

Statistics show that businesses using localized Facebook ad campaigns saw a 30% increase in engagement.



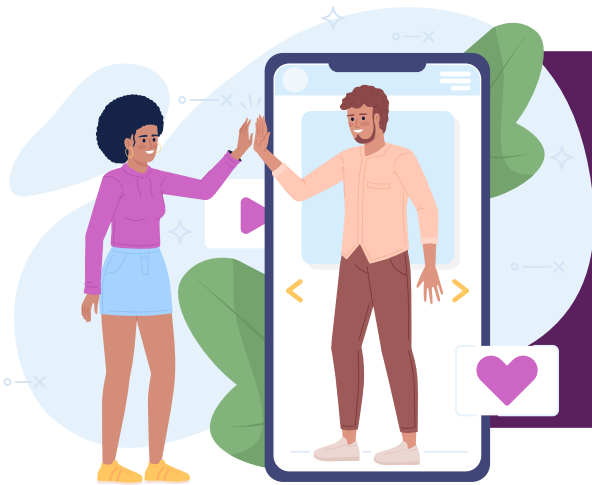
Click-through Rate (CTR):

More people clicking on the ads, leading them to the business's website or landing page.



Likes, Shares, and Comments

Increased activity on the ad itself, where users engage by liking, sharing, or commenting.



Video Views (if applicable)

If the localized campaign uses video, engagement may also include higher completion rates or increased video plays.



Page Follows

Users following the business's Facebook page after viewing the ad, leading to sustained engagement beyond the ad.



Localized ads tend to perform better because they target specific geographic areas or demographics, aligning more closely with the audience's interests and needs. This statistic comes from studies and insights shared by *Hootsuite* and other digital marketing analytics providers, which demonstrate the advantages of geographically relevant content for engagement on social media platforms.