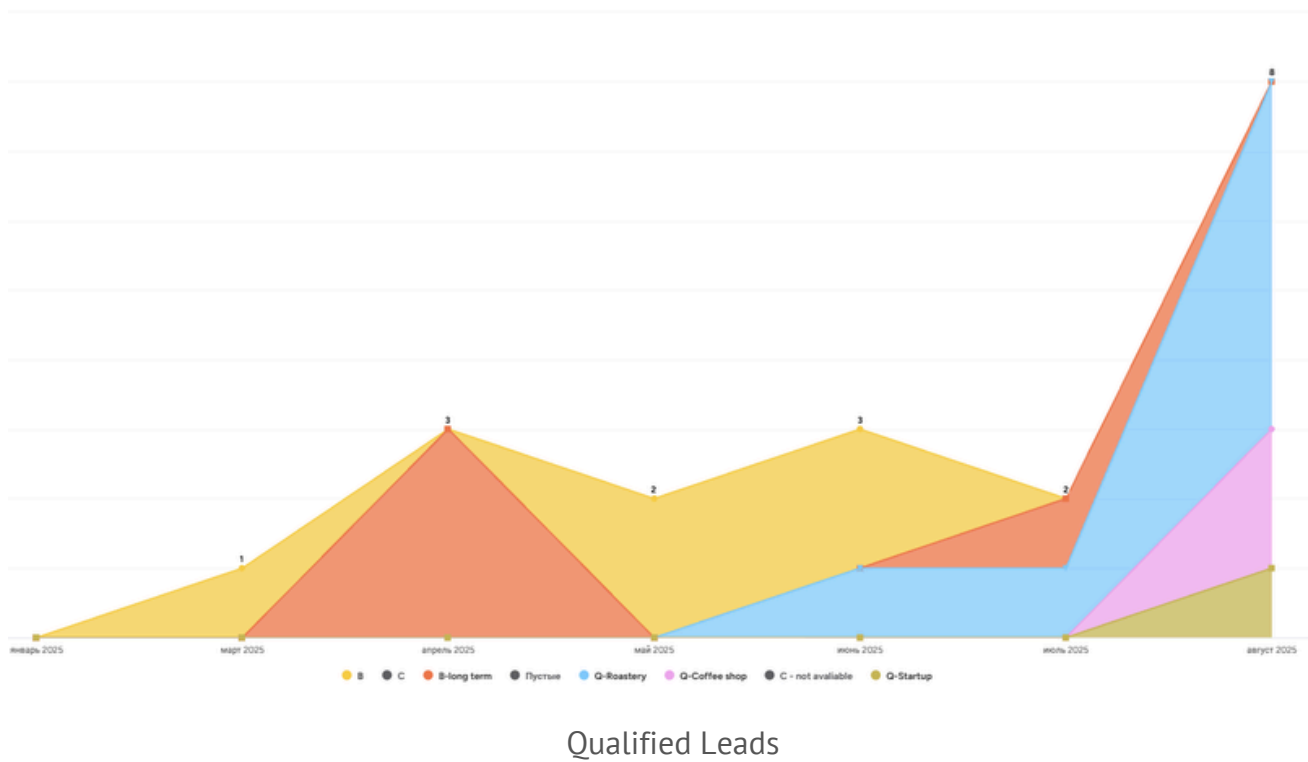
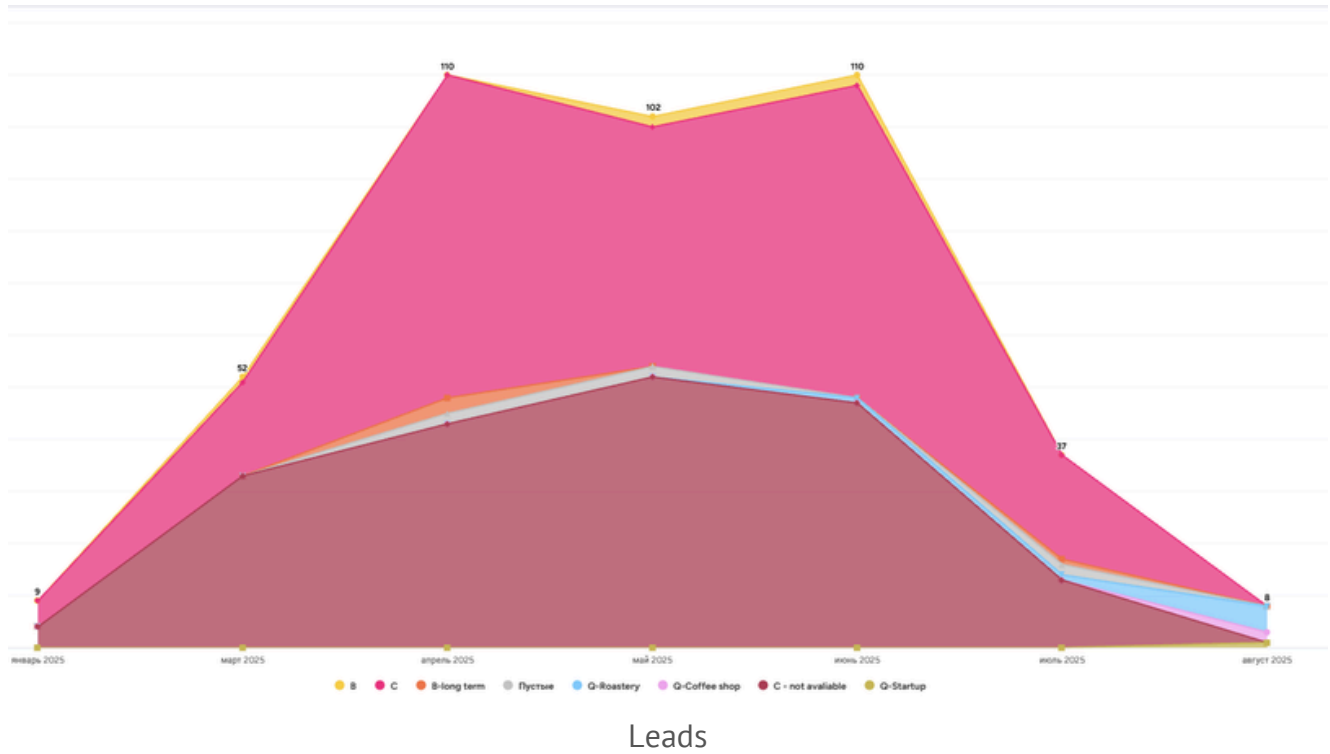


CTR: 4.85%

RESULTS

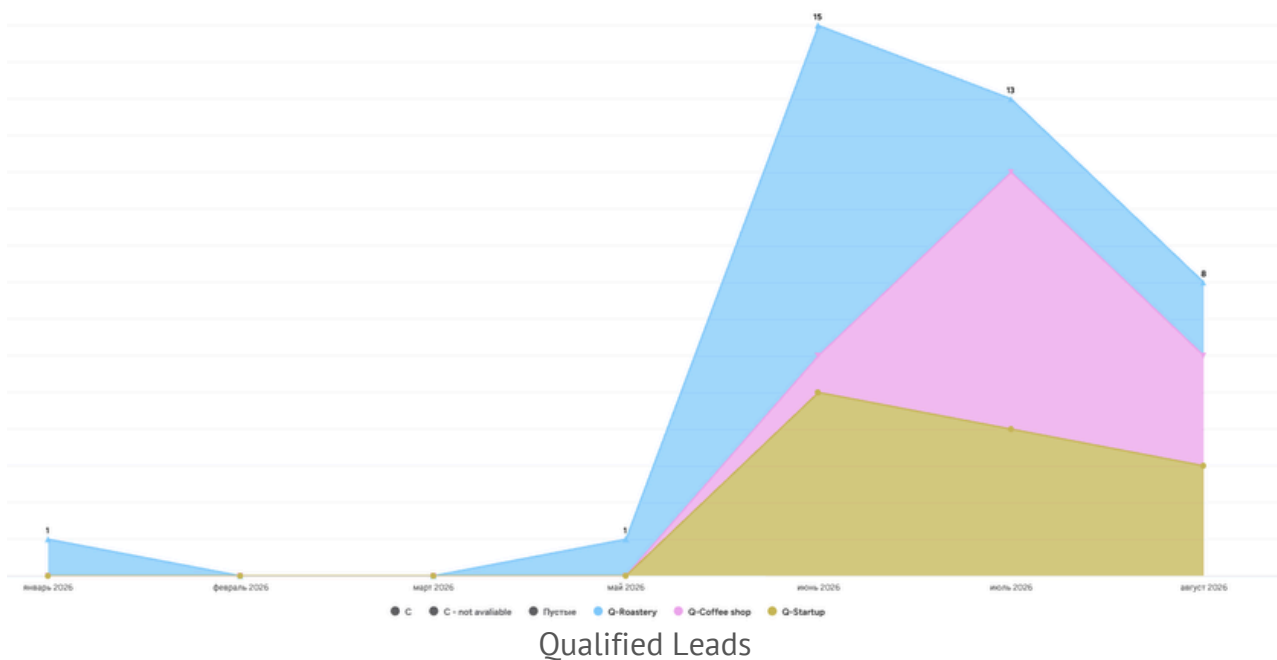
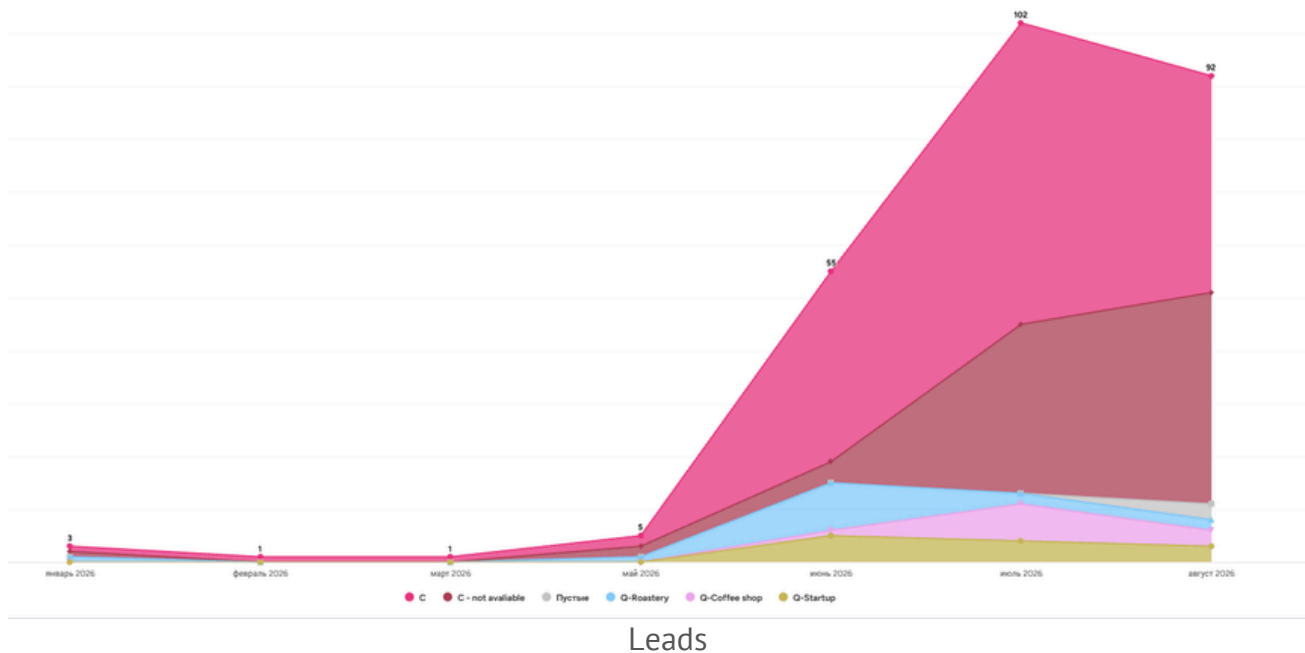
[Example of an interim report](#)

2025 CRM Data (Before):



RESULTS

2026 CRM Data (After) – work began in June:



After work began in June 2026, we not only restored lead volume but also significantly improved lead quality. From June to August, monthly results reached **55 → 102 → 92** leads, while qualified leads reached **15 → 13 → 8**.

Compared with June–August 2025:

average monthly leads increased from 52 to 83 **(+60%)**;

average monthly qualified leads increased from 4.3 to 12 **(2.8×)**.

Conclusion: after the new approach was launched, the system reached approximately 100 leads per month, while the number of qualified leads increased severalfold.