

Meta Ads

TEZ TOUR Facebook Pages



@TEZTOURLT

98K likes

100K followers

Last 28 (Jan 9 2025– Feb 5 2025) statistics:

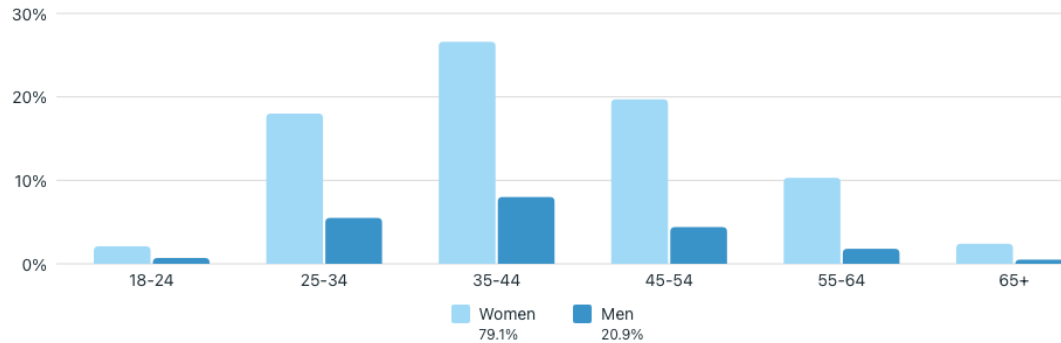
- 7.3M views
- 768K FB Posts reach
- 6.4K FB Content interactions
- 89.2K Link clicks
- 260 new followers

Facebook page statistics

Audience

Followers ●
100,977

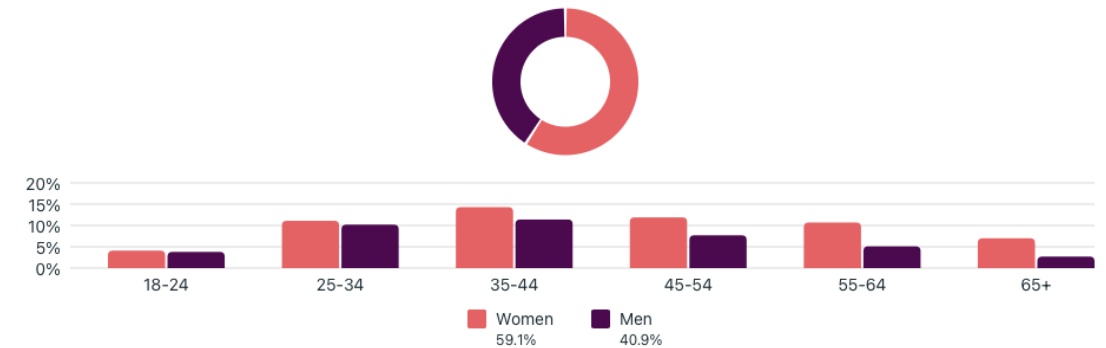
Age & gender ●



Potential audience

Estimated audience size ⓘ
1,900,000 - 2,200,000

Age & gender ●



Meta Ads Audiences

Unique Audience

- Remarketing:
 - teztour.lt
 - vilnius.teztour.lt
 - kaunas.teztour.lt
 - klaipeda.teztour.lt
 - panevezys.teztour.lt
 - siauliai.teztour.lt
- Lookalike of remarketing
- Lookalike by Customer List
- Lookalike by Facebook page followers and their friends
- People who engaged with our content on Facebook page
- Potential Travelers

Standard Facebook Audience:

- By age, location or gender.
- By interests (ex. Turkey, travel, all inclusive resorts and etc.)
- By demographics (education, financial situation, life events, parents, relationship or work)
- By behaviors (frequent travelers, digital activity, purchase behaviour, travel)
- Audience combinations (ex. Parents with children under 14 y.o., parents who likes traveling).

Meta Ads Audiences Size

- Remarketing: 324K
- Facebook Page Engagement: 351K
- Lookalike of remarketing: 217K
- Lookalike of TEZ TOUR buyers: 215K
- Lookalike of Facebook page followers: 220K
- People who engaged with our content on Facebook page: 340K
- Anyone who submitted inquiry form: 16K
- Lookalike of Anyone who submitted FB inquiry form: 219K

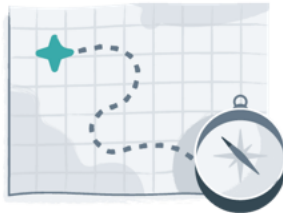
Meta Ads Possibilities

You can choose the type of objective that best suits your needs. For the best CPM (cost per 1,000 impressions) pricing, select the Awareness campaign. For a lower CPC (cost per click), choose the Traffic campaign. If you want to generate inquiries, opt for the Lead Generation campaign. For higher engagement, select the Engagement objective.

With Meta Ads, you can access three channels: Facebook, Instagram, and Messenger.

Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales



Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

Choose a campaign objective

- ☐ Awareness
- ☒ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales



Traffic

Send people to a destination, like your website, app, Instagram profile or Facebook event. [Learn more](#)

Good for:

Link clicks

Landing page views

Instagram profile visits

Messenger, Instagram and WhatsApp

Calls

Meta Ads Results

After the advertising period ends, you will receive a performance report.



Media channel	Form of broadcasting	Period of campaign	CPC	Impressions	Clicks	Cost
Meta Ads	Banners	1 April – 30 June	0,12 €	7,973,556	106,847	18,015.25 €

Meta Ads Examples

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<https://keliones.teztour.lt/turkija/> Antalijs, Alanijs, Bodrumas Fetija - skirtingi ...See more

Nepamirštama Turkija
goturkiye.com

Avansas 10%
Nacionalinė atlyginanti mokesčių suma 0€

Antalijs NORIU

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You and 37... 6 comments 4 shares

Like Comment Share

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Reels

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Kelionė Bulgarij
Naujas

16 1 comment 1 share

Like Comment Share

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<https://keliones.teztour.lt/riminis/> ...See more

Italija Rimini
Gauk papildomą nuolaidą

Vasara 2024 10% Avansas

Gauti nuolaidą

teztour.lt
Gauk pasiūlymą atostogoms Italijoje! 🇮🇹

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28

Like Comment Share

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View more

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