THE INDIA D2C LAUNCH-TO-PROFIT LIBRARY

BOOK THREE

MARKETING AND META D2C

The Meta Performance Marketing Playbook

A practical guide to measurement, creative, attribution, scaliing and retention for Indian D2C brands

Find the signal. Make the creative count. Grow with control.

Contents

Before you begin

Paid media is often described as a button-pushing exercise: choose an objective, select an audience, upload a creative, add a budget and wait for sales.

That description is convenient. It is also incomplete.

The advertising platform can distribute a message. It cannot decide whether the product is desirable, whether the offer is credible, whether the page answers the buyer’s questions, whether the checkout works on a mobile connection, or whether the margin can absorb the cost of acquisition. Those are business decisions.

Meta is most useful when it is treated as a learning and distribution system inside a larger customer journey. The job is not to force a dashboard metric to look healthy. The job is to create a reliable chain from attention to purchase, then learn which parts of that chain deserve more investment.

This book translates performance-marketing principles into original language and practical systems. Platform names, placements, interfaces and available features change. Use the official Meta documentation linked in the final section to confirm current implementation details before making a live change.

The operating principle for the book is:

1. The signal is the strategy

A dashboard is a compressed story

An Ads Manager report is not the business. It is a set of measurements produced by a tracking setup, a platform model, a time window, an attribution setting and a collection of customer behaviours. The number is useful only when you know what it represents.

A purchase count may be delayed, duplicated, under-recorded or attributed differently from the order system. A high click-through rate may indicate strong curiosity, a weak promise, or a mismatch between the ad and the page. A low cost per result may be real, temporary or based on too few events to make a sound decision.

Before judging the number, ask what signal created it.

The five layers of a performance signal

MESSAGE	BEHAVIOUR	EVENT	MODEL	DECISION
What did the person see?	What did they do?	What was recorded?	How was credit assigned?	What will we change?