



Facebook Ads Case Study



About

OUR CLIENT

This company sells ultra-high quality inflatables that are made for various markets, including "mega yachts, resorts, commercial waterfronts, and residential lakefronts.

GOAL

The client wanted to find an easy and cost-effective way to build awareness and re-engage people who had visited the online store, with the overall aim of generating Leads.

PROJECT DURATION

3 Weeks

PROBLEM STATEMENT

Trying to reach the highest number of consumers around the Christmas holiday season. They were completely new to the United States market with zero presence.

Strategy (Overview)

Our strategy was divided into phases in which we tested different combinations of targeting to increase leads and lower CPA.

1

The First Phase

Our team decided to start by running Facebook conversion ads so that interested users can visit the client's website and browse the various products listed there.

2

The Second Phase

The client's Facebook page had enough engagement to be used as a seed audience for lookalike targeting so we decided to use a lookalike audience in the United States.

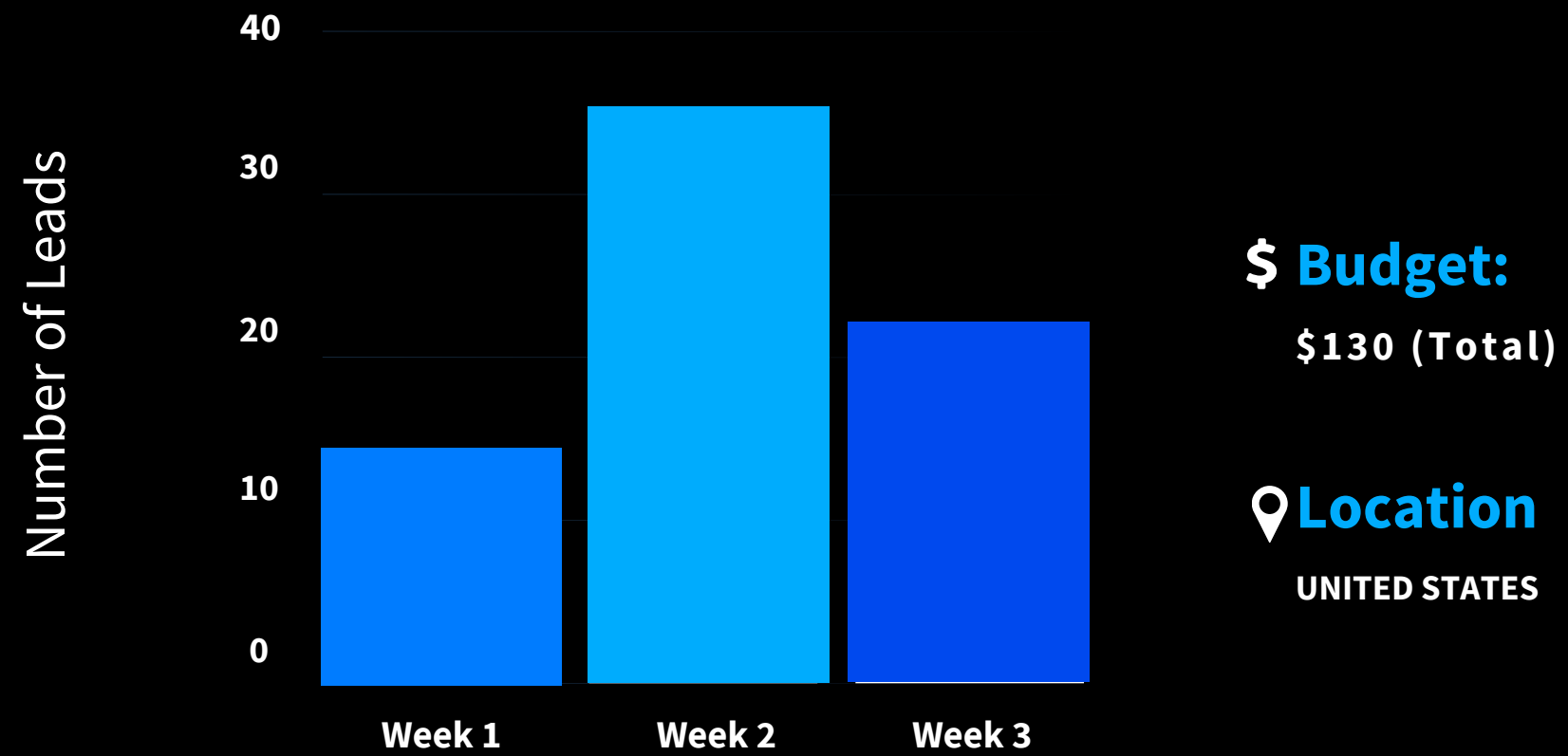
3

The Third Phase

We used marketing images and in our ad copy, encouraging users to grab our holiday offer of 10% off. Using Facebook Conversion Ads, the Learn More call to action sent the user to the client's website, generating conversions.

Number of Leads Per Month

Week 1		Week 2		Week 3	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
14	\$2.60	35	\$1.55	21	\$1.45



Key Metrics

Reach	Leads	CPL	CPC	CTR
10,828	70	\$1.86	\$0.10	10.56%

Best Performing Ad

The image shows a screenshot of a Facebook interface. At the top, there is a navigation bar with a search bar, a profile icon, and icons for friends, messages, and notifications. Below this, the main content area displays a post from a user. The post includes a text snippet: "Never worry about restricted space on the water again." followed by a "See more" link. The central focus is a promotional image for a boat. The image has a teal background and features a white boat with a canopy and three blue jet skis. Text on the image reads "HOLIDEALS" in large white letters, with "CLAIM YOUR 10% OFF EVERYTHING" below it. At the bottom of the image, there is a caption: "Make Your New Year 2021 Boating Season A lot Mor..." and a "LEARN MORE" button. Below the image, there are icons for "Like", "Comment", and "Share", along with a "Comments" link.

Solution

Using a lookalike audience really helped find people who were similar to our customers and contacts.

Final Outcome

We were able to generate 70 high quality leads at a CPR of \$1.86 for this client.