

KARAKORAM RESORT

# META ADS PERFORMANCE REPORT

Facebook & Instagram Booking Campaign Results

Reporting Period: June 1 - June 30, 2026

**+52%**

Reach vs. May

**+64%**

Bookings vs. May

**8.1x**

Return on Ad Spend

**\$13.83**

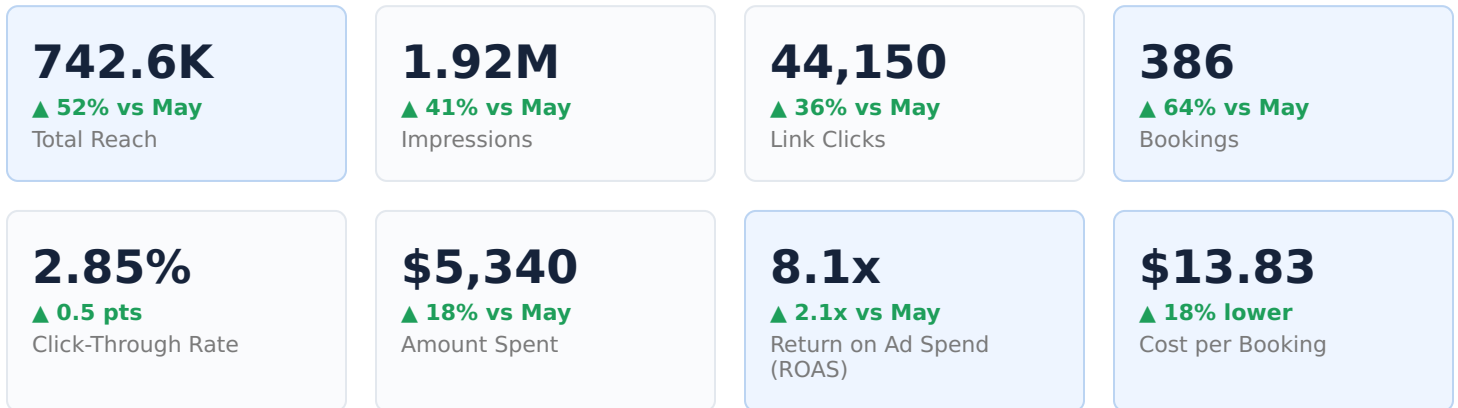
Cost per Booking

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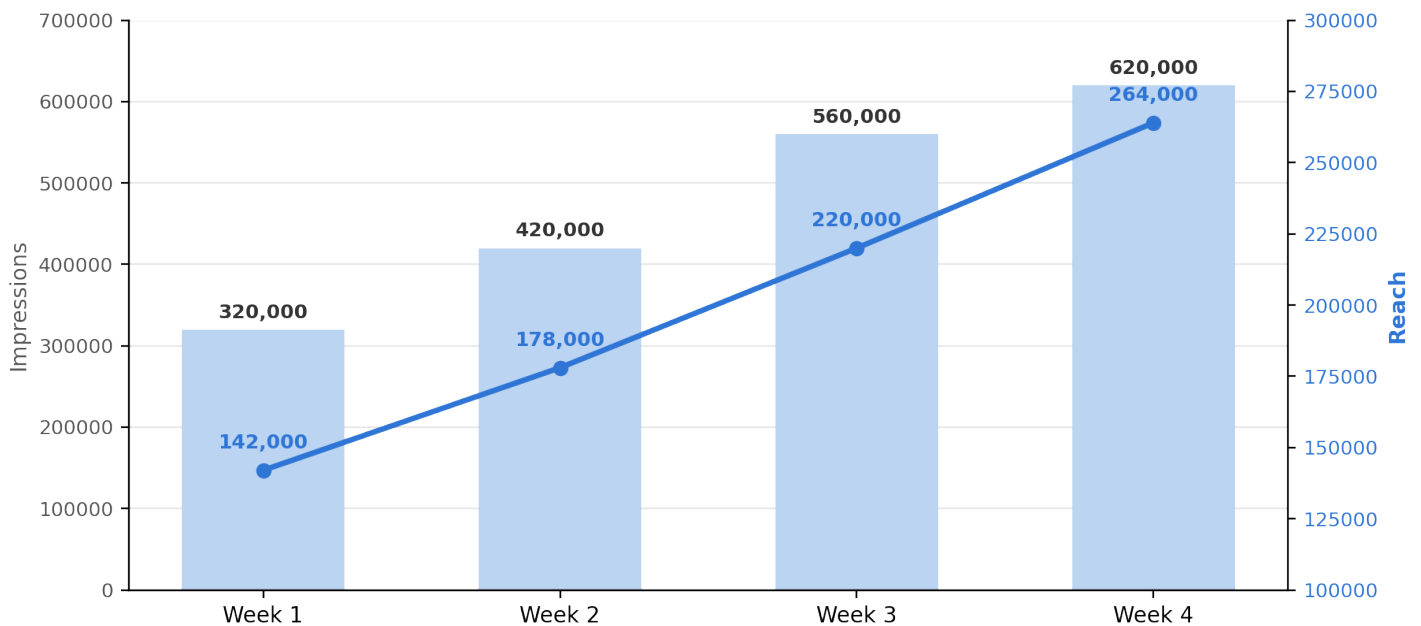
Prepared by Muhammad Akram | Meta Ads Specialist | Confidential Client Report  
Generated: July 2026 • Best month of the campaign to date

## Executive Summary

Karakoram Resort's June campaigns delivered the strongest month of performance since launch, setting new highs across every core metric. The Summer Getaway Launch campaign and expanded Instagram Reels placements drove record reach and booking volume, while cost per booking fell to its lowest point of the year despite a meaningful increase in spend.

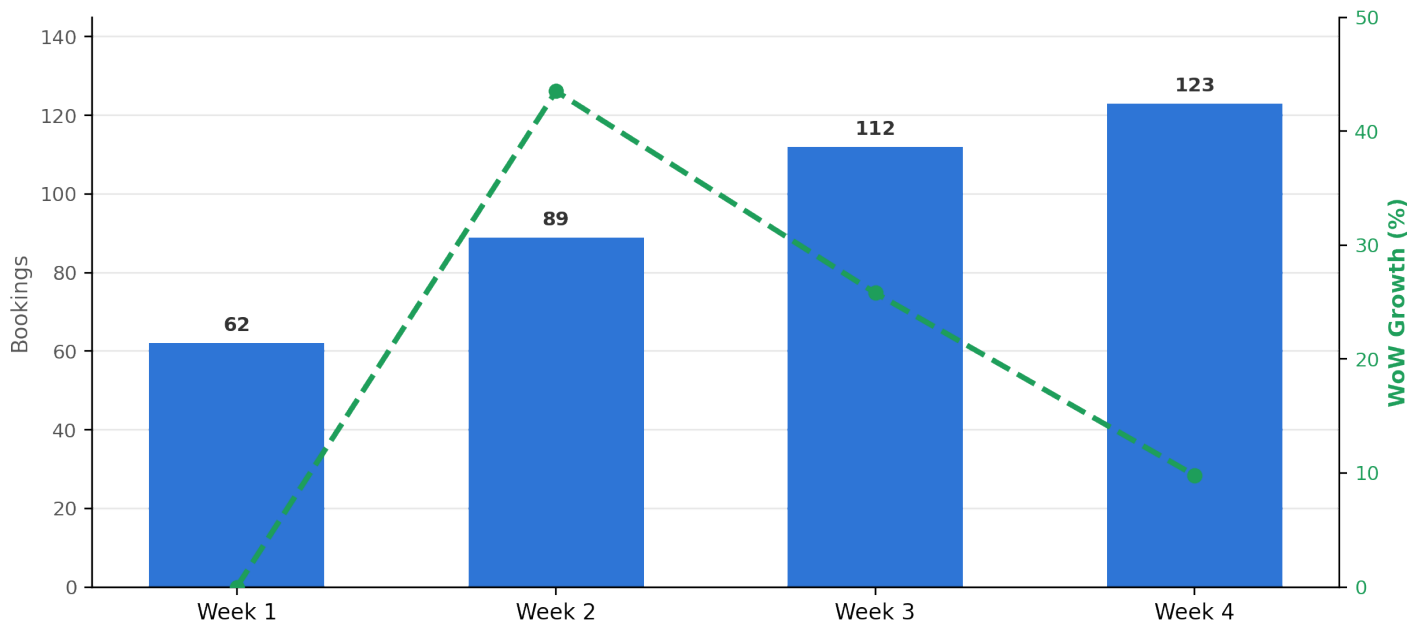


## Reach & Impressions Growth



Weekly reach grew steadily between Week 1 and Week 4, climbing from 142K to 264K as the Summer Getaway Launch creative scaled into broader Reels and Stories inventory — the fastest reach acceleration of any month this year.

## Bookings & Sales Growth



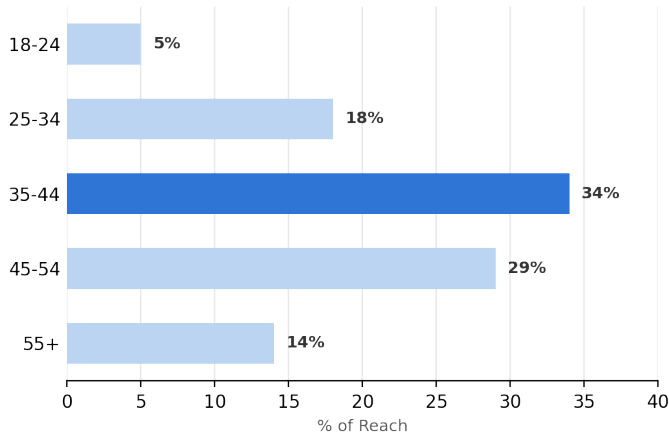
Bookings grew every week of June, with the strongest jump (+43.5% WoW) in Week 2 following the launch of the new Summer Getaway creative set. Total bookings for June reached 386, up 64% from May — the highest monthly total the account has recorded.

## Campaign Breakdown

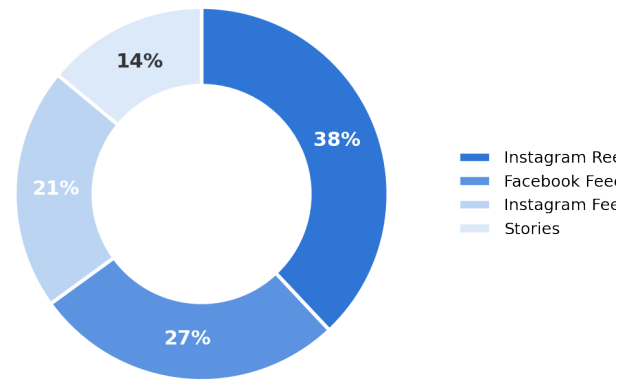
Campaign	Objective	Spend	Reach	Bookings	ROAS
<b>Summer Getaway Launch</b>	Conversions	\$2,150	268,700	148	<b>9.4x</b> <span>BEST ROAS</span>
UGC Reels — Scenic Views of Karakoram	Traffic	\$1,120	214,300	76	6.1x
Retargeting — Website Visitors	Conversions	\$980	89,600	104	<b>11.3x</b> <span>TOP EFFICIENCY</span>
Brand Awareness — New Audiences	Reach	\$1,090	170,000	58	4.8x
<b>TOTAL</b>	—	<b>\$5,340</b>	<b>742,600</b>	<b>386</b>	<b>8.1x</b>

## Audience & Placement Insights

### Reach by Age Group



### Reach by Placement



The 35-44 age group is the core audience at 34% of reach — the highest concentration recorded to date — while Instagram Reels remains the top-performing placement, driving 38% of total reach at the lowest cost per result.

## Key Takeaways

- **Strongest month on record:** Reach, bookings, and ROAS all hit new campaign highs in June, with growth continuing through Week 4 and no sign of plateau — clear headroom to scale budget further into July.
- **Summer Getaway Launch was the standout campaign,** delivering 9.4x ROAS and 148 bookings from just \$2,150 in spend — the highest single-campaign booking volume to date.
- **Retargeting to website visitors was the most efficient tactic** at 11.3x ROAS, the best return of any campaign this quarter and a strong candidate for increased budget allocation.
- **Instagram Reels placements continue to outperform** static feed placements on both cost and reach efficiency, now driving 38% of total reach.

## Recommendations for July

- Increase overall monthly budget by 25-30%, weighted toward the Summer Getaway Launch and Retargeting campaigns given their record ROAS this month.
- Introduce two new UGC Reels concepts featuring guest testimonials and drone footage of resort views to sustain momentum and prevent creative fatigue as reach scales further.
- Expand retargeting windows to include 14-day website visitors, not just recent browsers, to capture additional high-intent traffic.
- Build a lookalike audience from the top 5% of June bookers to unlock new high-intent reach in nearby metro markets heading into Q3.