

Meta Traffic Campaign Report

Political Awareness & Website Traffic Campaign - Chennai South Zone

Project Name	Political Traffic Campaign - Chennai South Zone
Slug	political-traffic-campaign-chennai-south
Client / Party	Confidential - Political party identity not disclosed
Objective	Drive traffic and link clicks to the campaign destination while expanding digital reach.
Target Location	Chennai South Zone, Tamil Nadu

Campaign Description

A Meta traffic campaign was executed for a political communication initiative focused on the Chennai South Zone. The campaign was structured to increase visibility and direct users to the selected digital destination through link-click optimization. The political party/client name is intentionally kept confidential in this report.

Strategy

1. Geo-focused delivery across the Chennai South Zone.
2. Traffic objective with link clicks as the primary measurable result.
3. Audience delivery and creative distribution focused on generating broad visibility and destination visits.
4. Ongoing monitoring of link-click cost, reach, impressions and total spend to control campaign efficiency.
5. Performance evaluated using measurable delivery data without disclosing party identity or political affiliation.

Campaign Results

12,837	Rs. 0.35	Rs. 4,478.41	119,555	62,145
Link Clicks	Cost / Link Click	Total Spend	Impressions	Reach

Key Achievements

The campaign recorded **12,837 link clicks** from a total spend of **Rs. 4,478.41**, with an average **Rs. 0.35 cost per link click**. Delivery generated **119,555 impressions** and reached **62,145 accounts** within the targeted Chennai South Zone campaign.

Meta Ads Performance Screenshot

Campaign	Attribution	Result	Cost per result	Amount spent	Impression	Reac
Political traffic campaign...	7-day click or 1-day vi... All conversions	12,837 Link Clicks	₹0.35 Link click	₹4,478....	119,5...	62,1...
Total res... 1/1 row display...	7-day click or 1-day ... All conversions	12,837 Link Clicks	₹0.35 Link click	₹4,478.41 Total Spent	119,555 Total	62,145 Meta accounts

Source: Meta Ads Manager performance screenshot supplied for this report. Reported figures are reproduced from the provided campaign summary.