

PAID ADS ON GOOGLE AND META

Posts reach few people. Ads choose who sees them.

On Instagram, organic reach fell 14% in one year. Ads with a written goal, a spend cap and a report put your offer in front of people who are looking, and you know what each customer cost.

R$ 42B R$ 42.7 billion in digital advertising in Brazil in 2025 (IAB Brasil and Ibope)	**48%** of small businesses in Brazil have paid for online ads (Sebrae, 2025)	**59%** of recent purchases in Brazil involved a Google search (Hedgehog, 2026)	**−14%** of organic reach lost on Instagram in 12 months (Socialinsider, 2026)

IN THIS DOCUMENT

Everything you need to decide

Click a line to go to its page. The WhatsApp and source links work too.

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Informational material from Info4RT Design Criativo. The test and the calculator give estimates, with no guarantee.

1-MINUTE TEST

Is your budget working?

Check the box for each statement that's true for your business. Then count how many you checked.

- [ ] **I don't know** what each customer from my ads costs.
- [ ] I advertise **only with the Boost button**.
- [ ] **I have no cap** on daily spend.
- [ ] **I don't show up** on Google when people search for my service.
- [ ] The ad leads to a **profile or chat that isn't ready**.
- [ ] I've turned on an ad and **forgotten to check** the results.

How many did you check?

0–1 **Low risk.** Your account looks well run. Check that every campaign has a goal and a report.

2–3 **Medium risk.** There are gaps. Without a goal and tracking, part of the budget goes to people who will never buy.

4–6 **High risk.** Your budget is running in the dark. A written goal, a cap and a report change the result with the same money.

I want ads with a goal →

WHAT MANY PEOPLE THINK

Five beliefs that spend without selling

On the left, what you hear every day. On the right, what happens in practice.

MYTH

Boosting a post is the same as advertising.

IN PRACTICE

The Boost button only shows the post. In Ads Manager you choose the objective, audience, placement and spend cap, and see what each conversation cost.

MYTH

If I post a lot, I don't need ads.

IN PRACTICE

Instagram's organic reach fell 14% in 12 months, and on Facebook it's at 1.8% of followers (Socialinsider, 2026). A good post reaches few people without a budget.

MYTH

Ads are too expensive for a small business.

IN PRACTICE

You can start with a low daily cap and scale only what pays off. 48% of small businesses in Brazil have already paid for online ads (Sebrae, 2025).

MYTH

Every click is a customer.

IN PRACTICE

Some paid clicks come from bots or people with no intent: a company that sells anti-fraud tools measured 8.5% in 2025 (Lunio). Without tracking conversions, you pay for them.

MYTH

Turn it on and just wait.

IN PRACTICE

Ads need a weekly review: what brought conversations keeps the budget, what didn't gets cut. Without that, the cost per customer climbs and nobody notices.

SAME STORY, TWO ENDINGS

Six months of ads, with and without management

Same business, same budget, two ways to advertise. Flip the switch and see what changes.

	Boost only	With management
Month 1	**The post gets boosted** One tap on Instagram, with no goal or cap set.	**The goal comes first** What a customer can cost, how much to spend per day and what to measure.
Month 2	**Likes come in** Lots of views, few messages, and nobody knows why.	**Search and social together** Google for people searching, Instagram for people who don't know you yet.
Month 3	**The budget runs out mid-month** Without a daily cap, spending runs ahead of plan.	**Cap and weekly review** What brings conversations stays, what doesn't goes.
Month 4	**Costs go up** Same ad, same audience, and each customer gets more expensive.	**Cost per customer drops** The budget goes to what has already proven it sells.
Month 6	**Conclusion: ads don't work** The business gives up without knowing where the problem was.	**You know what growth costs** With your cost per customer in hand, you can plan next month.

RUN THE NUMBERS

How much can ads bring in?

Run the numbers with your own figures: how many new customers a month your ads bring in, or could bring in, and what each one is worth.

THE MATH	YOUR NUMBERS
New customers per month from ads your goal or today's result	
Average value per customer in reais (R$)	R$
Per month customers × value	R$
In 12 months, sales from ads	**R$**

WHERE THE MONEY GOES

R$ 42.7 billion

That was the investment in digital advertising in Brazil in 2025 (IAB Brasil and Ibope). Your competitors are part of that number.

NOT COUNTED

the customer who comes back

Whoever buys once through an ad comes back without one and refers others.

IT HAPPENED IN RIO GRANDE DO SUL, BRAZIL

Bling tripled its budget at a lower cost

Bling, management software for small businesses based in Bento Gonçalves, started advertising on Google with an automated campaign and a goal of growing without raising costs. The case comes from Google itself, with no published methodology, and Bling is not a small business.

3,3×

2021	Starting point of the campaigns on **Google Ads**.
2022	Goal: **grow without raising costs**. A Performance Max campaign is added.
2023	**Cost per conversion drops 33%**.
2021–23	**Investment rises 300%**, and the return reaches **3.3 times** the spend.
2024	Google publishes the case: **60% of acquisitions** at Bling come from Google Ads.

A bigger budget only worked because there was a goal and tracking: the cost per customer fell while investment rose. Without both, more money just takes the same ad to more people.

WHAT IF I KEEP JUST BOOSTING POSTS?

Six things that can happen

01

You pay for likes, not customers

Without the right objective, the ad only delivers views.

02

The budget runs out before month's end

Without a daily cap, spending burns through the first few days.

03

Some clicks aren't people

An anti-fraud company measured 8.5% invalid traffic in 2025.

04

People searching on Google find your competitor

Google played a part in 59% of the latest purchases surveyed in Brazil.

05

The ad leads nowhere

A click that lands on an unanswered chat is money thrown away.

06

Your account can be restricted

Ads that break the policy get rejected, and the account can be blocked.

WITH PAID ADS MANAGEMENT, YOUR BUSINESS GAINS

Written goal
Cost per customer set up front.
before you spend a single cent

Google and Instagram
Search and social together.
Google in 59% of purchases · Hedgehog 2026

Spend cap
A daily and monthly limit.
cap in Ads Manager and Google Ads

Campaigns start paused
You approve before it goes live.
nothing goes live without your OK

Clicks that become conversations
Leads to WhatsApp or the right page.
81% sell on WhatsApp · Sebrae 2025

Weekly report
What each customer cost.
keep, adjust or pause

HOW IT WORKS

From goal to report

You tell us what you want to sell and how much you can invest. Info4RT handles the rest, and nothing goes live without your OK.

01

Goal and budget

What a customer can cost, how much to invest per day and what counts as a result.

02

Structure and ads

Campaigns, audiences and creatives set up and reviewed by you before going live.

03

Live with a cap

The approved campaign goes live with a spend limit and tracking on.

04

Weekly review

What brings customers keeps the budget, with a report and a decision for each campaign.

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in digital advertising in Brazil in 2025 (IAB Brasil and Ibope)

48%
of small businesses in Brazil have paid for online ads (Sebrae, 2025)

−14%
organic reach on Instagram in 12 months (Socialinsider, 2026)

PAID ADS BY INFO4RT

Shall we make every cent bring in customers?

In the first conversation you'll get the goal and the cap for your first campaign.

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www.info4rt.com/en/benefits/paid-ads

Sources (accessed on November 16, 2026)

1. IAB Brasil and Ibope: R$ 42.7 billion in digital advertising in 2025, via Meio & Mensagem (Apr 29, 2026). meioemensagem.com.br
2. Sebrae: 48% of small businesses have paid for online ads; 81% sell on WhatsApp (Feb 17, 2025). Agência Sebrae
3. Socialinsider, organic reach on social media (Sep 3, 2026). socialinsider.io
4. Hedgehog Digital, State of Search Brasil 7 (2026), a search agency's survey. hedgehogdigital.co.uk
5. Lunio, invalid traffic in 2025 (a company that sells anti-fraud tools), via Advanced Television (Jan 21, 2026). advanced-television.com
6. Google, Bling case (March 2024). business.google.com

Informational material. The test and the calculator give estimates, with no guarantee.