



Facebook Ads Case Study

About

OUR CLIENT

This company teaches video professionals how to use video marketing to make more money and grow their businesses.

GOAL

Generate leads of video professionals who have an interest in the services and opt-in as a lead by submitting their information.

PROJECT DURATION

2.5 Months (July 31st to October 15th)

PROBLEM STATEMENT

We needed to figure out how to create an audience to generate leads of video professionals attracted by our client's services.

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

We researched and found that video creatives work better than static images for these ads, so we used video creatives and it proved to be effective.

2

The Second Phase

We researched suitable audience profiles to target on Facebook and Instagram. We found different interest groups to target and that generated quality leads.

3

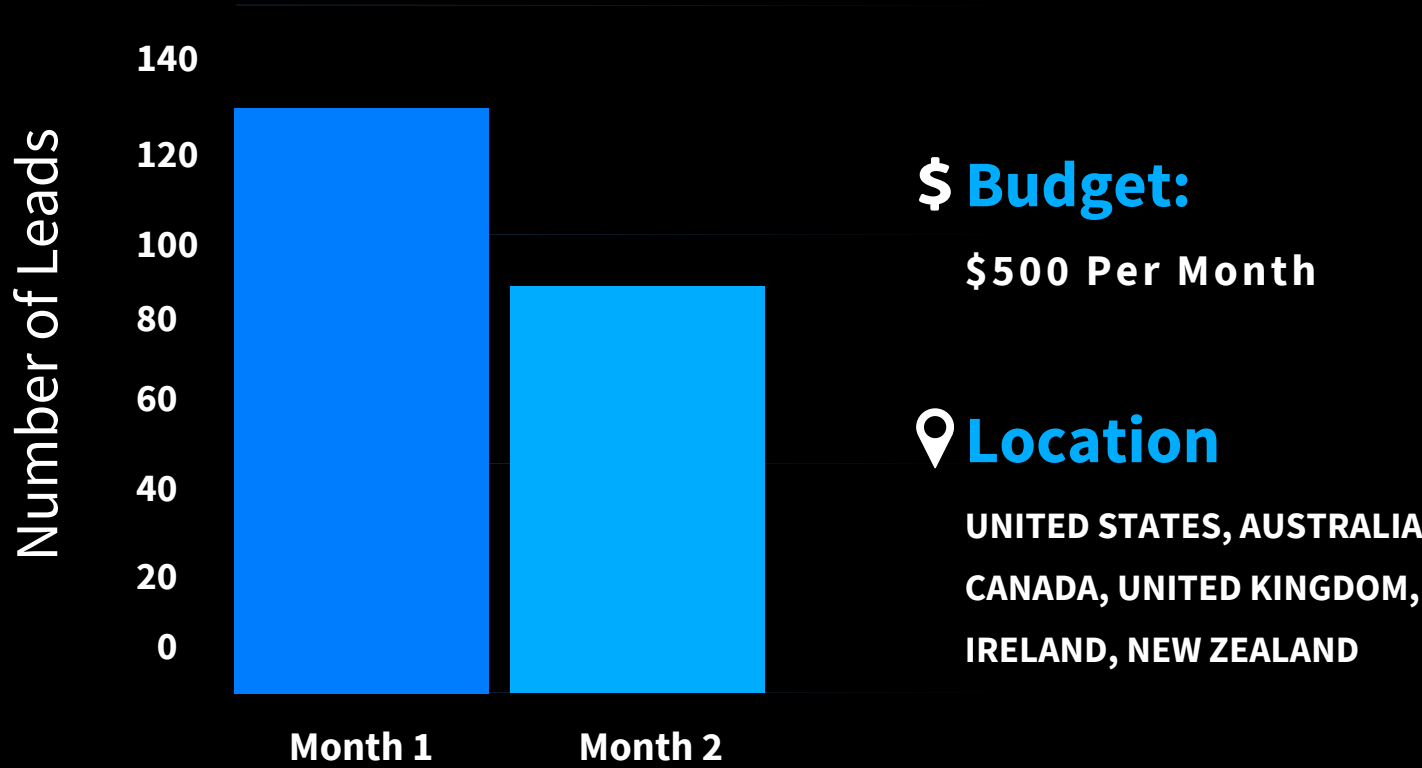
The Third Phase

We created the campaign using the targeting and creatives which yielded excellent lead numbers. Later, we applied to remarket and a lookalike audience, generating 227 leads at a CPR of \$3.01.



Number of Leads Per Month

Month 1		Month 2	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
126	\$2.56	85	\$3.65

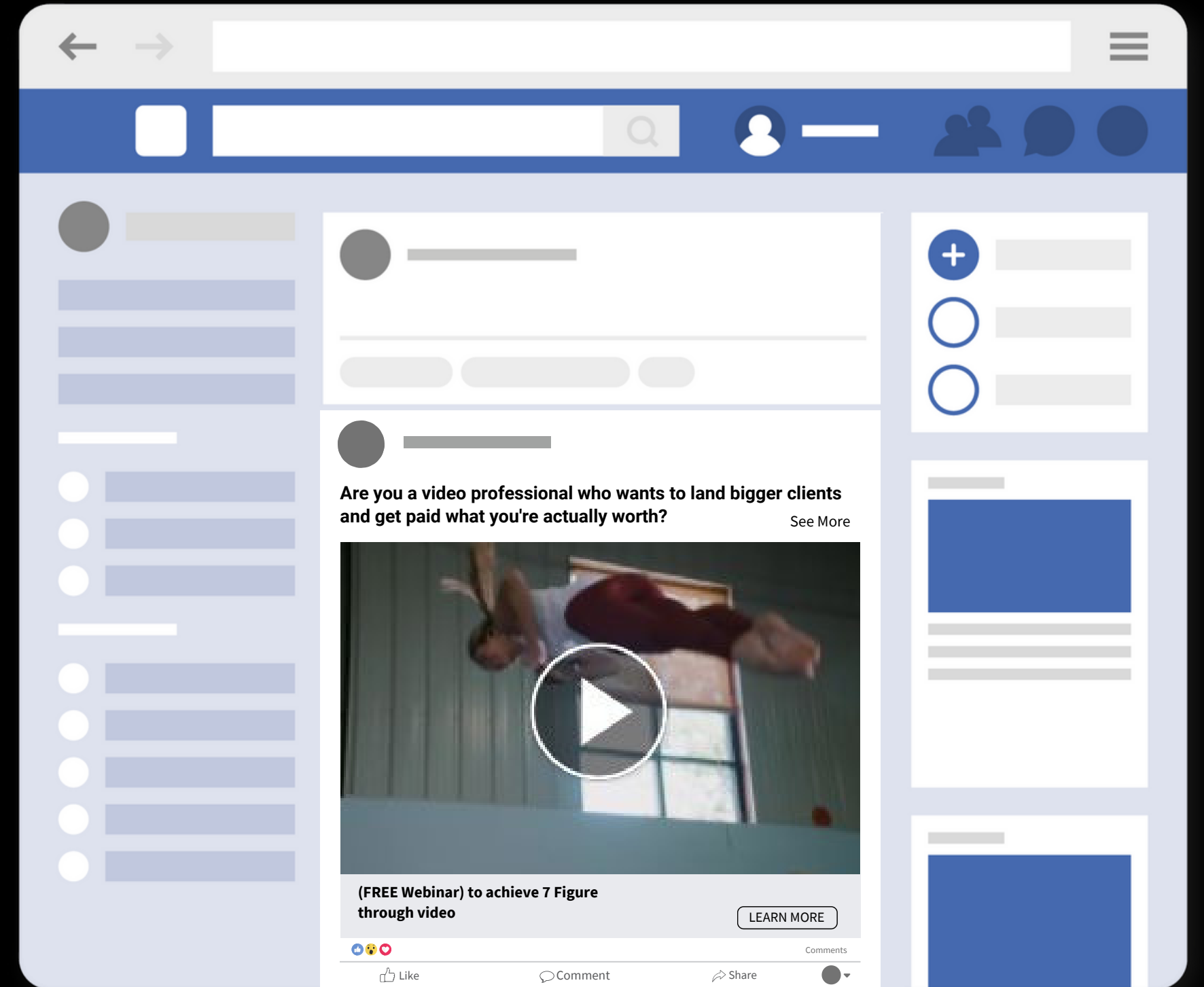
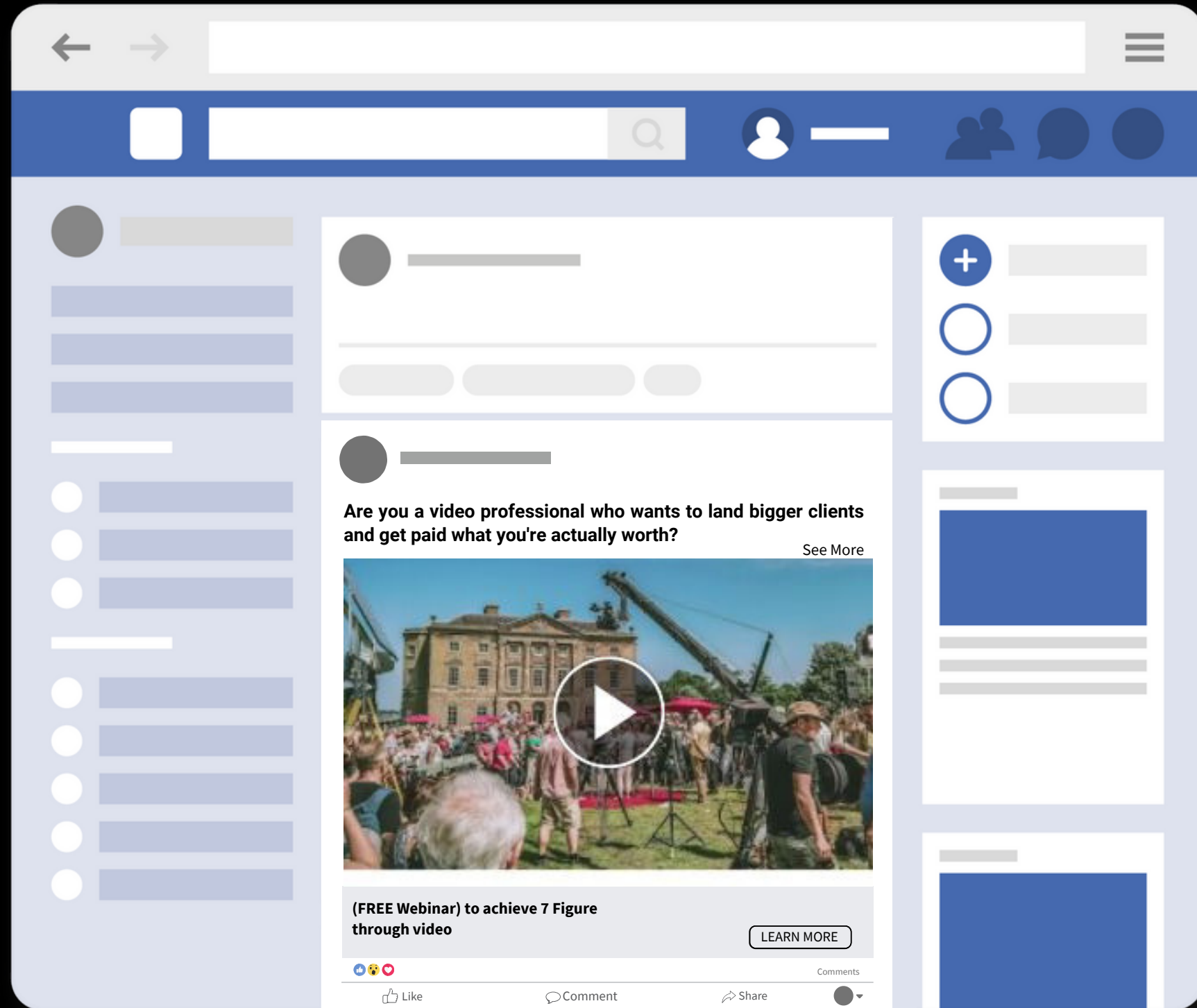


Key Metrics

Reach	Leads	CPR	CTR	CPC
24,257	211	\$3.01	1.55%	\$0.66



Best Performing Ads



Solution

We ran video conversion ads with researched targeting and later applied remarketing and lookalike audiences with new video ads.

Final Outcome

We were able to generate 227 leads at a CPR of \$3.01 for this client.