



Facebook Ads Case Study



About

• Our Client

Our client provides merchant cash advance, business loans, and business financing solutions.

• Goal

To generate leads from the customers who are actively seeking business loans.

• Project Duration

3 Months (12th August to 15th November)

• Problem Statement

Increase the number of leads and lower down cost per lead
Many competitors and top banks provide the same services and are in the market for years and running ads, so competition is very high.

Strategy (Overview)

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

1

The First Phase

In the first phase, we were running ads on targeting 1. We have targeted Small business administration, which further narrowed down by applying and condition with interest loan, which has produced 84 leads at a CPA of \$8.51.

2

The Second Phase

In the second phase of the targeting experiment, we have broadened the targeting to expand reach by removing and conditioning interest from the targeting, which has given us excellent results by producing 152 leads at a CPA of \$5.42.

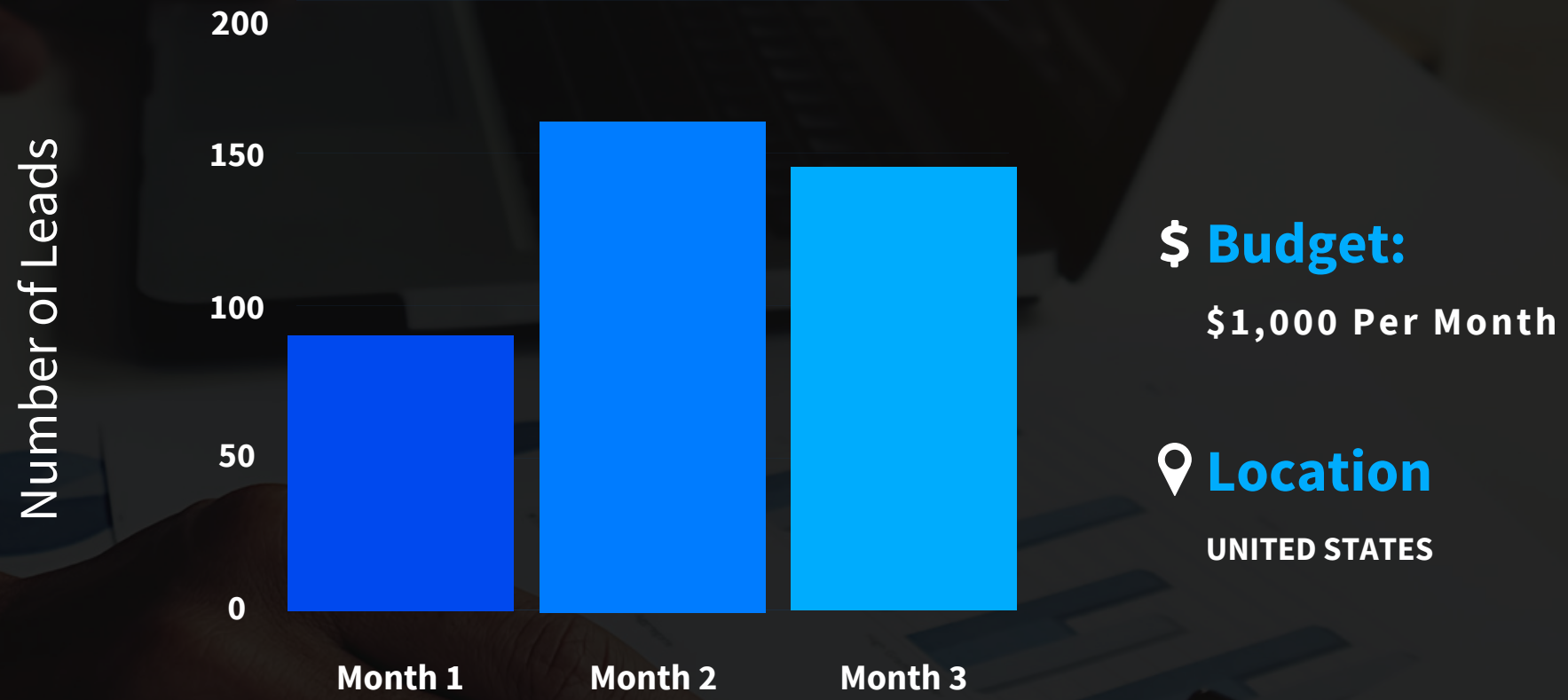
3

The Third Phase

In the third phase further, we have tried to expand targeting by adding more interest "Credit limit or Bookkeeping" in our condition to broaden ads reach, which has produced 142 leads with a CPA of \$6.22.

Number of Leads Per Month

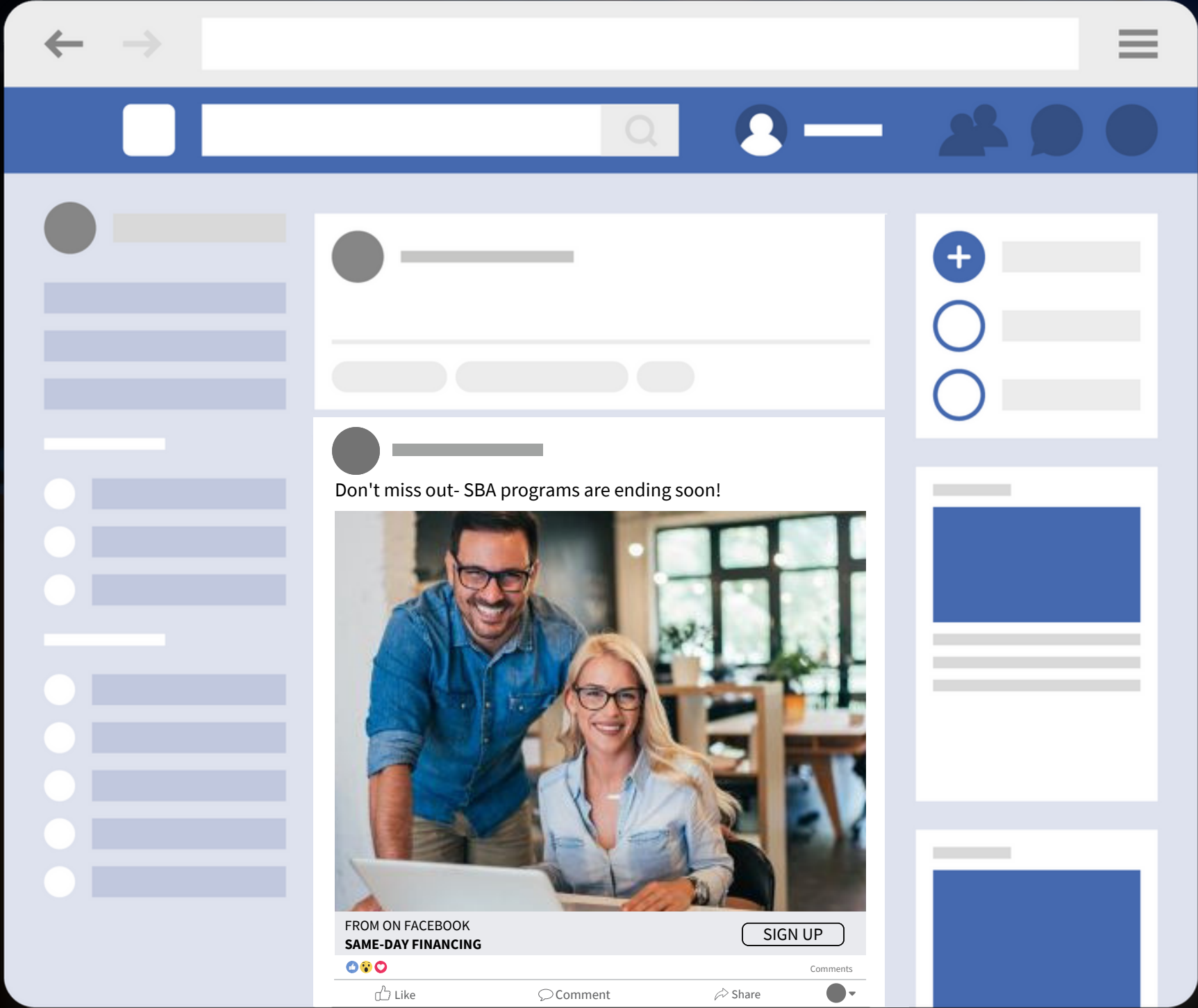
Month 1 (12th Aug -12th Sept)		Month 2 (13th Sept -13th Oct)		Month 3 (14th Oct -15th Nov)	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
84	\$ 8.51	152	\$5.42	142	\$6.22



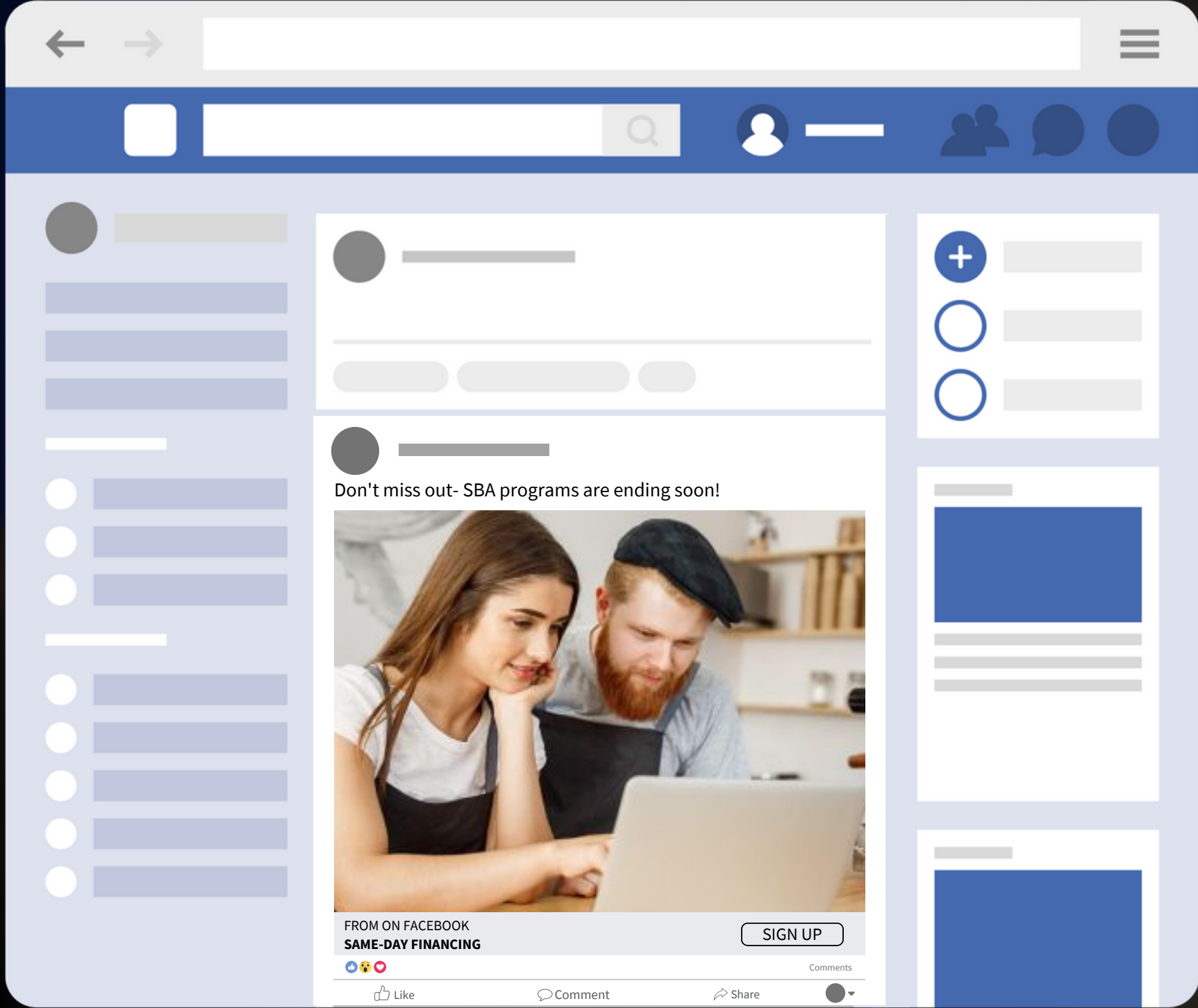
Key Metrics

Reach	Impressions	Leads	Cost per results	Amount spent	Link clicks	CPM	CPC	CTR
17,079	45,555	378	\$ 6.41	\$ 2,422.81	800	\$ 53.18	\$ 0.59	5.62%

Best Performing Ads



A mockup of a Facebook advertisement. The ad features a photo of a smiling man and woman in a business setting. The text above the photo reads "Don't miss out- SBA programs are ending soon!". Below the photo, it says "FROM ON FACEBOOK SAME-DAY FINANCING" and includes a "SIGN UP" button. The ad is set against a background of a Facebook interface with various UI elements like a search bar, navigation icons, and placeholder text for other posts.



A second mockup of a Facebook advertisement, identical in content to the first. It features a photo of a woman and a man with a beard looking at a laptop. The text above the photo reads "Don't miss out- SBA programs are ending soon!". Below the photo, it says "FROM ON FACEBOOK SAME-DAY FINANCING" and includes a "SIGN UP" button. The ad is set against a background of a Facebook interface with various UI elements like a search bar, navigation icons, and placeholder text for other posts.

Solution

We should always try to test ads by expanding targeting if the narrow-down approach is not working because a broader audience pool gives the algorithm enough data to decide where to serve ads and generate ROI.

Final Outcome

We have got 378 leads at a CPR of \$6.41.



Facebook Ads Case Study



About

OUR CLIENT

This company provides lead generation and direct mail marketing services for tree care companies.

GOAL

Sell direct mail marketing services to tree care companies using Facebook and Instagram across the United States.

PROJECT DURATION

3.5 Months (December 4th to March 15th)

PROBLEM STATEMENT

Figuring out how to generate leads for "tree care companies" through Facebook and Instagram conversion ads proved to be a challenge in itself.

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 created a landing page (based on research) that helped our campaign generate leads.

2

The Second Phase

We analyzed various targeting interests and job profiles to target. Our targeting took into account age, gender, and people with certain interests.

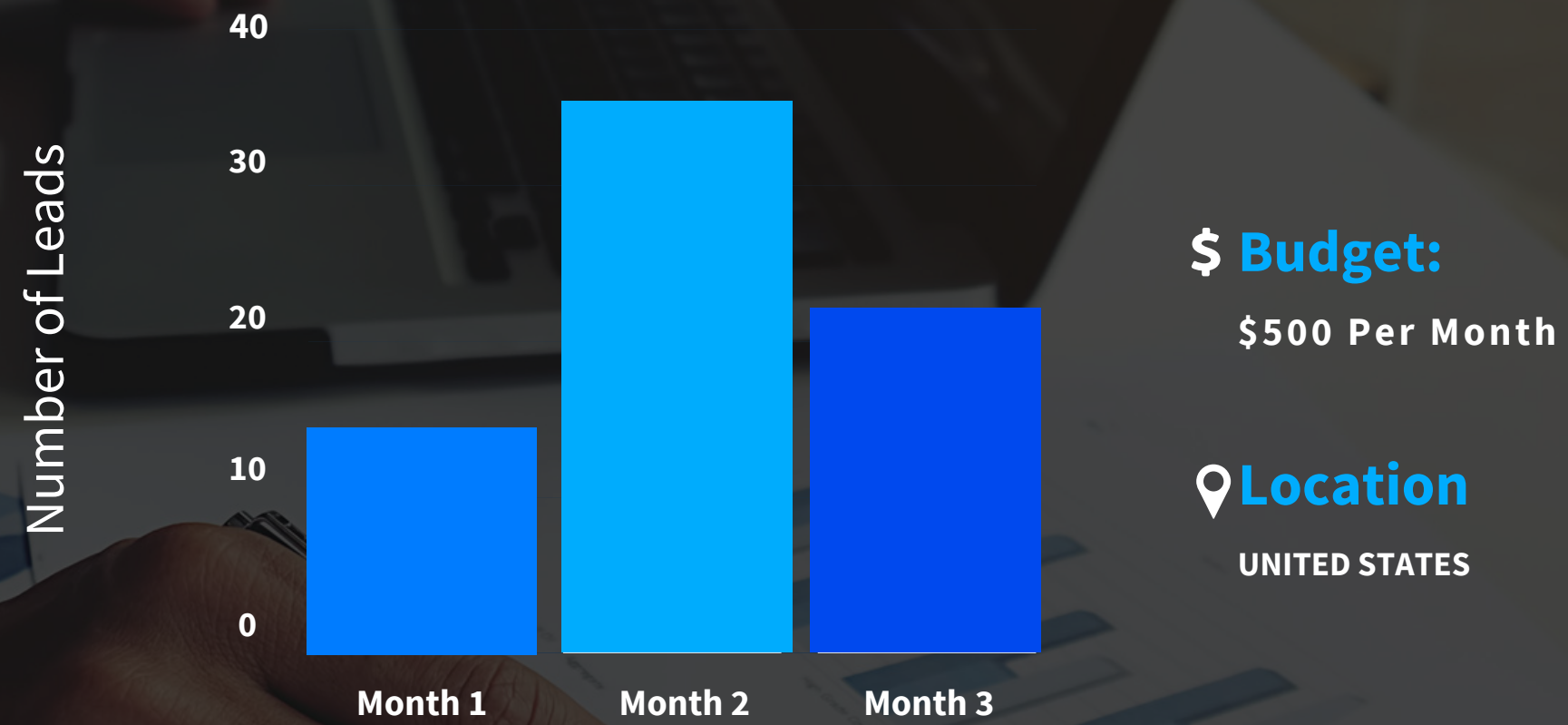
3

The Third Phase

We created a conversion campaign with a researched landing page, targeting, and ads. We had also installed a pixel to track conversions and events. This helped drive conversions.

Number of Leads Per Month

Month 1		Month 2		Month 3	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
32	\$11.71	72	\$7.05	62	\$9.53



Key Metrics

Reach	Leads	CPR	CPC	CTR
40,605	166	\$8.87	\$0.59	3.87%

Best Performing Ads

This image shows a Facebook ad interface on a desktop browser. The ad is a video ad for 'ATTENTION Tree Care Service providers!'. The video shows a person in a green shirt and a white helmet using a chainsaw to cut a log in a wooded area. The ad includes a '\$500 OFF Your First Mailing!' offer and a 'LEARN MORE' button. The interface also shows a search bar, navigation icons, and a sidebar with various menu options.

This image shows a Facebook ad interface on a desktop browser, identical to the one on the left. The ad is a video ad for 'ATTENTION Tree Care Service providers!'. The video shows a person in a green shirt and a white helmet using a chainsaw to cut a log in a wooded area. The ad includes a '\$500 OFF Your First Mailing!' offer and a 'LEARN MORE' button. The interface also shows a search bar, navigation icons, and a sidebar with various menu options.

Solution

We targeted "tree care companies" on Facebook and Instagram using conversion ads. Once we compiled enough data to remarket, create a lookalike audience, and target users through an optimized landing page, it helped us generate leads with minimal cost.

Final Outcome

We were able to generate 166 leads at a CPR of \$8.88 for this client.



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.

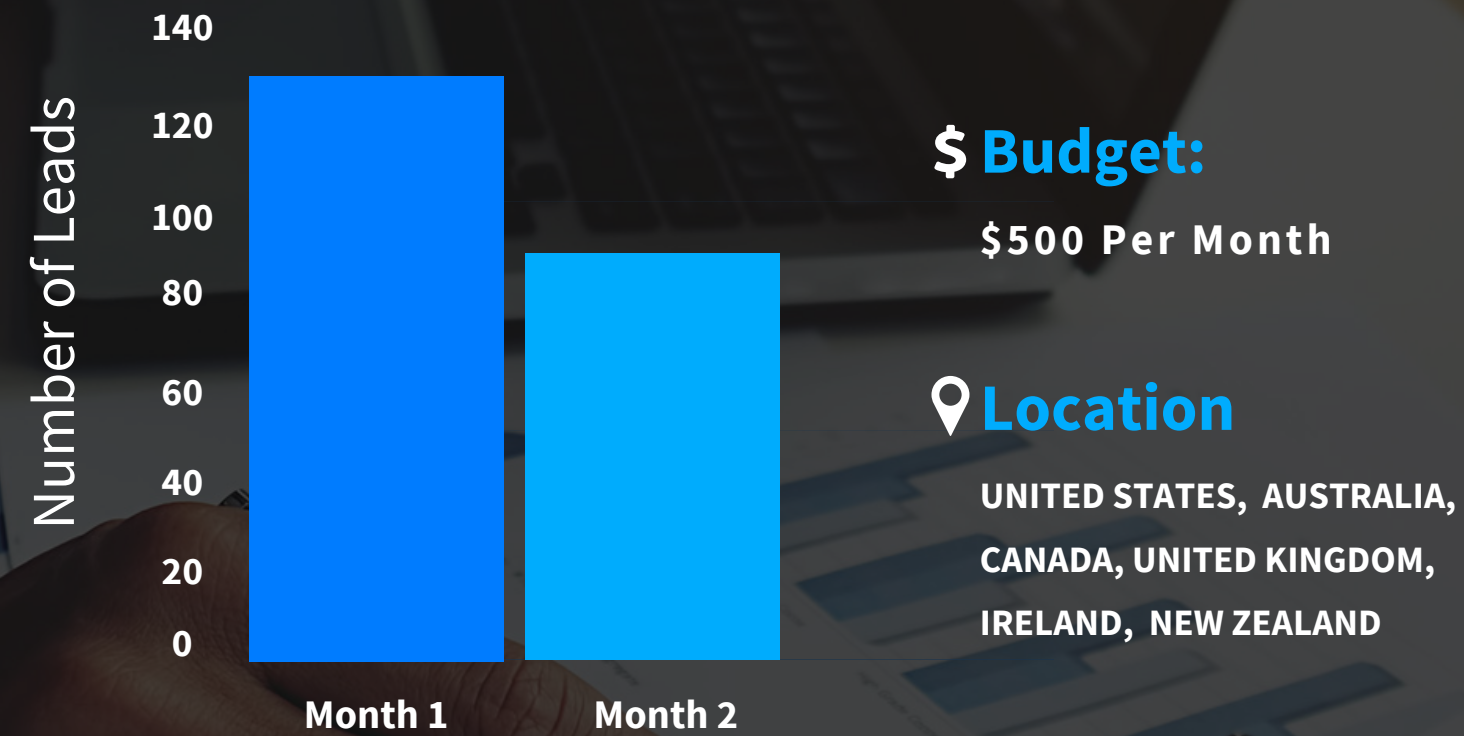
3

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

Are you a video professional who wants to land bigger clients and get paid what you're actually worth? [See More](#)

(FREE Webinar) to achieve 7 Figure through video [LEARN MORE](#)

Like Comment Share

This screenshot shows a Facebook ad interface. The ad features a video thumbnail with a play button icon. The video content shows a film set with a crane and a large building in the background. The ad text is positioned above and below the video. The interface includes a navigation bar at the top with search, profile, and group icons, and a sidebar on the left with various menu options.

Are you a video professional who wants to land bigger clients and get paid what you're actually worth? [See More](#)

(FREE Webinar) to achieve 7 Figure through video [LEARN MORE](#)

Like Comment Share

This screenshot shows a Facebook ad interface, similar to the one on the left. The ad features a video thumbnail with a play button icon. The video content shows a person performing a stunt, possibly a backflip or a similar acrobatic move. The ad text is positioned above and below the video. The interface includes a navigation bar at the top with search, profile, and group icons, and a sidebar on the left with various menu options.

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.



Facebook Ads Case Study



About

OUR CLIENT

This company creates macarons in an assortment of different flavors. A selling point for the macarons is their relatively low sugar and sodium contents.

GOAL

Increase brand awareness, increase online visibility, and increase revenue stream online and retail locations.

PROJECT DURATION

2.Months

PROBLEM STATEMENT

Trying to create a successful eCommerce conversion campaign. Trying to maintain ROAS and build brand awareness.

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

This was our awareness stage. Our goal was to attract new clients. For this, we drew traffic to the website utilizing single image ads and video ads.

2

The Second Phase

This was our consideration stage. Our goal was to turn prospects into leads by collecting their data for further nurturing, warming them up using video ads and single image ads, and pushing to try the product.

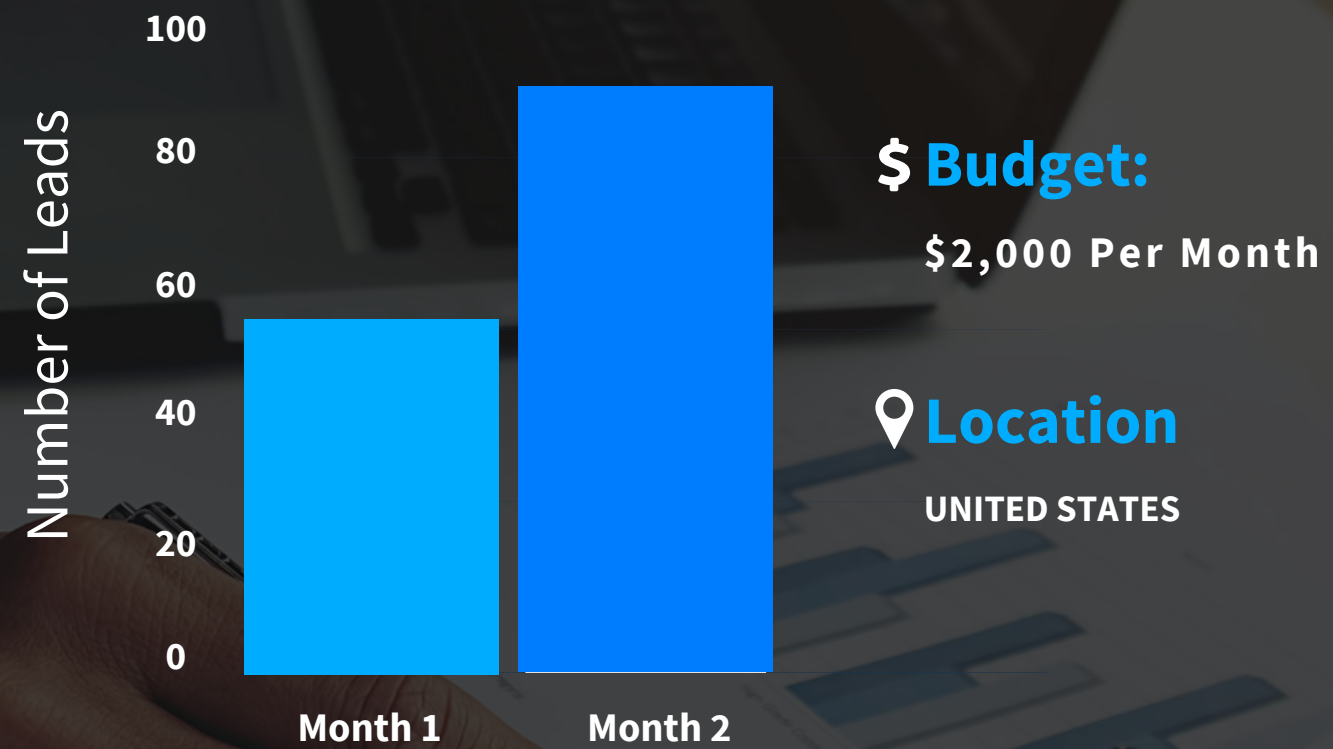
3

The Third Phase

This was our conversion stage. Our goal was to turn leads into paying customers. This is where we started selling the product. The previous stages were used to warm the audience and build trust.

Number of Leads Per Month

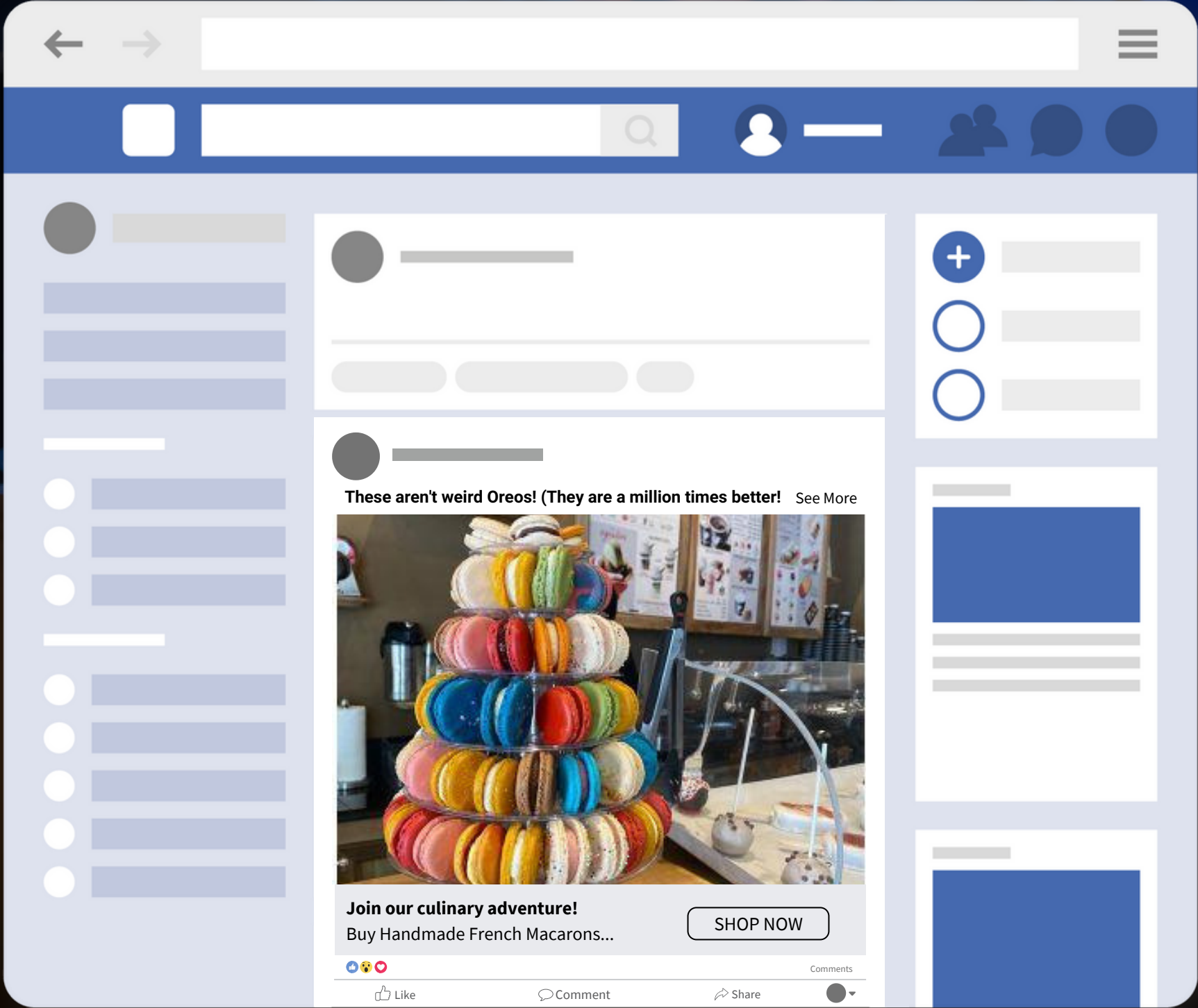
Month 1		Month 2	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
50	\$28.54	92	\$9.97



Key Metrics

Reach	Purchases	CPR	CTR	CPC
3,045	142	\$19.26	2.14%	\$1.52

Best Performing Ads

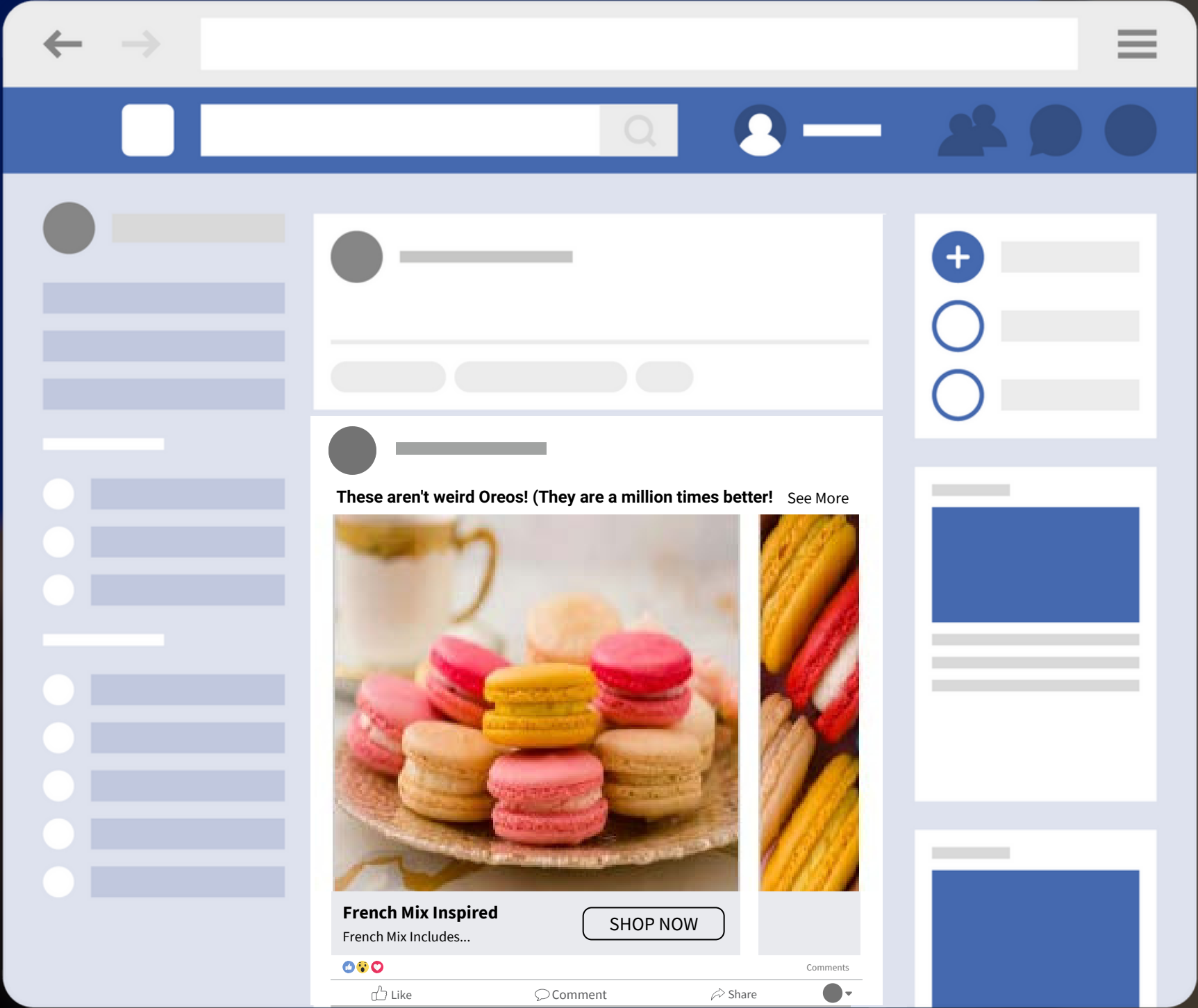


These aren't weird Oreos! (They are a million times better! See More

Join our culinary adventure!
Buy Handmade French Macarons... [SHOP NOW](#)

Like Comment Share

This ad features a tall, multi-tiered stack of colorful macarons in various shades like pink, yellow, blue, and white. The background shows a kitchen setting with a counter and some equipment.



These aren't weird Oreos! (They are a million times better! See More

French Mix Inspired
French Mix Includes... [SHOP NOW](#)

Like Comment Share

This ad features a close-up of several macarons in shades of pink, yellow, and white, arranged on a small round tray. In the background, a white coffee cup is visible.

Solution

With our multiple stages, we were able to nurture our audience, warming them up to the products. By the time our audience reached the final stage, they were already “warm” and were ready to purchase.

Final Outcome

We were able to generate ROAS of 7.7x. We also successfully increased the brand's awareness among customers, helping the brand's image for years to come.



Facebook Ads Case Study



About

OUR CLIENT

This company provides luxury real estate services in Irvine, California. They are client-focused, helping to relieve stress in the home buying process.

GOAL

Our goal was to generate quality leads for the client and lower the campaign's CPR.

PROJECT DURATION

2 Weeks

PROBLEM STATEMENT

This campaign belonged to the housing special category and was location-specific. Over a period of time, the lead count can begin to decrease. We needed to overcome the challenge of lowering the campaign's cost per result.

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 effectively utilized the existing campaign's data (especially leads) and created a set of special ad audiences.

2

The Second Phase

In our second phase, we converted prospects into leads by collecting their data via previously running campaigns.

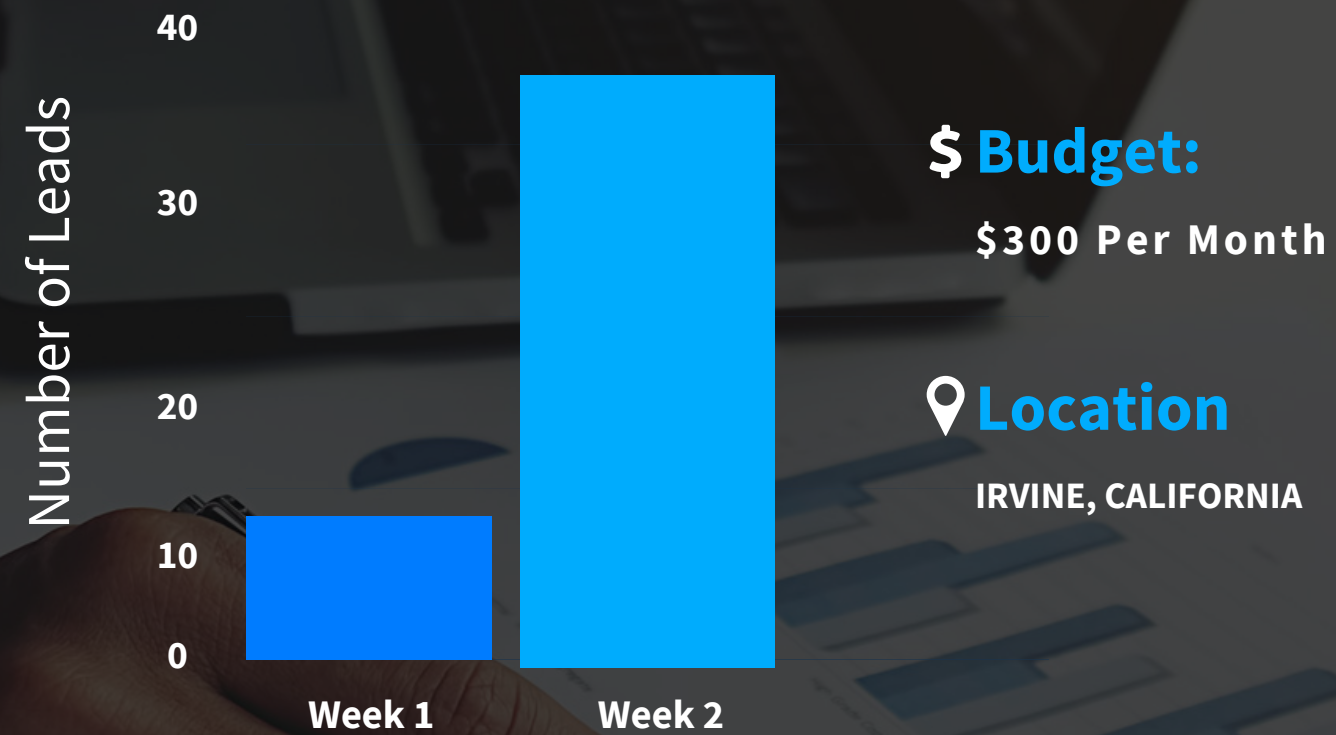
3

The Third Phase

In our last phase, we remarketed to the warm leads that did not previously convert.

Number of Leads Per Month

Week 1		Week 2	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
13	\$6.13	34	\$3.89



Key Metrics

Reach	Leads	CPR	CTR	CPM
7,586	47	\$5.01	2.13%	\$20.76

Best Performing Ad

The image displays a simulated Facebook interface on a laptop screen. The interface includes a navigation bar at the top with a search bar, user profile icon, and navigation icons. The main content area features a post from a user with a profile picture and name. The post text reads: "Finally! the most awaited luxurious homes are back in inventory with stunning modern views in every direction". Below the text is a carousel of images showing a large, modern house at night with a swimming pool and a view of the property. The address "Sawgrass Drive, Newport Beach" is displayed below the images, along with a "SHOP NOW" button. The post also shows engagement icons for Like, Comment, and Share, and a "See More" link.

← → [Search Bar] [User Profile] [Navigation Icons]

[Profile Picture] [Name]

Finally! the most awaited luxurious homes are back in inventory with stunning modern views in every direction [See More](#)

Sawgrass Drive, Newport Beach [SHOP NOW](#)

👍 Like 💬 Comment ➦ Share [More]

Solution

After performing split-tests between single image ads and the carousel ads, we found that the carousel ads were more effective for this campaign.

Final Outcome

We successfully achieved our goal and reduced the campaign's CPR by almost 50%. The client began generating significant revenue from the ads.



Facebook Ads

Case Study



About

OUR CLIENT

This company creates garage cabinets and garage workspaces for homeowners with garages. This helps those looking for additional storage or to utilize a workstation in their garage.

GOAL

Increase the lead count within a week using the same budget that the client had been using prior.

PROJECT DURATION

2 Weeks

PROBLEM STATEMENT

The biggest obstacle was the client's request to increase the lead count within a week. It was challenging to provide fast results given the same budget.

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 effectively utilized the existing campaigns' leads and created a set of lookalike audiences.

2

The Second Phase

We maximized leads by converting prospects into leads via lookalike audiences. This way, we were able to reach our targeted audience.

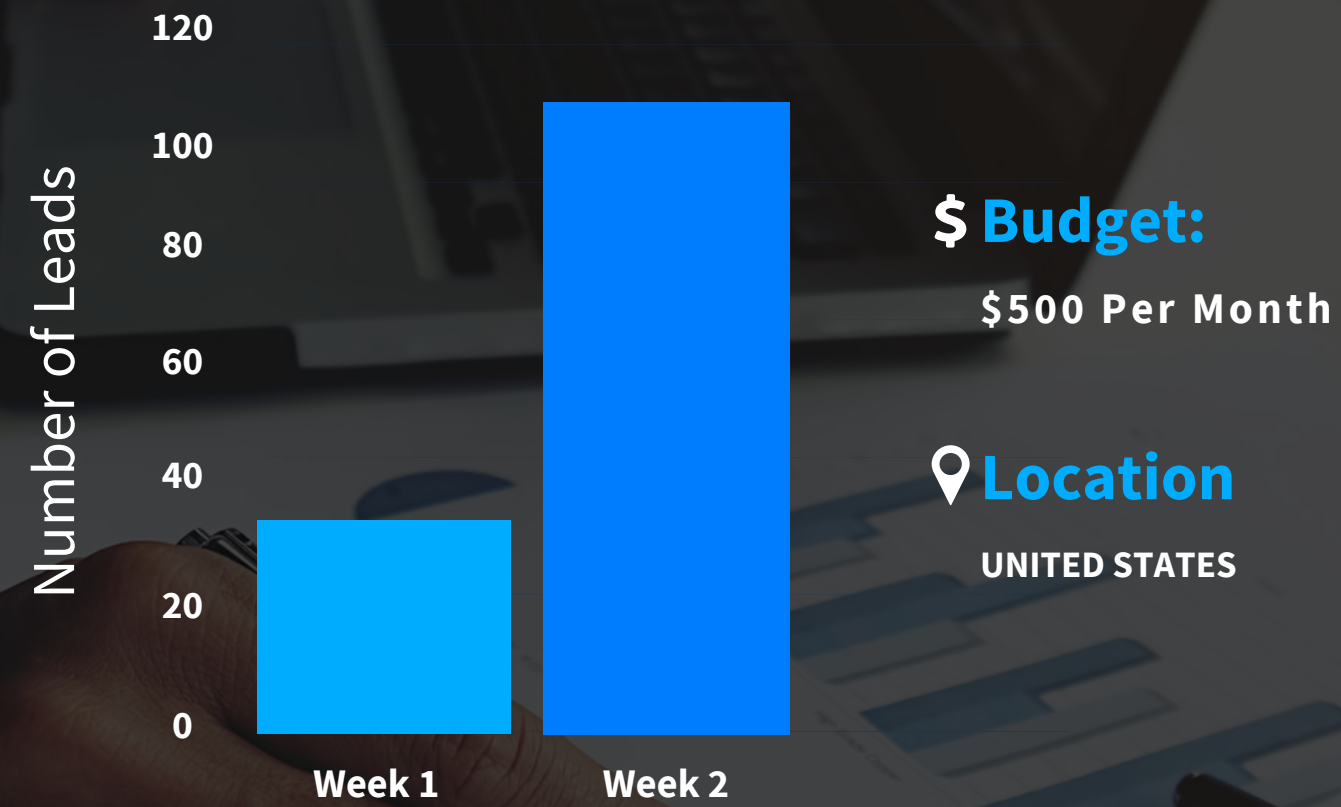
3

The Third Phase

We optimized for similarity using our lookalike audiences in the U.S. (between 1% and 10%)

Number of Leads Per Month

Week 1		Week 2	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
37	\$3.37	114	\$1.07



Key Metrics

Reach	Leads	CPR	CTR	CPC	Clicks
22,662	151	\$2.22	2.13%	\$0.25	487

Best Performing Ads

Facebook interface showing a video advertisement. The ad features a video of a modern kitchen with grey cabinets and a yellow countertop. The text above the video reads: "Now furnish your dream home and garage with our cabinets and Closets. Everything Customs to match your....." with a "See More" link. Below the video, the text says: "FORM ON FACEBOOK #1 Garage Cabinets & Closets - Get 25% off on a..." with a "LEARN MORE" button. The ad is displayed in a browser window with a navigation bar at the top and a sidebar on the left.

Facebook interface showing a video advertisement. The ad features a video of a modern garage with white cabinets and a black workbench. The text above the video reads: "Now furnish your dream home and garage with our cabinets and Closets. Everything Customs to match your....." with a "See More" link. Below the video, the text says: "FORM ON FACEBOOK #1 Garage Cabinets & Closets - Get 25% off on a..." with a "LEARN MORE" button. The ad is displayed in a browser window with a navigation bar at the top and a sidebar on the left.

Solution

Targeting lookalike audiences and performing split-testing between three single image ads proved to be the ideal route for this campaign.

Final Outcome

We were able to generate three times the lead count compared to before using the same ad spend budget.



Facebook Ads Case Study



About

OUR CLIENT

This company is a Texas-based plastic surgery clinic. They specialize in both cosmetic and reconstructive procedures for patients of all ages.

GOAL

To bring in more high-quality leads for its liposuction treatment and reach a lower cost per lead with a simplified Facebook ad structure.

PROJECT DURATION

2 Months

PROBLEM STATEMENT

The cost of treatments for plastic surgery is high so they wanted to target only users who can afford the treatment costs. Also, treatments were popular mostly among women, limiting the pool of audience.

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 ran Facebook Messenger Ads so that interested users can start a conversation using messenger and ask questions without the need to visit a landing page. These leads were nurtured by the sales team.

2

The Second Phase

The messenger campaign and ad set were created with a target audience of higher-income individuals. The target area of the campaign was within the clinic's city.

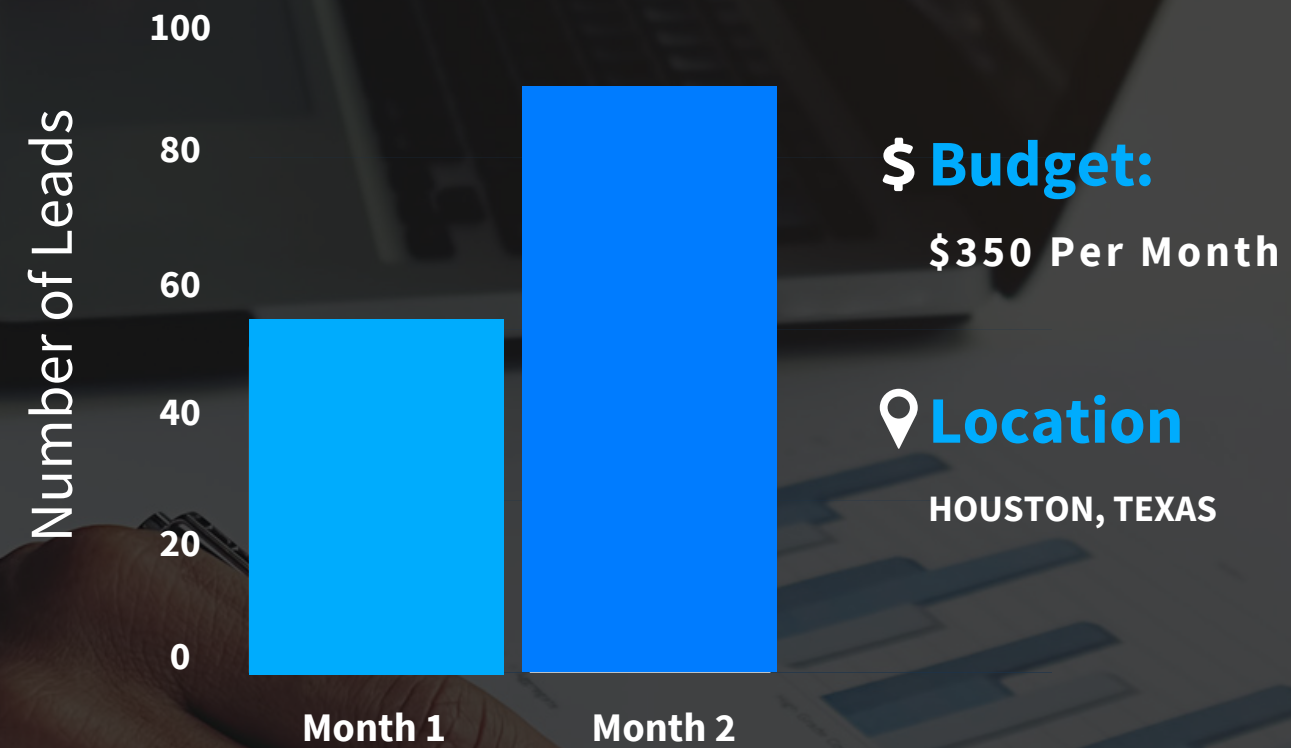
3

The Third Phase

We used descriptive videos prepared by the clinic's doctor describing the liposuction procedure. In the ad copy, we encourage users to take advantage of a pricing special on a procedure.

Number of Leads Per Month

Month 1		Month 2	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
55	\$3.59	88	\$3.59



Key Metrics

Reach	Leads	CPR	CTR	CPC
3,700	149	\$3.56	17.80%	\$0.37

Best Performing Ad

The image displays a Facebook interface with a video advertisement. The ad content includes:

- Text: "Go from Flab to fab with in office Liposuction!"
- Text: "See more" (link)
- Video thumbnail: A person in a surgical setting with a play button overlay.
- Text: "Get In Touch Today"
- Text: "MESSENGER Special Pricing | Contact Us now" (with a "SEND MESSAGE" button)
- Interaction icons: Like, Comment, Share, and Comments.

Solution

The combination of Messenger Ads and Video Ads helped not only bring in prospects but then give them a personal touch, which encouraged them to take action. As a Facebook Messenger Ad, the *Send Message* call to action opens Facebook messenger where the user can have their questions answered or easily book and appointment.

Final Outcome

We were able to generate 149 high quality leads at a CPR of \$3.56 for this client.



Facebook Ads Case Study



About

OUR CLIENT

This client is a coach/consultant to elite entrepreneurs. He helps entrepreneurs transform and grow their businesses.

GOAL

To bring in more qualified leads for training and coaching programs and reach a lower cost per lead with a simplified Facebook Ads structure.

PROJECT DURATION

4 Months

PROBLEM STATEMENT

The client's online presence was almost nonexistent and there was an urgent need for personal branding. There was a need to qualify leads for enrollment.

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 run Facebook Leads Ads so that interested users can fill the lead form on Facebook without the need for a landing page.

2

The Second Phase

Leads acquired by the Facebook Lead Ads were pushed into the client's CRM to be nurtured by their sales team. Video and image ads were used as promotional material.

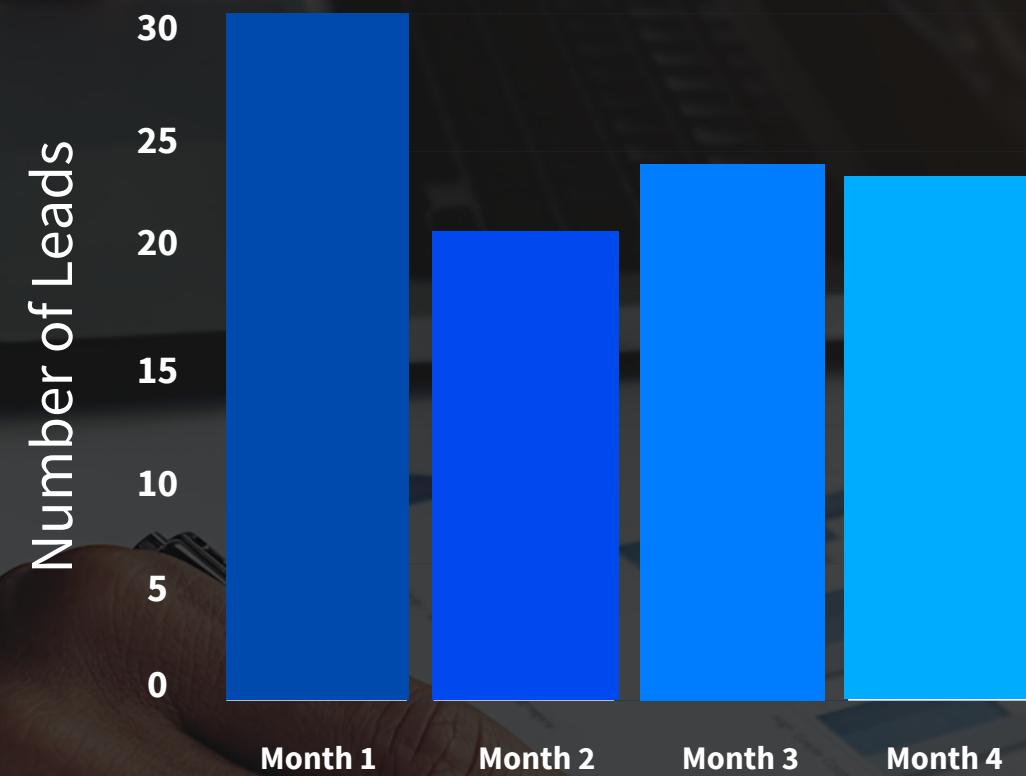
3

The Third Phase

We created multiple Ad sets with different target audiences. We also ran ad sets targeting the interests of famous business mentors/coaches. The target location was the United States.

Number of Leads Per Month

Month 1		Month 2		Month 3		Month 4	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
124	\$7.95	85	\$11.54	96	\$7.60	95	\$7.55



\$ Budget:
\$1,200 Per Month

Location
UNITED STATES

Key Metrics

Reach	Leads	CPR	CTR	CPC
253,896	846	\$14.05	3.99%	\$0.38

Best Performing Ad

The image shows a Facebook interface with a video advertisement. The ad content includes:

- Text: "If you have a business, chances are pretty high, and you're passionate about it. Maybe you're working in a field you've always had...." with a "See more" link.
- Video: A video of a man speaking, with a play button overlay.
- Text below video: "FORM ON FACEBOOK" and "Are you ready to take your business to the next level? If..."
- Button: "APPLY NOW"
- Engagement icons: Like, Comment, Share, and a dropdown menu.

Solution

Once we gathered enough leads and clicks data, we created a lookalike ad set targeting 1% lookalike audience. Using the lookalike audience, cost per lead went down 50% compared to the interest-based ad sets. We also used retargeting ads to those who opened but did not fill the Lead form.

Final Outcome

We were able to generate 846 high quality leads at a CPR of \$14.05 for this client (a business with almost zero online presence).



Facebook Ads Case Study



About

OUR CLIENT

This is a landscape design & management company based out of Florida.

GOAL

To generate high-quality leads with a low cost per lead for the landscaping business.

PROJECT DURATION

2.5 Months

PROBLEM STATEMENT

The company wanted to expand its presence in the local markets digitally. They were a brand new entity that lacked any online 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

We set up a Facebook Conversion Ad campaign optimized for leads as the client wanted to show ads to potential landscaping leads on social media.

2

The Second Phase

We ran ads targeting people working in similar jobs like property managers, civil engineers, hotel general managers, architects, etc.

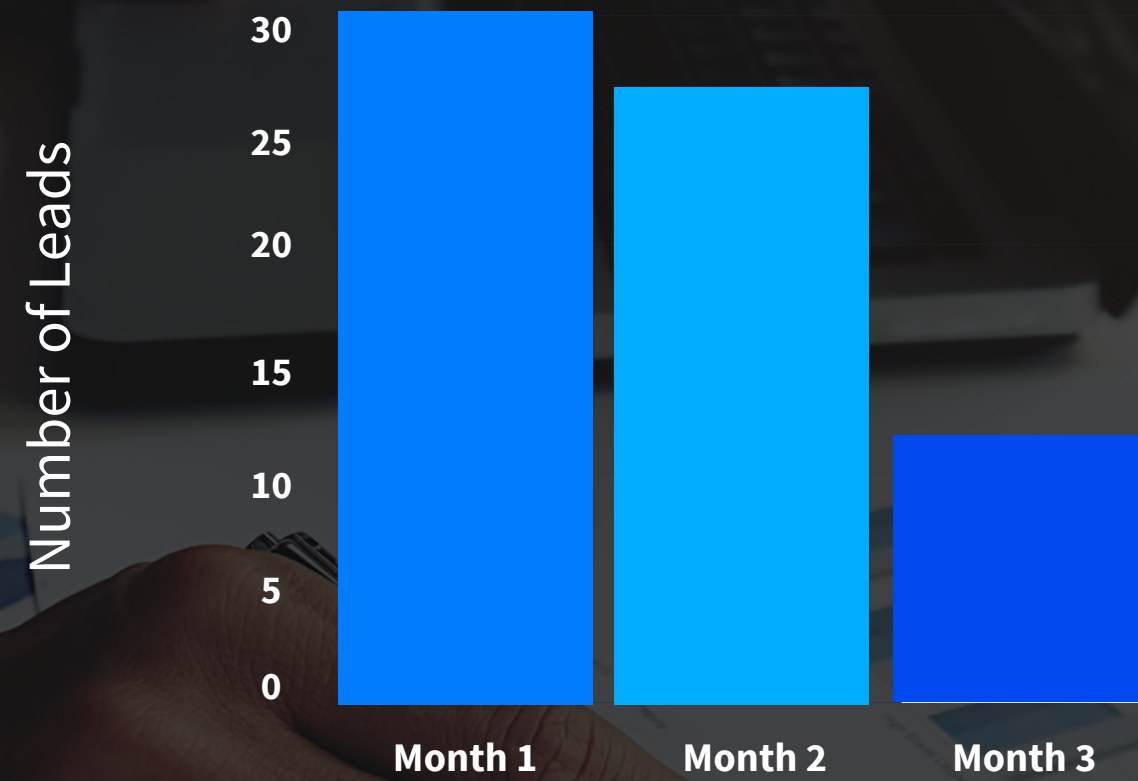
3

The Third Phase

We ran a targeted campaign targeting people who showed interest or buying patterns that suggested they're looking into landscaping.

Number of Leads Per Month

Month 1		Month 2		Month 3 (Half the Month)	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
30	\$40.16	26	\$41.61	11	\$37.24



\$ Budget:
\$1,500 Per Month

Location
FLORIDA

Key Metrics

Reach	Leads	CPR	CTR
80,485	122	\$70.52	1.30%

Best Performing Ad

← → [Search Bar] [Menu]

[Profile Picture] [Name] [Follow]

👍 We establish & maintain valued relationships with our clients through expert services and personal attention to meet your goals.

👍 Get in touch and get a Free estimate and 3D Design! 📞 [See more](#)

Free estimate and 3D Design [LEARN MORE](#)

👍 🗨️ 📄

Like Comment Share

Solution

Our most successful ad set was the lookalike ad set on Facebook. The goal was to reach potential clients who met the company's specific demographics.

Final Outcome

We were able to generate 122 high quality leads at a CPR of \$70.52 for this client (a business with almost zero online presence).



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.

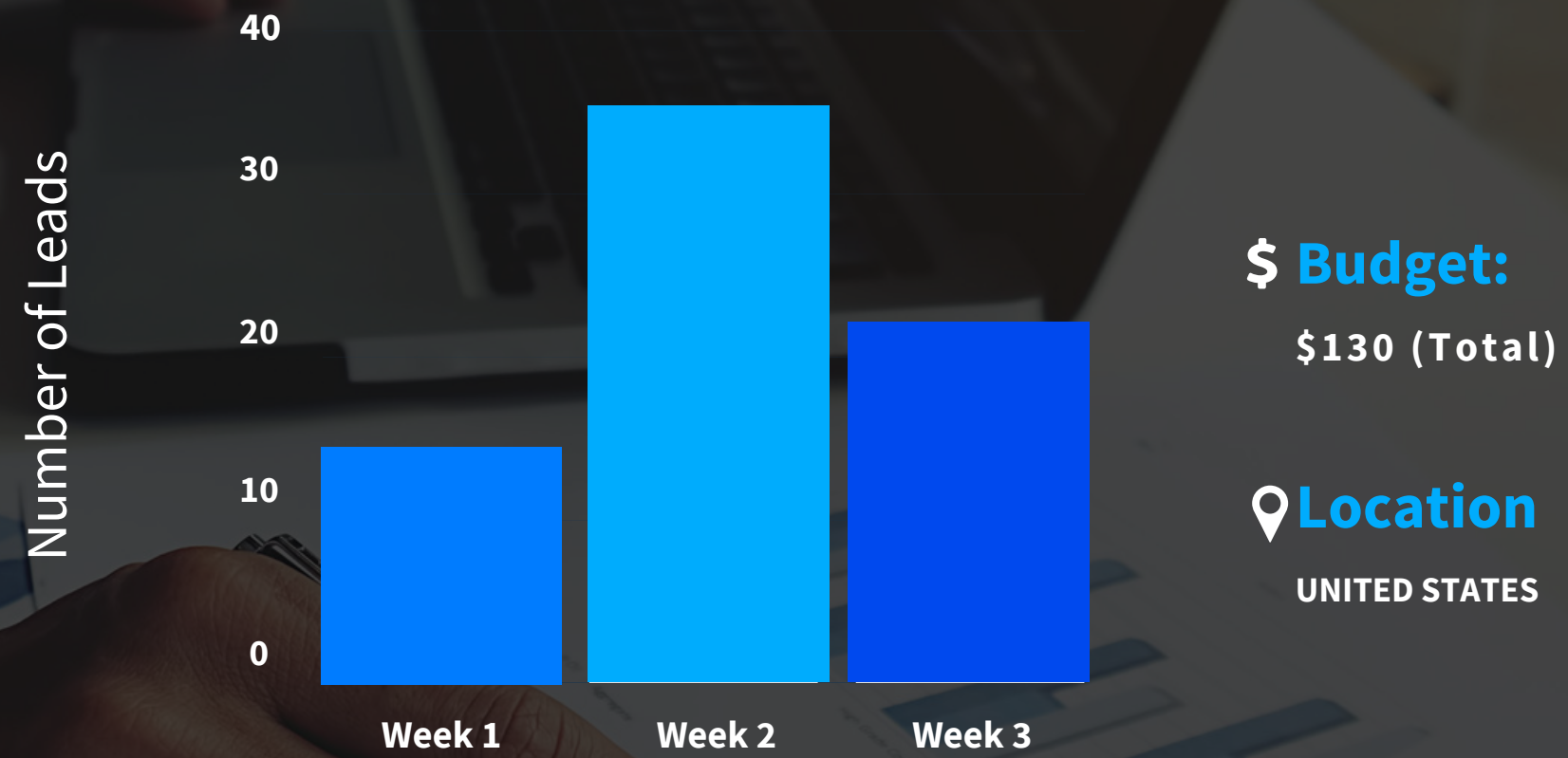
3

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

← → [Search Bar] [Menu Icon]

[Profile Icon] [Search Bar] [Search Icon] [Profile Icon] [Home Icon] [Friends Icon] [Messages Icon] [Notifications Icon]

[Profile Icon] [Name] [Bio]

[Profile Icon] [Name] [Bio]

"Never worry about restricted space on the water again. [See more](#)

HOLIDEALS
CLAIM YOUR 10% OFF EVERYTHING

Make Your New Year 2021 Boating Season A lot Mor... [LEARN MORE](#)

👍👎❤️ [Comments](#)

👍 Like 💬 Comment ➦ Share

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.