



CASE STUDY – META ADS

LESS TARGETING, BETTER PERFORMANCE: A NEW AI DRIVEN META ADS MODEL FOR 2026

CLIENT



CLIENT

Titan Driveways is an Irish company specialising in paving and outdoor construction. They provide services such as asphalt, block paving and hardscaping for both residential and commercial clients. Their focus is on durable, practical and visually appealing solutions for driveways, patios and outdoor spaces.

CHALLENGE



THE CHALLENGE

The business was already investing in paid traffic, but by early 2026 it was facing common challenges in a competitive local market:

- High cost per lead, putting pressure on profitability
- Broad targeting reaching users with low buying intent
- Difficulty scaling without losing lead quality

There was also an overreliance on wide audiences and limited use of first party data, which restricted how well Meta's algorithm could optimise campaigns. This led to wasted budget and inconsistent results. The goal was simple: increase quote requests through the website, lower the cost per lead and maintain or improve lead quality without increasing spend.

PREVIOUS



PREVIOUS SETUP

The original structure followed a traditional approach with detailed targeting and manual control.

Campaigns were split by service type such as asphalt, paving and hardscaping, each with its own audience based on interests and behaviours. Creatives were tailored to each service.

While this gave control and clear messaging, it also created limitations:

- Fragmented data and audiences
- Limited learning at ad set level
- Reduced ability for the algorithm to identify broader patterns
- Scaling required higher costs

In short, the account worked on a small scale but struggled to grow consistently.





STRATEGY



STRATEGY

The shift was based on one key idea: simplify the structure to improve AI learning, while keeping strategic direction.

Instead of multiple campaigns competing, a unified setup was introduced:

- One campaign covering all services
- A single ad set
- Advantage+ used for dynamic audience targeting
- A mix of creatives across services and angles

This consolidation gave the algorithm more and better data, helping it understand user behaviour and intent more effectively. Creatives also played a bigger role. Rather than relying on predefined audiences, different ads acted as test variables, allowing the algorithm to match the right message with the right user.

INNOVATION



INNOVATION

A key addition was focusing on user context, something often overlooked in performance campaigns.

Ads were only shown to users connected to Wi Fi. This prioritised people in a more settled environment where they were more likely to pay attention and take action.

This reduced low intent interactions, such as users on the move, and improved engagement quality. Placement testing was also carried out across Feed, Stories and Reels. Facebook Feed delivered the strongest results, suggesting that for local services, more stable browsing environments perform better than fast moving formats.

RESULTS



RESULTS

Comparing Q1 2026 with the same period the previous year, the new approach delivered clear improvements:

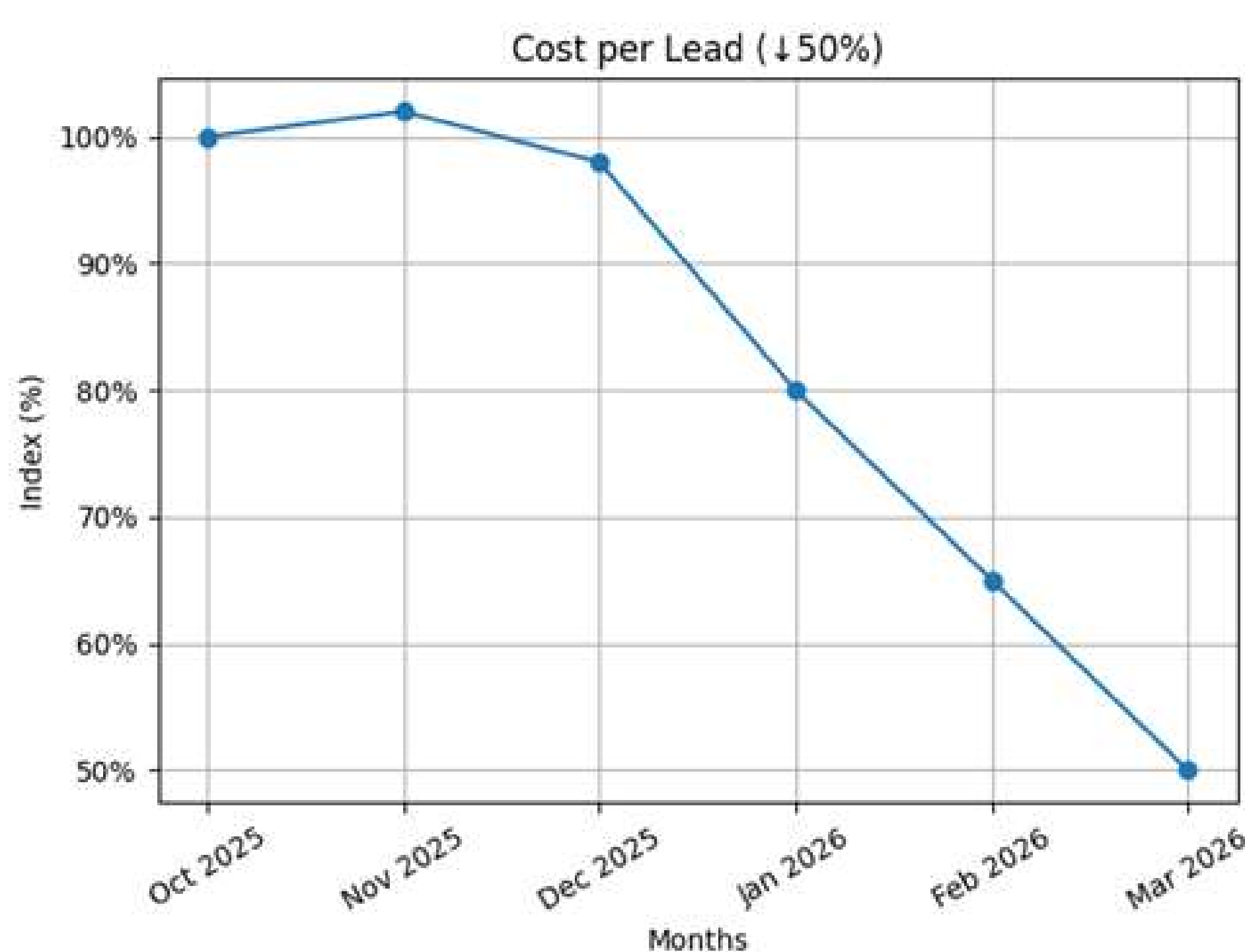
- 50% reduction in cost per lead
- 21.76% increase in website view rate
- 13.88% increase in CTR
- 17.50% reduction in cost per qualified visit

Beyond lowering costs, the overall efficiency improved significantly. Meta's AI identified stronger behavioural patterns than manual targeting, while varied creatives boosted delivery and learning.

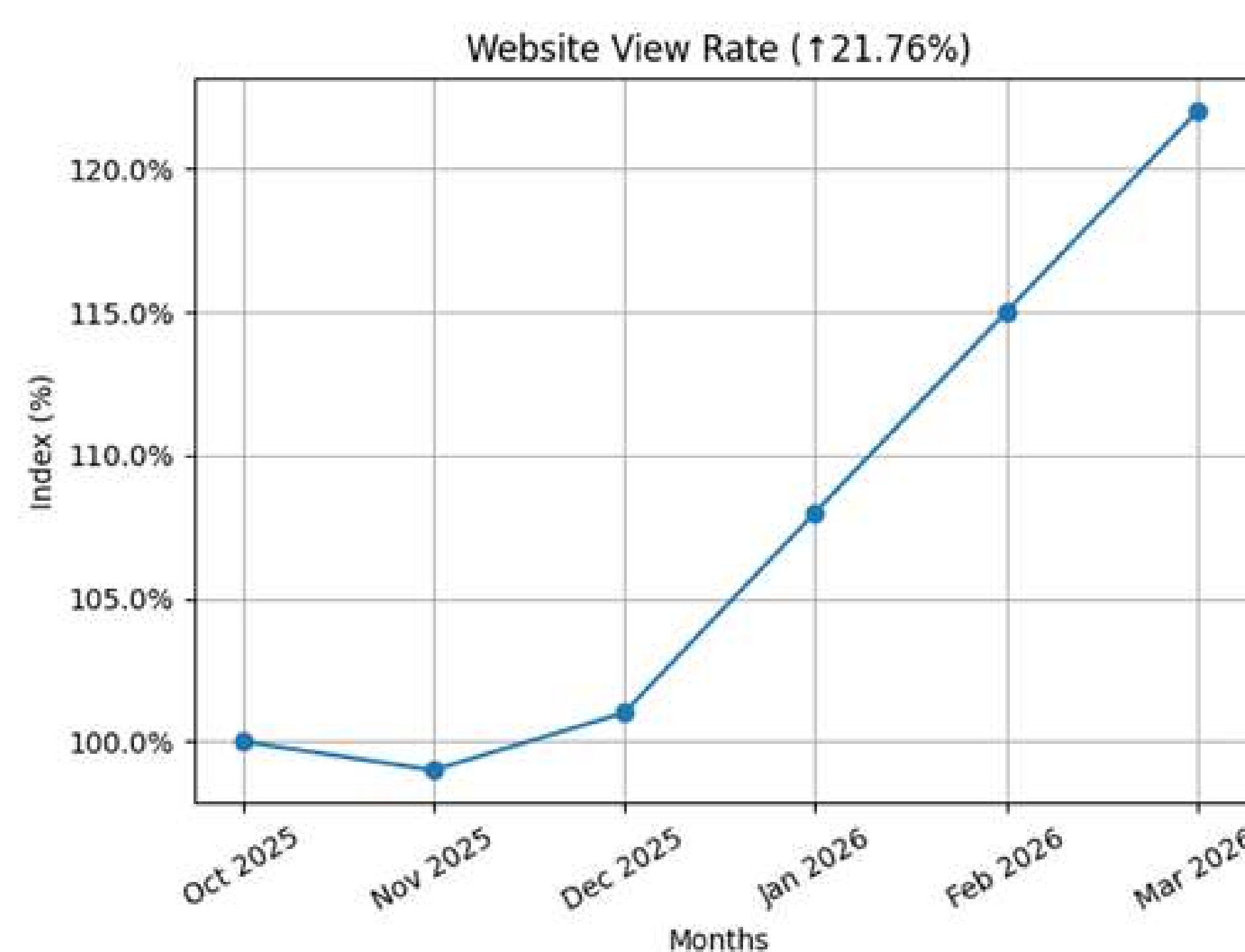
The Wi Fi filter also improved traffic quality, leading to higher conversion rates and less wasted spend.

In practical terms, this meant more genuine sales opportunities, better quality leads and a more predictable and scalable paid traffic channel for Titan Driveways.

COST PER LEAD - 50% REDUCTION



WEBSITE VIEW RATE - 22% INCREASE



COST PER QUALIFIED VISIT - 17.5% DECREASE



CREATIVES

TITAN DRIVEWAYS - META CREATIVES

DUBLIN'S BEST DRIVEWAYS

We are a driveway and patio specialists for all ur home improvements

CALL US FOR A FREE ESTIMATE

QUALITY SERVICES WITH FIRST-CLASS WORKMANSHIP AND GREAT PRICES.

TITAN DRIVEWAYS

RESIDENTIAL & COMMERCIAL CONSTRUCTION | REPAIR | MAINTENANCE

Services Offered: PARKING LOTS | ROAD PAVING | DRIVEWAYS | ASPHALT MAINTENANCE | RESURFACING AND MORE...

CALL US FOR A FREE ESTIMATE: DRIVEWAYS - RESURFACING | PARKING LOTS - ROAD PAVING

New Lawn Installation

With a skilled and experienced team, we offer services ranging from the renovation of old gardens and patios to the creation of personalized and exclusive outdoor spaces.

- Protect your outdoor space with high-quality fencing solutions.
- Add privacy, security, and style to your garden.

Handscaping Services

CALL US FOR A FREE ESTIMATE

TITAN DRIVEWAYS

Handscaping Services

OUR SERVICES:

- New Lawn installation
- Fencing
- Paving

Transform your garden into a unique and beautiful space to admire all year round with our Handscaping services.

TITAN DRIVEWAYS

ASPHALT AND PAVING EXPERTS

TRANSFORM YOUR DRIVEWAY WITH THE PERFECT BALANCE OF PRACTICALITY AND STYLE!

ABOUT US

We provide a wide range of asphalt services to all our clients in Dublin or Kildare. All of our completed projects meet industry standards for asphalt, ensuring you receive top-quality work. We also offer asphalt pavement repairs.

RESIDENTIAL & COMMERCIAL

CALL US FOR A FREE ESTIMATE

Services Offered: DRIVEWAYS - RESURFACING | PARKING LOTS - ROAD PAVING

TITAN DRIVEWAYS

ASPHALT AND PAVING EXPERTS

RESIDENTIAL & COMMERCIAL CONSTRUCTION | REPAIR | MAINTENANCE

SERVICES: PARKING LOTS | ROAD PAVING | DRIVEWAYS | ASPHALT MAINTENANCE | RESURFACING AND MORE...

CALL FOR A FREE ESTIMATE

TITAN DRIVEWAYS

30% Off all Services WHILE IT LASTS!

TITAN DRIVEWAYS

CALL THE EXPERTS AT TITAN DRIVEWAYS RIGHT NOW.

BLOCK PAVING SERVICES FOR SIDEWALKS, DRIVEWAYS AND GARDENS

After 10 years in the block paving industry, we guarantee first-class workmanship at great prices. When you want your block paving customized and installed to the highest standards.

Dublin & Kildare

VARIETY OF BLOCK PATTERNS, PAVING CIRCLES, AND UNIQUE PAVING FEATURES.

RESIDENTIAL & COMMERCIAL

CALL US FOR A FREE ESTIMATE

TITAN DRIVEWAYS

ASPHALT AND PAVING EXPERTS

TRANSFORM YOUR DRIVEWAY WITH THE PERFECT BALANCE OF PRACTICALITY AND STYLE!

ABOUT US

We provide a wide range of asphalt services to all our clients in Dublin or Kildare. All of our completed projects meet industry standards for asphalt, ensuring you receive top-quality work. We also offer asphalt pavement repairs.

RESIDENTIAL & COMMERCIAL

CALL US FOR A FREE ESTIMATE

Services Offered: DRIVEWAYS - RESURFACING | PARKING LOTS - ROAD PAVING

TITAN DRIVEWAYS

OUR BLOCK PAVING SERVICES INCLUDE:

- Driveway Paving
- Garden Paving
- Paved Blocks Extensions
- Kilsaran Paving
- Tobermore Paving

QUALITY SERVICES WITH FIRST-CLASS WORKMANSHIP AND GREAT PRICES.

WE CAN GIVE YOU A TONN OF PREVIOUS PROJECTS TO PROVE TO YOU WITH SOME BEGS ON HOW YOU MIGHT WANT YOUR OWN DRIVEWAY PAVING TO LOOK.

Services Offered: DRIVEWAYS - RESURFACING | PARKING LOTS - ROAD PAVING

TITAN DRIVEWAYS

Paisagism Professional

A qualified and experienced team, capable of transforming all garden styles into something unique and beautiful.

- High-spec modern landscaping
- Construction of customized areas
- Options in various styles of artificial grass and lawn areas.

Gardening Services

CALL US FOR A FREE ESTIMATE

TITAN DRIVEWAYS

Lawn and Garden

RESIDENTIAL & COMMERCIAL

Gardening Service

OUR SERVICES:

- Lawn maintenance
- Landscape design
- Landscape build
- Garden Services

WHY CHOOSE US?

- Mowing & Planting
- Lawn & Garden Maintenance
- 100% Satisfaction Guaranteed
- Reliable & Fast Work Completion

TITAN DRIVEWAYS

TARMAC PAVING ESPECIALISTS

DRIVEWAY INSTALLATION & UPGRADES
COMMERCIAL & INDUSTRIAL TARMAC SURFACING
TARMAC REPAIRS & MAINTENANCE
ROAD CONSTRUCTION & RESURFACING

GET A QUOTE

NEED ANY HELP? Let's book your Appointment with Us now

Give your property the upgrade it deserves.

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