



# 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

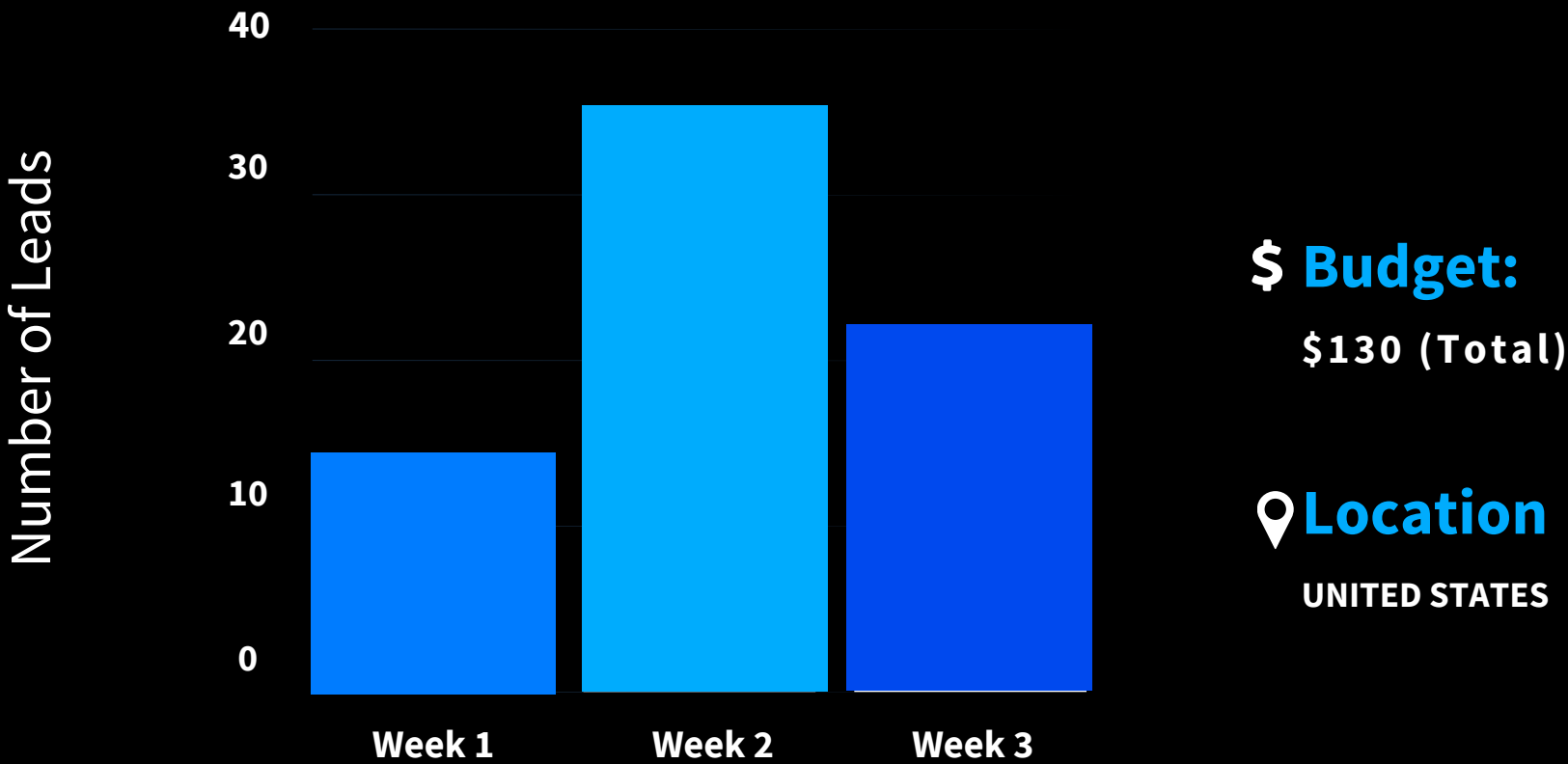
### The Third Phase

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

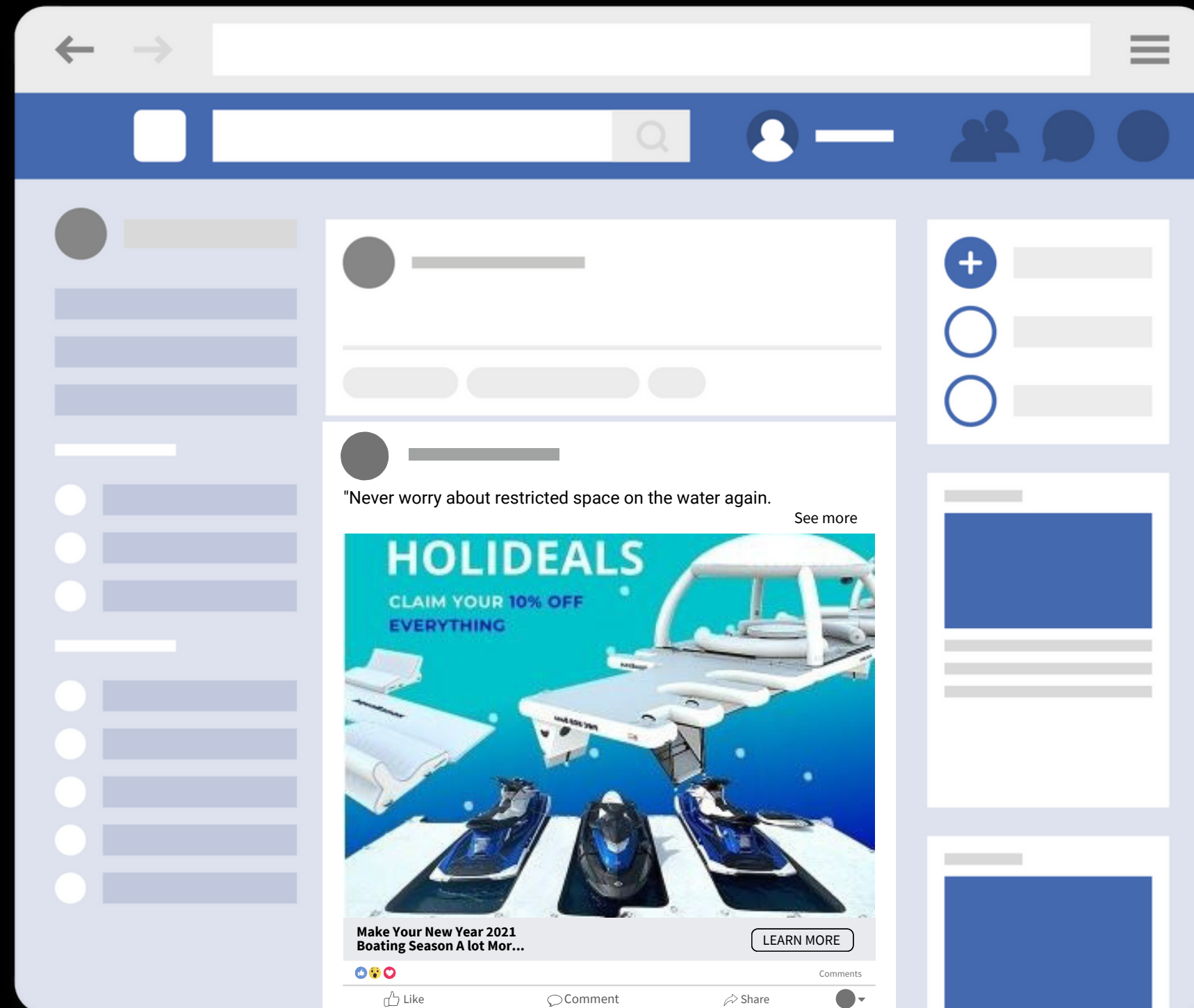


Key Metrics

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



# Best Performing Ad



## 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.

