



# 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.

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### 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

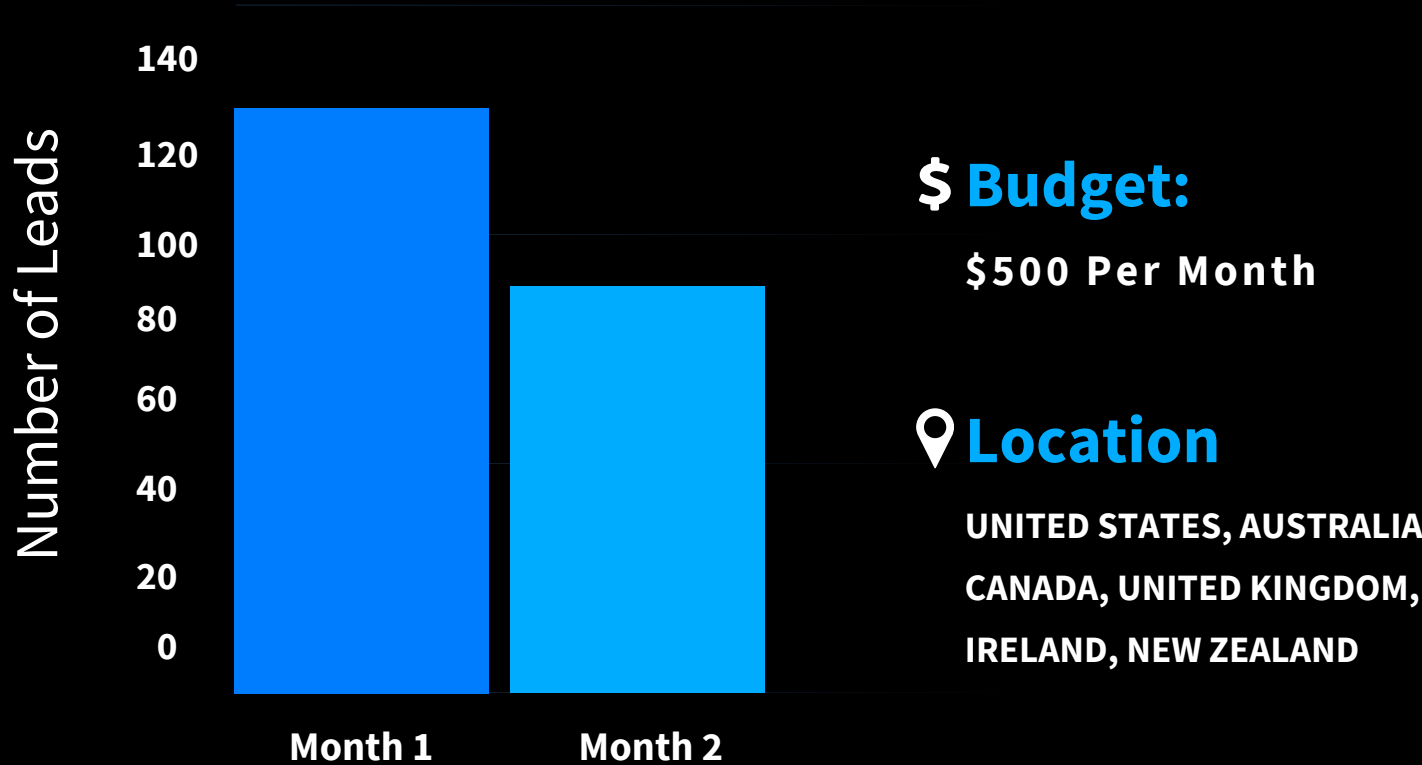
### The Third Phase

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

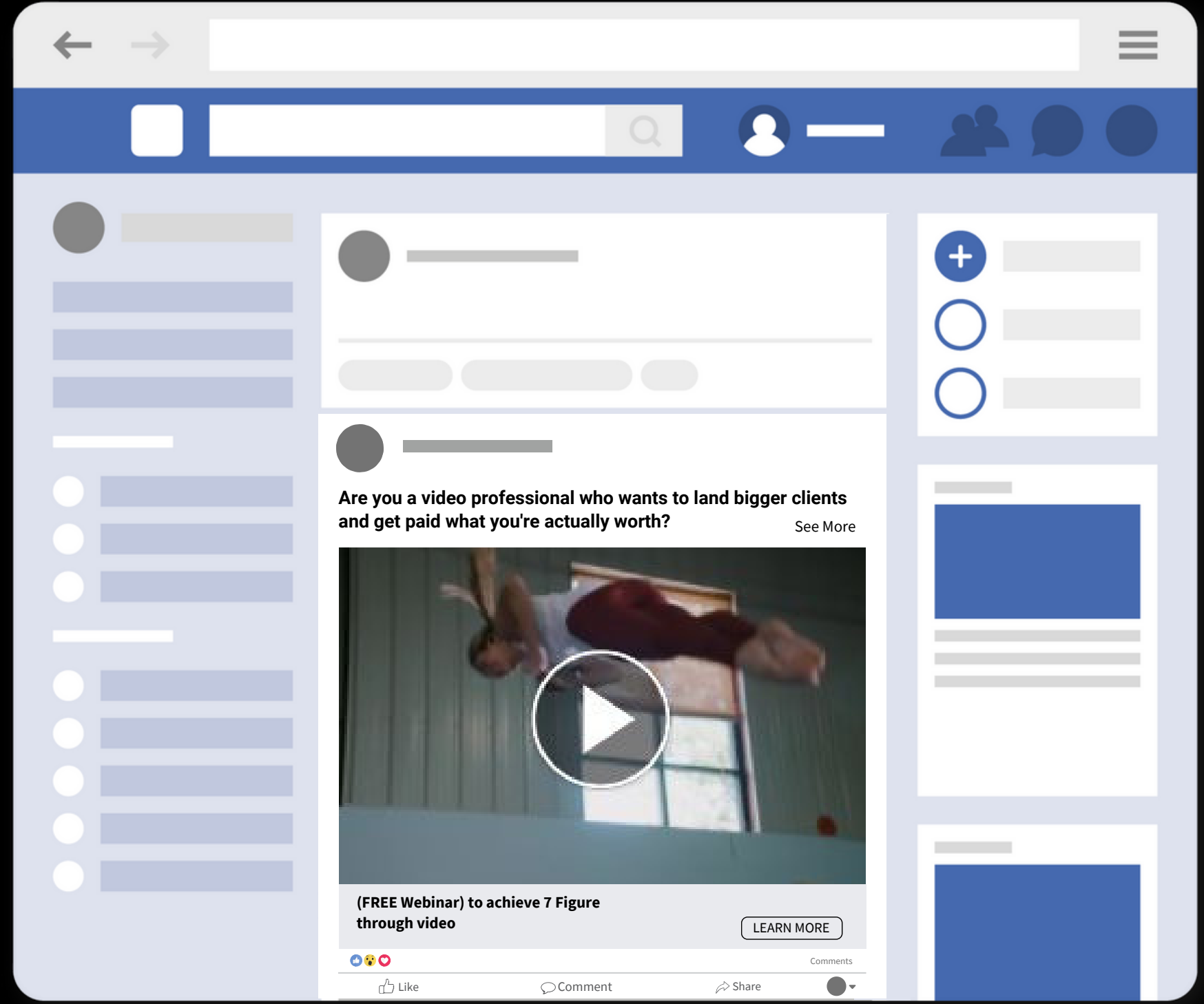
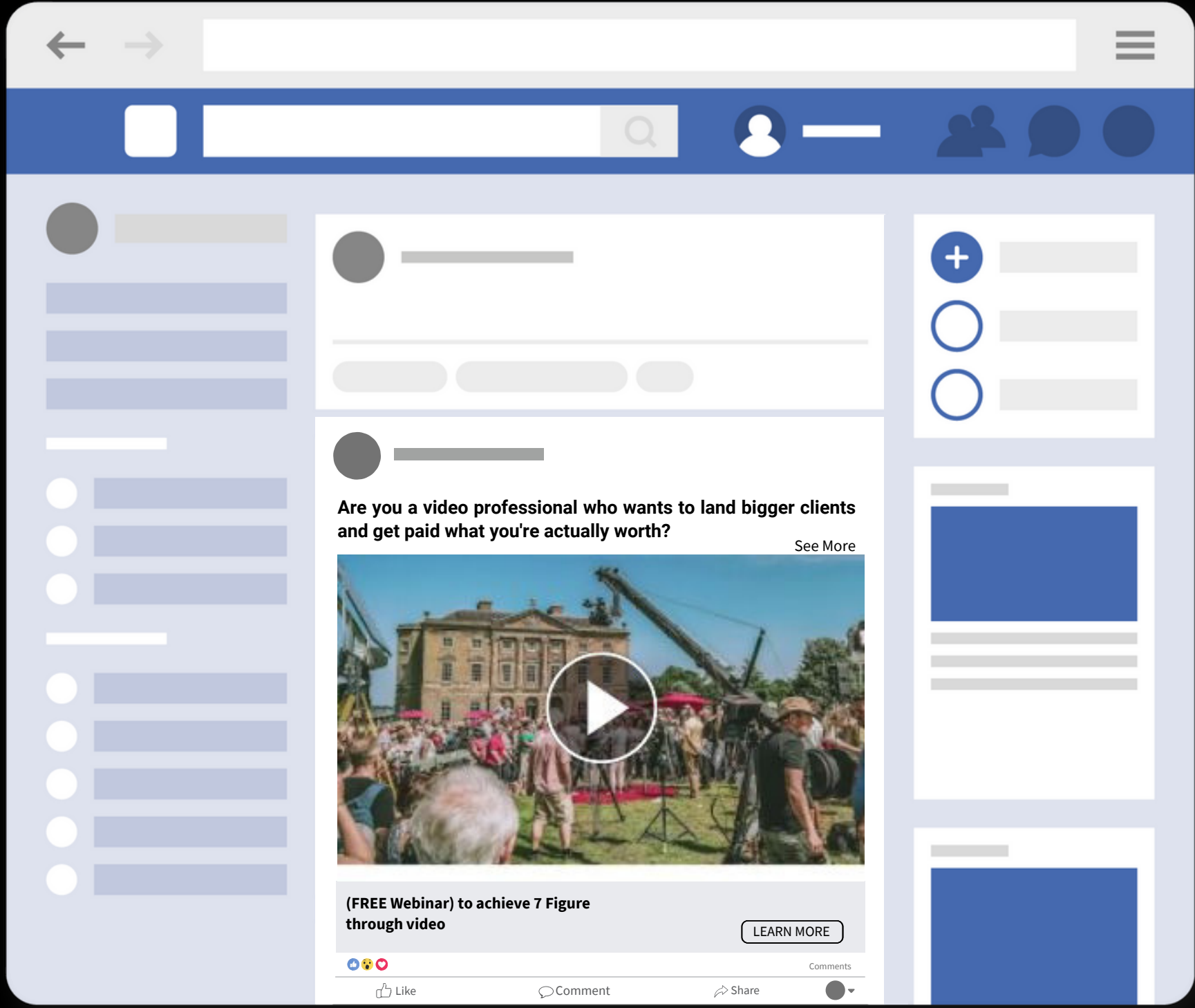


## Key Metrics

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



# Best Performing Ads



## Solution

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

## Final Outcome

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

