

CASE STUDY

FACEBOOK ADS



Real Estate Marketing Company

OVERVIEW



OVERVIEW

The case study involves an overview of a real estate marketing platform on how we aimed to increase the quality of lead sand optimize the cost per lead (CPL) to ensure budget efficiency for a business coaching client.



ABOUT THE CLIENT

The client is a marketing platform designed to help real estate business owners close deals more effectively. They offer a comprehensive suite of marketing tools tailored specifically for the real estate industry.



PROBLEM STATEMENT

The primary challenge was to generate quality leads in the competitive real estate niche market and increase the overall reach of the client's business.

GOALS

To attract more qualified leads for the client's platform while providing real estate marketing training at the best possible cost per lead.



STRATEGY

THE CAMPAIGN RAN FOR 1 MONTH

Our strategy was divided into three phases, each aimed at testing various targeting combinations to increase lead acquisition and reduce cost per acquisition (CPA).

The initial objective is to test different ad creatives and targeting combinations by using both video and image ads as ad assets, employed Facebook's in-built lead forms and leads collected were directed to the client's landing pages for further nurturing. We mapped out to refine targeting and improve engagement by creating multiple ads targeting both custom and broad audiences.



BEST PERFORMING ADS

The best-performing ads were video ads with conversion ads.
Remarketing and lookalike audiences were applied, leading to optimized creative performance.

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- LAST 90 DAY CHECK-UP
- NEXT 90 DAY GOALS
- WE NEED ACCOUNTABILITY
- THE ACCOUNTABILITY DUO
- TIME-MANAGEMENT
- HIGH PERFORMANCE HABITS
- WEEKLY CHECKPOINT
- MY NEXT 90 DAY GOALS
- DAILY ACTION PLAN

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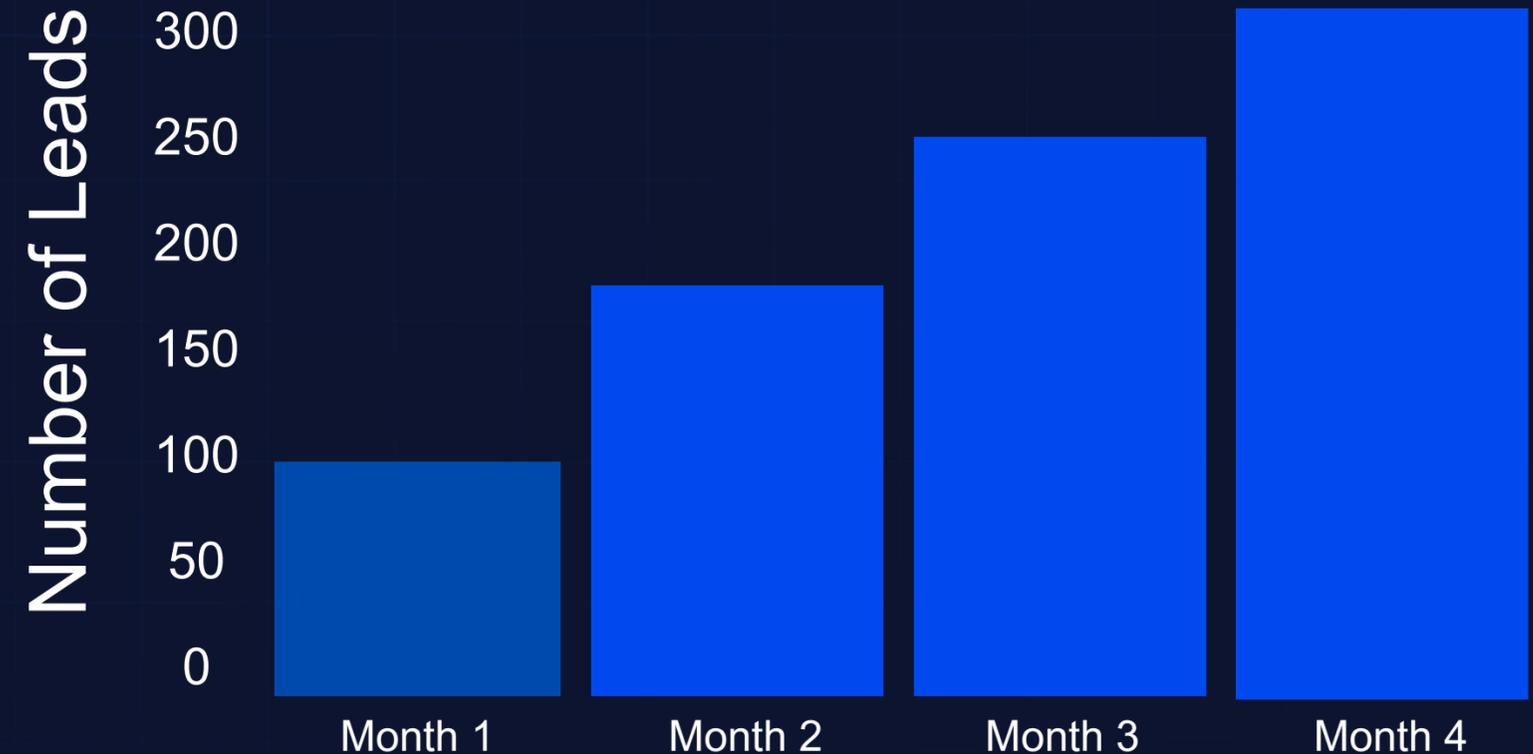
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DETAILED RESULTS

The A/B testing strategy identified the best-performing ad set, which resulted in a reduced cost per lead of \$4.69. This ad set utilized a compelling lead magnet headline and call to action specifically tailored to real estate agents.



Budget: \$1000 Per Month
Location: United States

FINAL OUTCOME

We successfully generated over 1,278 leads in four months.

CONCLUSION

Our approach involved rigorous A/B testing of different ad sets and graphics. By targeting real estate agents through tailored interests, rather than a broad approach, we were able to identify the most effective strategies for generating leads at a lower cost.

This case study demonstrates the effectiveness of targeted Facebook ad campaigns and strategic A/B testing in achieving high-quality lead generation in niche markets.

