

ABSTRACT

The decline in sales performance experienced by Frigg Lab, a local perfume brand based in Surabaya, highlights the need for a more targeted and data-driven digital marketing strategy. One of the main channels used is Meta Ads, a form of paid advertising aimed at reaching a wider audience. However, for small-scale brands like Frigg Lab, the use of Meta Ads is often not accompanied by a structured and comprehensive evaluation system. This study aims to design a Meta Ads promotion strategy to achieve effectiveness and efficiency in advertising content at Frigg Lab, and visualize the data from Meta Ads campaigns to enhance content effectiveness using the MATO framework (Measure, Analyse, Test, Optimize). This research employs a descriptive qualitative method, with data collected through in-depth interviews with two internal informants from Frigg Lab and three external informants from digital marketing practitioners. Additionally, ad performance data from November 2024 to February 2025 was analyzed and visualized using Looker Studio. The results show that the application of the MATO framework helps Frigg Lab systematically evaluate each campaign stage—from selecting key metrics (Measure), analyzing content effectiveness and audience segmentation (Analyse), experimenting with content and targeting (Test), to optimizing budget allocation and campaign scale-up (Optimize). Data visualization through the dashboard supports transparency, accelerates decision-making processes, and enhances team collaboration. This study provides practical contributions to developing data-driven digital advertising strategies and serves as an academic reference for evaluative approaches in digital marketing..

Keywords: Business Intelligence, Data Visualization, MATO, Meta Ads, Promotion Strategy,