A Study On The Effectiveness Of Pay-Per-Click (Ppc) Advertising For Online Marketing In Meta Ads At Shanthi It Solution.

M. Surya[1], K. Jayasree[2]

Student[1], Assistant professor[2]

Master of business Administration[12]

Panimalar Engineering College[12]

Poonamallee, Chennai.

ABSTRACT

This study investigates the effectiveness of Pay-Per-Click (PPC) advertising within Meta Ads at Shanthi IT Solution. Using a descriptive research design and survey methodology, data was collected from 217 digital marketing professionals through structured questionnaires. A preliminary pilot study with 32 participants was conducted to validate the research instrument, leading to improvements in the final survey design. The research examines critical aspects of Meta PPC campaigns, including ad formats, targeting strategies, performance metrics, and optimization practices. Key findings indicate that video ads are the most commonly used format (35%), while ad creative quality (37%) plays a vital role in campaign success. Additionally, 48% of respondents reported frequent use of Meta Ads for PPC purposes Regarding outcomes, 33% observed a moderate increase in website traffic and conversions, suggesting that Meta PPC ads can positively impact business goals when strategically managed. The study emphasizes the need for continuous monitoring, testing, and optimization to maximize ad performance in a competitive digital environment. Overall, this research highlights the growing importance of PPC advertising on Meta platforms and provides actionable insights for digital marketers seeking to improve their campaign effectiveness.

Keywords: Meta PPC Advertising, Ad Optimization, Video Ad Formats, Digital Marketing Campaigns. These keywords reflect the core focus of the study—effectiveness of PPC ads on Meta platforms They highlight elements like campaign strategies, ad formats, and performance optimization. Ideal for SEO, academic indexing, and targeting digital marketing research topics.

INTRODUCTION

In today's rapidly evolving digital landscape, businesses across industries are striving to maximize their marketing return on investment while building meaningful connections with their audiences. As consumer behavior increasingly shifts to online platforms, traditional marketing approaches alone are no longer sufficient. Instead, companies are embracing data-driven digital marketing strategies that offer real-time optimization, measurable outcomes, and precise audience targeting. Among these strategies, Pay-Per-Click (PPC) advertising has become a cornerstone of online marketing due to its ability to deliver immediate visibility, drive targeted traffic, and produce quantifiable results. PPC allows advertisers to pay only when users click on their ads, making it a cost-effective method for acquiring potential customers and supporting broader marketing goals. Among the various PPC platforms, Meta Ads—formerly Facebook Ads—has emerged as a dominant force in digital advertising. Leveraging its vast ecosystem that includes Facebook, Instagram, Messenger, and the Audience Network, Meta provides advertisers with unparalleled reach and sophisticated tools for audience segmentation, ad delivery, and performance tracking. This study focuses on evaluating the effectiveness of PPC advertising through Meta Ads, using Shanthi IT Solution as a case study. As a growing IT and digital services company, Shanthi IT Solution actively utilizes Meta Ads to boost online visibility, attract leads, and support business growth. The research examines key performance metrics such as Click-Through Rate (CTR), Cost Per Click (CPC), Conversion Rate, and Return on Ad Spend (ROAS), while also analyzing strategic components like budget allocation, targeting methods, campaign objectives, and creative design elements. This comprehensive evaluation aims to offer actionable insights into optimizing Meta PPC campaigns for improved marketing outcomes.

NEED OF THE STUDY

- To evaluate the effectiveness of Meta PPC campaigns in maximizing ROI and guiding smart budget allocation.
- To gain insights into audience targeting and segmentation for improved engagement and conversion rates.
- To adapt to frequent changes in Meta's ad algorithms by assessing and refining advertising strategies.
- To identify critical success factors such as ad quality, bidding tactics, and audience behaviour for campaign optimization.

OBJECTIVES OF THE STUDY

- To assess the effectiveness of PPC advertising in enhancing online visibility, lead generation, and conversions through Meta Ads.
- To identify challenges and best practices in optimizing PPC campaigns for better performance.
- To evaluate the influence of key factors like ad quality, targeting, bidding strategies, and audience engagement on PPC success.
- To provide actionable recommendations for improving PPC strategies to achieve higher efficiency and ROI in digital marketing.

SCOPE OF THE STUDY

- To evaluate the performance of Facebook and Instagram PPC ads using key metrics such as CTR, CPC, CVR, ROAS, and engagement rates.
- To analyze how audience demographics, interests, behaviours, and lookalike targeting affect ad effectiveness.
- To study the comparative efficiency of different ad formats, including video, carousel, image, and dynamic ads.
- To explore challenges like ad fatigue, budget limits, and algorithm changes, along with optimization techniques like A/B testing and retargeting.

LIMITATIONS OF THE STUDY

- The findings are specific to Shanthi IT Solution and may not be fully generalizable to other industries or businesses.
- Accurately measuring PPC impact on conversions is challenging due to multi-channel influences and attribution complexities.
- The study's 120-day timeframe restricts the ability to observe long-term performance trends and seasonal effects.
- Budget limitations may constrain the scope of experimentation with various ad formats, bidding models, and audience segments.

REVIEW OF LITERATURE

Punit Beniwal, Heena Nazir (April 2025). This study compares the performance of Pay-Per-Click (PPC) campaigns on Google Ads and social media platforms like Facebook, Instagram, and LinkedIn. By analyzing metrics such as CTR, CPC, and ROAS across various industries, it identifies each platform's strengths, weaknesses, and ideal use cases. The research also examines factors like audience targeting and bidding strategies, providing practical insights to help marketers optimize campaigns and allocate budgets more effectively.

Amitabh Verma (March 2025). *Marketing in a Digital World: Strategies, Evolution, and Global Impact* is a comprehensive guide for students, professionals, and business owners. It explores the evolution of digital marketing, covering key strategies like SEO, social media, content marketing, and analytics. The book also delves into emerging trends such as AI and AR, while addressing data privacy and customer relationship management. Featuring practical case studies and industry insights, it offers both foundational knowledge and forward-looking perspectives.

Tetiana IANKOVETS, Daniil NIKOLAIEV (October 2024). This study explores Meta Ads as a key digital advertising tool for retail enterprises in Ukraine, emphasizing its advanced targeting and AI-driven features. Using data analysis and statistical methods, the research highlights AI functions like image enhancement, background generation, and automated ad text variations. Advantage+ tools, including Shopping Campaigns

and Creative, streamline ad creation and targeting. Findings suggest that AI integration in Meta Ads enhances audience targeting and advertising efficiency in the Ukrainian marke.

Ying Zhu, Yong Wang, Joicey Wei, Andy Hao (February 2023). This study explores how contextual effects—assimilation and contrast—in PPC ad design influence consumer attitudes and purchase intentions. Using an experimental design, it finds that dynamic (high-vividness) ads with both contrasting information and aesthetic elements lead to more favorable brand attitudes and higher purchase intent. The results highlight the importance of ad vividness and suggest that contrast-based designs are more effective in dynamic ad formats. The study contributes to understanding how contextual and design elements interact in digital advertising.

Amreen Batool, Yungcheol Byun (January 2022). This study addresses the growing issue of click fraud in Pay-Per-Click (PPC) advertising by proposing a hybrid model combining CNN, BiLSTM, and Random Forest for effective fraud detection. The model automatically extracts features from click data and classifies them as fraudulent or non-fraudulent. With high accuracy (99.19%) and strong performance metrics, the ensemble approach outperforms traditional models, offering a reliable solution for businesses to safeguard their online advertising campaigns.

s.Ilayasankar Subbaiyan (October 2021). This study examines customer perceptions of the Pay-Per-Click (PPC) search campaign run by PunyaHealth, an online medical solution portal. As PPC plays a crucial role in facilitating key services like doctor appointment bookings, understanding customer feedback is vital for improving campaign effectiveness. The research aims to identify areas for enhancement and provide strategic suggestions to optimize PPC performance and better meet customer needs.

Alessandro Nuara,Francesco Trovò , Nicola Gatti, Marcello Restelli (February 2018). This paper presents a novel algorithm for optimizing bids and budgets in multi-channel pay-per-click advertising campaigns, which collectively exceed $140 billion annually. The problem is framed as a combinatorial bandit problem, utilizing Gaussian Processes for estimation, Bayesian bandit techniques for exploration/exploitation, and dynamic programming to solve a variation of the Multiple-Choice Knapsack problem. The algorithm is tested through simulations using a Yahoo! dataset and a real-world application over two months.

Han Zhu,Junqi Jin, Chang Tan, Fei Pan (February 2017). This paper presents an optimized cost-per-click (OCPC) bidding strategy for Taobao's large-scale online display advertising. Unlike traditional fixed-bid methods, OCPC dynamically adjusts bids to better match traffic quality at the page-view level, optimizing advertiser goals, platform revenue, and user experience. Tested in Taobao's production system, an online A/B test confirms its superior performance over fixed bidding

RESEARCH METHODOLOGY

RESEARCH

Research is defined as the creation of new knowledge or the use of existing knowledge in a new and creative way so as to generate new concepts, methodologies and understandings. This could include synthesis and analysis of previous research to the extent that it leads to new and creative outcomes.

RESEARCH DESIGN

The research design serves as a structured plan for conducting the study and solving marketing research problems. This project uses a **single cross-sectional design**, where data is collected at one point in time from a sample of the target population. According to Kerlinger, research design outlines the plan, structure, and strategy for investigation to answer research questions effectively. The research process includes identifying the problem, reviewing literature, setting objectives, selecting design, defining the sample, developing tools, collecting and analyzing data, interpreting results, and presenting the report.

DESCRIPTIVE RESEARCH

Descriptive research is used to accurately describe specific aspects of the market environment. This study adopts a descriptive research design to collect quantified data through structured surveys and online research. It focuses on measuring reactions and behaviors using direct and indirect questions. The choice of this method is influenced by the study's time frame, available funds, target respondents, and the nature of the questions.

SAMPLE AND SAMPLING METHOD

This study uses a convenience sampling method, a non-probability technique where participants are selected based on ease of access and availability. It allows researchers to gather insights quickly without surveying the entire population. The sample was drawn from digital marketing professionals who were easily reachable, making it suitable for timely and cost-effective data collection.

SAMPLE SIZE DETERMINATION

From the pilot study with 32 responses, 28 respondence have answered yes and 4 answered no for the question NO.6 which is directly related to the Topic.

So, we consider

N_0 = sample size

Z^2 = level of significance (3.8416)

P = number of YES (0.83)

Q = number of NO (0.17)

e2 = standard error (0.0025)

By solving this from the above formula.

$= 3.8416(0.83 \times 0.17)/0.0025 = 216.81 = 217$

In the unknown population the questionnaires were distributed in Google Forms and collected responses from the **217** samples.

NORMALITY TEST

Null Hypothesis (Ho): The data does not follow a normal distribution.

Alternative Hypothesis (H1): The data follows a normal distribution.

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Search Engine Results	.498	217	.000	.472	217	.000
Easy to Navigate	.308	217	.000	.834	217	.000
Keyword Optimized	.202	217	.000	.864	217	.000
During Difficulties	.201	217	.000	.880	217	.000

a. Lilliefors Significance Correction

INFERENCE:

From normality test of Kolmogorov-Smirnov and Shapiro-Wilk tests show that the significance values (p-values) for Search Engine Results, Easy to Navigate, Keyword Optimized, and During Difficulties are all Need comes under NON-PARAMETRIC TEST since it is .000, less than (<) 0.05.

CORRELATION

- **Null Hypothesis (H$_0$):** There is no significant correlation between Retargeting Campaigns, Bidding Strategy, and Success of Meta Ads.

- **Alternative Hypothesis (H$_1$):** There is a significant correlation between Retargeting Campaigns, Bidding Strategy, and/or Success of Meta Ads.

Correlations

		Regarteting Campaigns	Bidding Strategy	Success Meta
Regarteting Campaigns	Pearson Correlation	1	.415**	.192**
	Sig. (2-tailed)		.000	.005
	N	217	217	217
Bidding Strategy	Pearson Correlation	.415**	1	.110
	Sig. (2-tailed)	.000		.106
	N	217	217	217
Success Meta	Pearson Correlation	.192**	.110	1
	Sig. (2-tailed)	.005	.106	
	N	217	217	217

**.. Correlation is significant at the 0.01 level (2-tailed).

FINDINGS

The correlation analysis shows that Retargeting Campaigns have a moderate positive and significant correlation with Bidding Strategy (r = 0.415, p = 0.000) and a weak positive and significant correlation with Success of Meta Ads (r = 0.192, p = 0.005). The correlation between Bidding Strategy and Success of Meta Ads is weak and not statistically significant (r = 0.110, p = 0.106).

SUMMARY OF FINDINGS

❖ Most respondents belong to the 40–50 age group.

❖ The majority of respondents are male.

❖ A significant portion of the respondents work as Social Media Managers.

❖ Many respondents have 3 to 5 years of experience in digital marketing.

❖ Most respondents are familiar with Pay-Per-Click (PPC) advertising.

❖ Meta Ads are frequently used by respondents for PPC campaigns.

❖ Video Ads are considered the most effective ad format in Meta PPC campaigns.

❖ Conversion rate is the key metric used to evaluate the success of PPC ads.

❖ Most respondents optimize their PPC campaigns on a monthly basis.

❖ The primary objective of using PPC ads is to drive website traffic.

❖ Apart from Meta Ads, Twitter Ads are a commonly used platform for PPC campaigns.

❖ Reels Ads are the most preferred ad placement within Meta platforms.

- ❖ The quality of ad creatives is seen as the most important factor for PPC success.
- ❖ A/B testing is regularly used by many respondents to improve ad performance.
- ❖ Automated bidding is the most commonly adopted bidding strategy.
- ❖ Retargeting campaigns are generally perceived as effective.
- ❖ Respondents have observed a moderate increase in website traffic and conversions due to Meta PPC ads.

SUGGESTIONS

- Tailor PPC ad content and messaging to appeal to the 40–50 age group, as most respondents fall within this demographic.
- Design ad creatives and messaging that resonate more with male interests, given the majority of respondents are male.
- Offer PPC-specific training or tools targeted at Social Media Managers, a significant user base.
- Provide intermediate to advanced strategies and resources for professionals with 3–5 years of experience to enhance their skills.
- Create more resources and tutorials around successful Meta PPC strategies, as Meta Ads are widely used.
- Invest in high-quality video content creation tools, as video ads are regarded as the most effective.
- Focus on providing tools or guidance to improve conversion rates, which is a key success metric.
- Encourage regular A/B testing practices and provide templates to streamline campaign optimization.

CONCLUSION

This study assessed the impact of Pay-Per-Click (PPC) advertising through Meta Ads on Shanthi IT Solution's digital marketing performance, focusing on traffic generation, conversions, and brand visibility. The findings highlighted that PPC campaigns successfully attracted targeted traffic, optimized ROI, and drove engagement through strategic segmentation, automated bidding, and compelling ad creatives, particularly video formats. Retargeting strategies also contributed to higher conversions by re-engaging users. While the results were promising, the study identified areas for further improvement, such as refining conversion processes and enhancing audience targeting. Overall, Meta Ads have proven effective, but continuous optimization in bidding, creative strategies, and audience segmentation is essential for sustaining long-term success and maximizing return on ad spend (ROAS).

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