

Objective

Strengthen Herbalife's digital performance across Southern Africa by improving engagement, visibility, and conversion efficiency.

Time frame: October 2025.

At the start of the month, performance was stable but flat. The objective was to re-energise content strategy and optimise media delivery without increasing spend. Mid-October, following a complete creative and targeting refresh, every key metric accelerated sharply and maintained a higher average through month-end.

Key Metrics

- 5.6M views (+2100%) — broader and more consistent visibility.
- 1.6M viewers (+1300%) — growth in unique reach across Meta channels.
- 26K content interactions (+624.6%) — significant engagement lift following creative optimisation.
- 1.6K link clicks (+3.9%) — improved click-through efficiency with better targeting.
- 21K visits (+113.8%) — higher on-platform activity and conversion intent.
- 2.2K new followers (+182.3%) — audience retention and brand affinity gains.

/ Analysis

The performance spike around 16–18 October coincided with deployment of refreshed creative assets and an updated delivery schedule. Engagement, clicks, and visits rose in parallel — indicating improved creative-audience fit. Importantly, metrics stabilised at the higher level for the remainder of the month, showing the new system maintained momentum without fatigue.

/ Outcome

The campaign achieved its objectives within four weeks:

Increased total engagement by more than sixfold.

Doubled traffic to brand channels.

Strengthened community growth and retention.

The data shows a digital framework now optimised for scale — efficient, measurable, and repeatable.

/ Summary The October optimisation validated that targeted creative refinement and disciplined delivery can yield sustained performance growth without additional spend.

