

# META ADS MANAGER TOOLKIT AND METRICS GUIDE

OFFICIAL MEDIA BUYING STANDARDS FOR THE ARMENIAN MARKET



## 1. CAMPAIGN TYPES BY OBJECTIVE (CAMPAIGN OBJECTIVES)

### A. Brand Awareness (Awareness)

- **Objective:** Display the advertisement to the maximum number of users who are most likely to remember and recognize the brand.
- **Performance of 1 USD in Armenia:** This is the most cost-effective campaign type within the system. For a 1 USD investment, it delivers **1,000 - 1,500 impressions** (CPM / Cost per 1,000 impressions: ~ \$0.60 - \$1.00).
- **When to apply:** During brand building, launching a new branch, or initiating large-scale image and corporate identity campaigns.

### B. Website Traffic (Traffic)

- **Objective:** Optimize the advertising campaign to drive users to click the link and navigate to a website or a targeted landing page.
- **Performance of 1 USD in Armenia:** Delivers an average of **500 - 800 impressions**. The Cost per Click (CPC) in Armenia ranges between **\$0.03 - \$0.12**. For 1 USD, it is possible to acquire **8 - 25 high-quality clicks (transitions)**.
- **When to apply:** To showcase the product assortment available on a website or to increase readership for informative articles and blogs.

### C. Follower Acquisition / Page Growth (Engagement - Followers)

- **Objective:** Increase the number of followers and boost user engagement on official Instagram or Facebook pages.
- **Performance of 1 USD in Armenia:** Provides **600 - 900 impressions**. With high-quality and compelling content, the cost per follower in Armenia ranges from **\$0.05 - \$0.20** (yielding **5 - 20 new followers** per 1 USD).
- **When to apply:** To elevate the page's social proof and build a dedicated, loyal organic audience.

## D. Lead Generation (Lead Generation / Instant Forms)

- **Objective:** Collect contact data of potential customers (name, phone number, email) utilizing specialized instant forms that open directly within the Meta ecosystem.
- **Performance of 1 USD in Armenia:** Yields **300 - 500 impressions**. In the B2B segment, the cost per qualified lead in Armenia fluctuates between **\$1.50 - \$5.00**, depending on the business niche and depth (requiring an average of \$2 - \$3 to secure a single lead registration).
- **When to apply:** For high-ticket services, real estate, automotive sales, and accepting integration requests for the Ognakan CRM platform.

## 2. ADVERTISING FORMATS (AD CREATIVES)

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### A. Image Advertisements (Single Image / Carousel)

**Technical Standard:** 1:1 ratio (1080x1080 px) for the main news feed and 4:5 ratio (1080x1350 px) optimized for the Instagram platform.

**Key Characteristic:** Delivers excellent performance for precise, concise commercial offers, discount frameworks, or displaying product catalogs. The cost per impression remains stable and within standard parameters.

### B. Video Content: Reels and Stories (Reels & Stories Video)

**Technical Standard:** 9:16 ratio (1080x1920 px) with strict compliance to the central Safe Zone, ensuring that platform text elements and UI do not overlay the content.

**Key Characteristic:** Currently the highest click-through and emotionally engaging format across Meta platforms. For professionally produced Reels, the algorithm rewards the page, reducing the cost per impression down to **\$0.70**. This means that **up to 1,400 impressions can be generated for just 1 USD**.

## 3. DETAILED PRICING AND AD ACCOUNT CONFIGURATION

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- **Daily Optimization:** The media buyer/targetologist is required to monitor the ad delivery frequency twice a day. If the frequency exceeds a threshold of 2.5, it indicates that the advertisement is being displayed to the same user for a third time. This leads to budget leakage and inefficiency, meaning the video or image asset must be refreshed immediately.
- **Automated Budget Allocation (CBO):** For extensive, large-scale campaigns, the Advantage+ Campaign Budget (CBO) system is deployed. Meta's artificial intelligence automatically routes the budget toward the audiences that yield the most cost-effective and high-quality results.
- **Tax Obligations (VAT):** Within the territory of the Republic of Armenia, Meta automatically appends a **20% Value Added Tax (VAT)** to the advertising budget, unless an official corporate Tax ID (ՀՎՀՀ) is

configured in the ad account settings. During professional setup, the Tax ID is strictly linked to the Business Manager to ensure complete compliance with local tax regulations.

## **OGNAKAN MARKETING LLC**

*THERE IS A PROBLEM, THERE IS A SOLUTION.*