

Kat Madleine

Paid Advertising Report · April 2026

TikTok + Meta (Instagram & Facebook) · 5 campaigns · All organic growth prior to this

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Promoted song: "If You Knew What I Knew" (Release Apr 10, 2026)

COMBINED CAMPAIGN RESULTS · ALL PLATFORMS · APR 7 – APR 28, 2026

TOTAL AD SPEND

~274 €

TikTok + Meta combined

TOTAL VIEWS

164,937

across all campaigns

NEW FOLLOWERS

982

TikTok 975 + Meta 7

TOTAL REACH

43,536+

unique accounts reached

CAMPAIGN OVERVIEW

| Campaign | Platform | Target | Spend | Views | Followers | CPF |
|------------------|------------|------------------|--------|--------|-----------|--------|
| 1-Day Test | TikTok | Germany / All | €15 | 961 | 3 | €5.00 |
| 2-Day Test | TikTok | Canada 35-55+ | €10 | 616 | 1 | €10.00 |
| 2-Day Canada | TikTok | Canada 25-55+ | €28 | — | 5 | €5.60 |
| 9-Day S.Africa A | TikTok | S.Africa Video A | €75 | 52,636 | 402 | €0.19 |
| 9-Day S.Africa B | TikTok | S.Africa Video B | €85 | 67,185 | 573 | €0.15 |
| Meta Launch | Meta IG | Release Promo | €19.82 | 10,717 | — | — |
| Meta Engage | Meta IG | Interactions | €47.49 | 20,018 | — | — |
| Meta Boosted | Meta IG/FB | S.Africa/CA/UK | €24.76 | 7,709 | 7 | €3.54 |
| Meta Facebook | Meta FB | CA/S.Africa/UK | €22.27 | 6,672 | 372 | €0.06 |

Standout result:

TikTok South Africa campaign: 119,821 views + 975 new followers for €160 total — Cost per Follower €0.16.

Facebook Pages campaign: 372 page likes for €22.27 — Cost per Like only €0.06. Exceptional efficiency.

PLATFORM COMPARISON · VIEWS & FOLLOWERS

TikTok

119,821 views · 975 followers · €160 spend

72.6%

Meta (IG + FB)

45,116 views · 379 followers · €114 spend

27.4%

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TikTok Advertising · Apr 7 – Apr 27, 2026

4 campaigns · South Africa main target · Total spend: ~€160

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TIKTOK TOTAL RESULTS · ALL 4 CAMPAIGNS COMBINED

| | | | |
|---|--|--|--|
| TOTAL VIEWS 119,821 all campaigns | TOTAL REACH 43,536 unique accounts | NEW FOLLOWERS 975 account growth | TOTAL LIKES 2,327 organic engagement |
|---|--|--|--|

SPOTLIGHT · SOUTH AFRICA 9-DAY CAMPAIGN (APR 19–27)

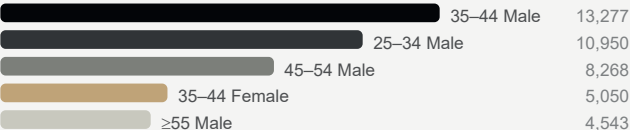
| | | | | | |
|--|---------------|----------------|--------------|--------------|---------------|
| 9-day campaign · 2 videos tested · South Africa · Budget €160 | | | | | |
| Video A Views | Video B Views | Total Views | Clicks | CTR | New Followers |
| 52,636 | 67,185 | 119,821 | 3,917 | 3.16% | 975 |
| Cost per follower: €0.16 · Avg. watch time: 7.34 sec · CPM: ~€1.30 | | | | | |

VIDEO PERFORMANCE · VIDEO A (ANGEL) VS. VIDEO B (ROCK)

| Video A — "Angel" style | | Video B — "Rock" style ← WINNER | |
|-------------------------|--------|---------------------------------|--------|
| Views | 52,636 | Views | 67,185 |
| Impressions | 54,482 | Impressions | 69,300 |
| Clicks | 1,658 | Clicks | 2,259 |
| CTR | 3.04% | CTR | 3.26% |
| Likes | 1,121 | Likes | 1,206 |
| Followers | 402 | Followers | 573 |

Video B outperformed Video A on every metric — Rock-style content resonates stronger with South African audience.

SOUTH AFRICA AUDIENCE DEMOGRAPHICS · FROM AUDIENCE INSIGHT REPORT

| | | | | | | | | | | | |
|---|--|---------|----------|--------------|--------|---------------|--------|--------------|---------|------------|---------|
| Age & gender breakdown | Top regions (South Africa) | | | | | | | | | | |
|  | <table><tr><td>Gauteng</td><td>dominant</td></tr><tr><td>Western Cape</td><td>strong</td></tr><tr><td>KwaZulu-Natal</td><td>active</td></tr><tr><td>Eastern Cape</td><td>present</td></tr><tr><td>Mpumalanga</td><td>present</td></tr></table> | Gauteng | dominant | Western Cape | strong | KwaZulu-Natal | active | Eastern Cape | present | Mpumalanga | present |
| Gauteng | dominant | | | | | | | | | | |
| Western Cape | strong | | | | | | | | | | |
| KwaZulu-Natal | active | | | | | | | | | | |
| Eastern Cape | present | | | | | | | | | | |
| Mpumalanga | present | | | | | | | | | | |

| | |
|------------------------------------|------------------|
| 64% Men (S.Africa campaign) | 36% Women |
|------------------------------------|------------------|

South Africa campaign skewed male — opposite to organic TikTok audience (75% female). Broadens overall reach.

TEST CAMPAIGNS · LEARNINGS

| | | | | |
|---------------------------|-----|-----------|------------------------|--------------------------------------|
| 1-Day Germany test | €15 | 961 views | 21.3% like rate | Proof of concept — high engagement |
| 2-Day Canada test | €10 | 616 views | 31.7% like rate | Canada responds well — future target |
| 2-Day Canada #2 | €28 | — | 37.3% like rate | Highest like rate of all campaigns |

Key learning: Canada shows exceptionally high like rates (31–37%) — strong cultural fit. Recommended for next major campaign.

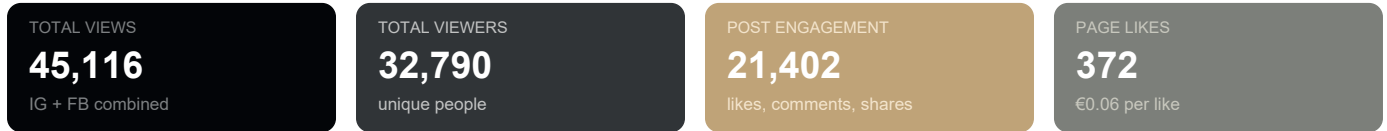
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Meta Advertising · Apr 12 – Apr 28, 2026

Instagram + Facebook · 4 campaigns · Total spend: €114.34

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META TOTAL RESULTS · ALL 4 CAMPAIGNS COMBINED



CAMPAIGN BREAKDOWN · 4 CAMPAIGNS

| | | | |
|--------------------------------|---|---|---------------------------|
| Apr 12–14 Engagement | Target: Release Promo IYKWIK Spend: €19.82 | Views: 10,717 Viewers: 8,293 | 7,022 engagements |
| Apr 16–19 Engagement | Target: Interactions Spend: €47.49 | Views: 20,018 Viewers: 14,806 | 14,380 engagements |
| Apr 21–26 Boosted | Target: S.Africa / CA / UK Spend: €24.76 | Views: 7,709 Viewers: 5,810 | 392 link clicks |
| Apr 21–28 Page Likes | Target: CA / S.Africa / UK Spend: €22.27 | Views: 6,672 Viewers: 3,881 | 372 page follows |

STANDOUT · FACEBOOK PAGE LIKES CAMPAIGN

€0.06 cost per page like · 372 new Facebook followers · Canada + South Africa + UK

FB Feed: 3,081 views · FB Reels: 1,374 views · Top regions: Gauteng SA, Western Cape, KwaZulu-Natal, England

At €0.06 per follower this is one of the most cost-efficient campaigns possible on Meta.

INSTAGRAM PLACEMENT BREAKDOWN · BOOSTED CAMPAIGN



Meta summary:
45,116 views + 372 page likes for €114. Facebook page likes campaign was exceptional at €0.06/follower.
Instagram Feed dominates placements (54.5%) — content works best in the feed, not stories.

RETURN ON INVESTMENT · COST EFFICIENCY OVERVIEW

| Campaign | Spend | Views | Followers | Cost/Follower | Cost/View |
|-----------------|--------|---------------|---------------|------------------|----------------|
| TikTok S.Africa | €160 | 119,821 views | 975 followers | €0.16 / follower | €0.0013 / view |
| Meta FB Likes | €22.27 | 6,672 views | 372 followers | €0.06 / follower | €0.003 / view |
| Meta IG Engage | €67.31 | 30,735 views | — | — | €0.002 / view |
| TikTok Tests | €53 | 2,193 views | 9 followers | €5.89 / follower | €0.024 / view |

KEY INSIGHTS · WHAT WORKED · WHAT TO DO NEXT

South Africa is your market

TikTok SA delivered 975 followers for €160. The Rock-style video (Video B) significantly outperformed the Angel style. South Africa responds to your sound authentically.

Canada is your next big opportunity

Like rates of 31–37% in Canada across test campaigns are exceptional. Ontario leads (44% of Canadian audience). A full Canada TikTok campaign is the logical next step.

Facebook page likes are ultra-efficient

€0.06 per page like on Facebook is remarkably low. Scaling this campaign to €100–200 could add 1,500–3,000 Facebook followers for minimal cost.

Instagram Feed beats Reels for paid

54.5% of Instagram ad impressions came via Feed — invest there first, not Reels, for paid campaigns.

Male audience via ads, female organically

Organic TikTok is 75% female. Paid South Africa campaign reached 64% male. Together you now have true cross-gender reach.

Total April advertising in one sentence:

€274 invested · 164,937 total views · 982 new followers · Cost per follower: avg €0.28

Organic foundation strong. Paid campaigns prove scalability. South Africa & Canada are the priority markets.