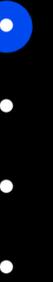




# Facebook Ads Case Study





# 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.

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### The Second Phase

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

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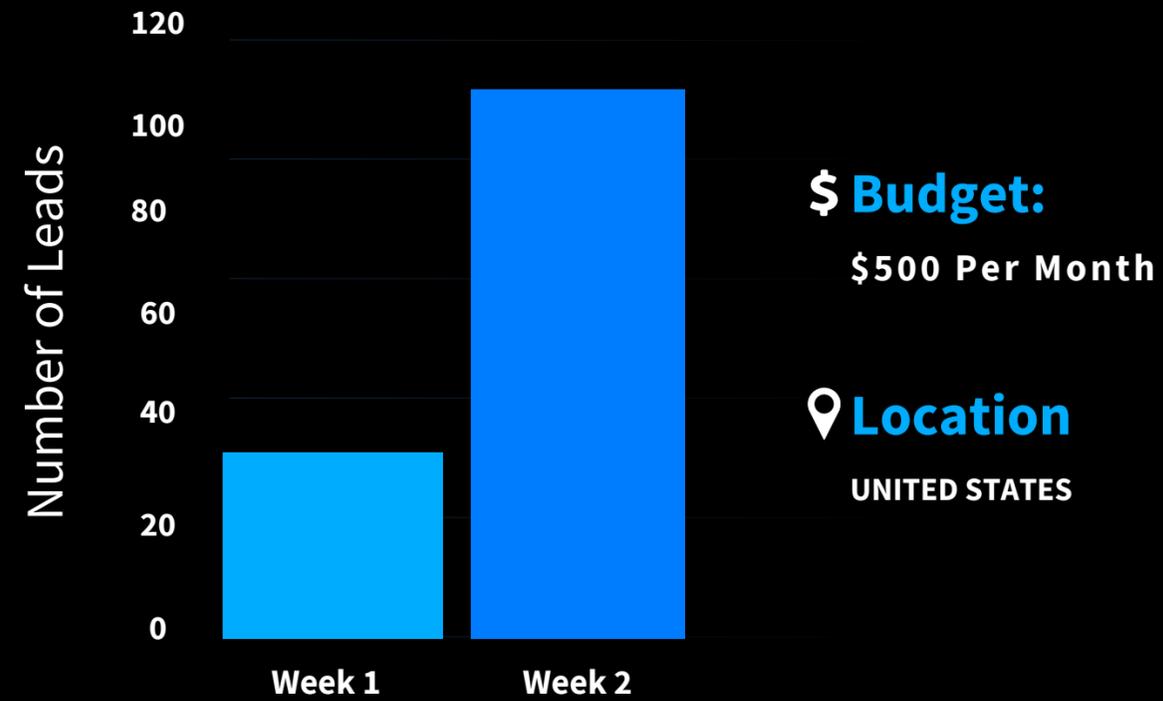
### The Third Phase

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

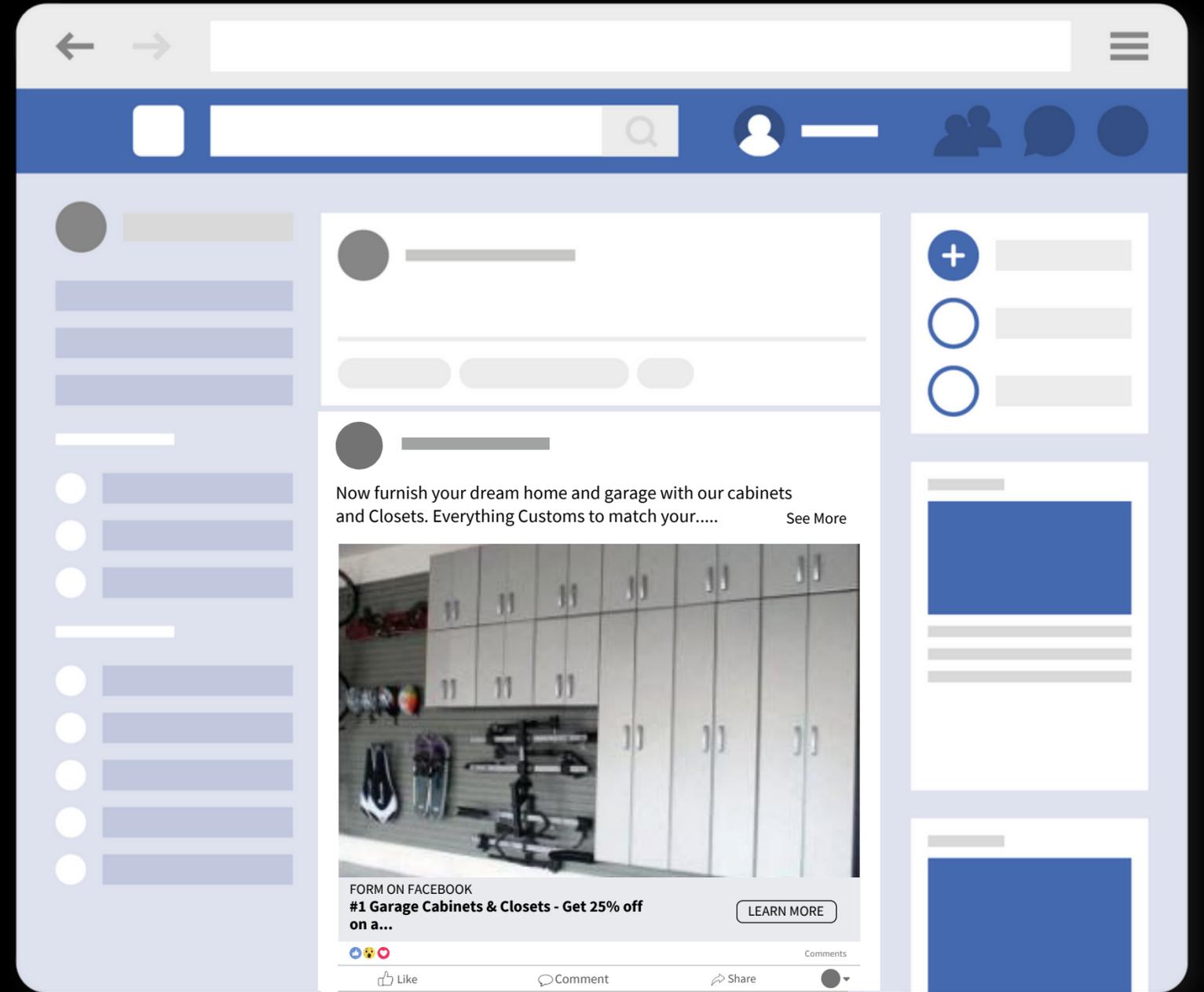
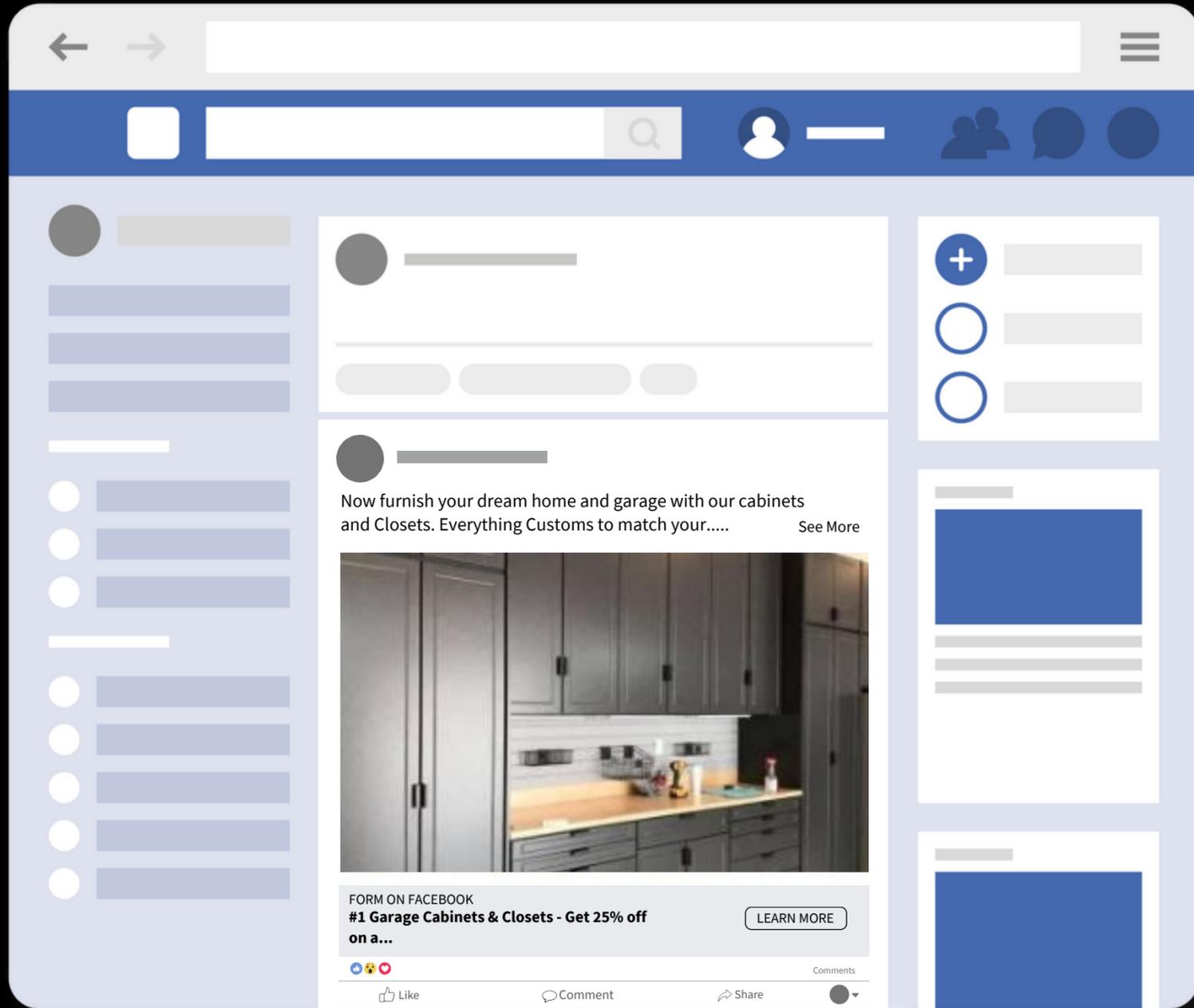


## Key Metrics

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



# Best Performing Ads



## Solution

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

## Final Outcome

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

