

Unlocking efficient awareness with Meta Reach + Pear Connect


Overview

A national breakfast brand partnered with Pear to test [Pear Connect](#) ads using Meta's Reach objective – a capability previously unavailable when campaigns were limited to conversion-only buying. The goal was to understand whether inventory-aware, shoppable creative could scale upper-funnel awareness efficiently while still driving meaningful downstream engagement.

CAMPAIGN OBJECTIVE

Maximize Reach among a broad U.S. audience while maintaining shoppability and retailer relevance.

SETUP

AUDIENCE	Broad (US, 21+)	CREATIVE	Pear Connect shoppable ads with dynamic retailer logos and inventory-aware destinations
CHANNEL			
OBJECTIVE	Reach	MEASUREMENT FOCUS	Reach efficiency, CPM, and early engagement signals

INITIAL PERFORMANCE

303,269

Impressions

168,870

Reach (unique users)

\$2.96

Cost per 1,000 Reached

\$1.65

CPM

\$2.60

CPC

Industry CPM benchmarks on Meta campaigns across verticals are often \$6.00–\$15.00+ in the U.S. market.

Key Takeaways

- ✓ **Exceptionally efficient reach:** CPMs came in well below typical Meta benchmarks, validating Reach as a powerful top-of-funnel entry point for Pear Connect.
- ✓ **Shoppability at scale:** Even with an awareness-focused objective, the campaign still drove measurable retailer-bound engagement.
- ✓ **New full-funnel optionality:** Brands are no longer forced to choose between awareness and conversion – Pear Connect now supports both within Meta’s buying framework.

Why this matters for CPG brands

This test demonstrates how inventory-aware, shoppable ads can be used earlier in the funnel to effectively introduce products, seed retailer consideration, and create a stronger foundation for downstream conversion campaigns – without sacrificing scale or efficiency.

TURN REACH INTO RETAIL RELEVANCE

Explore how Pear Connect unlocks efficient upper-funnel reach while keeping your products easy to buy, wherever shoppers are.

[Schedule a demo today!](#)

