




# 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.

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### The First Phase

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

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### 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.

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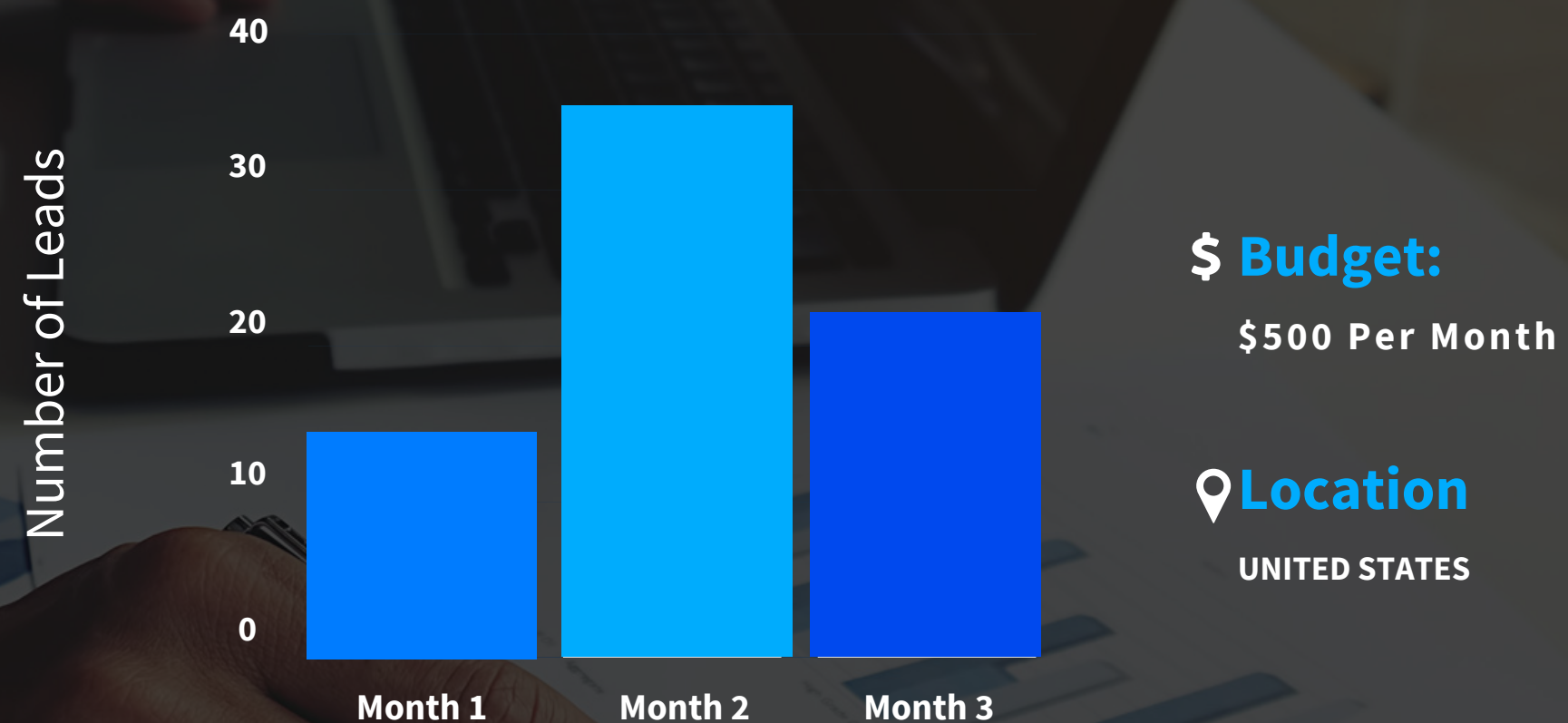
### The Third Phase

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



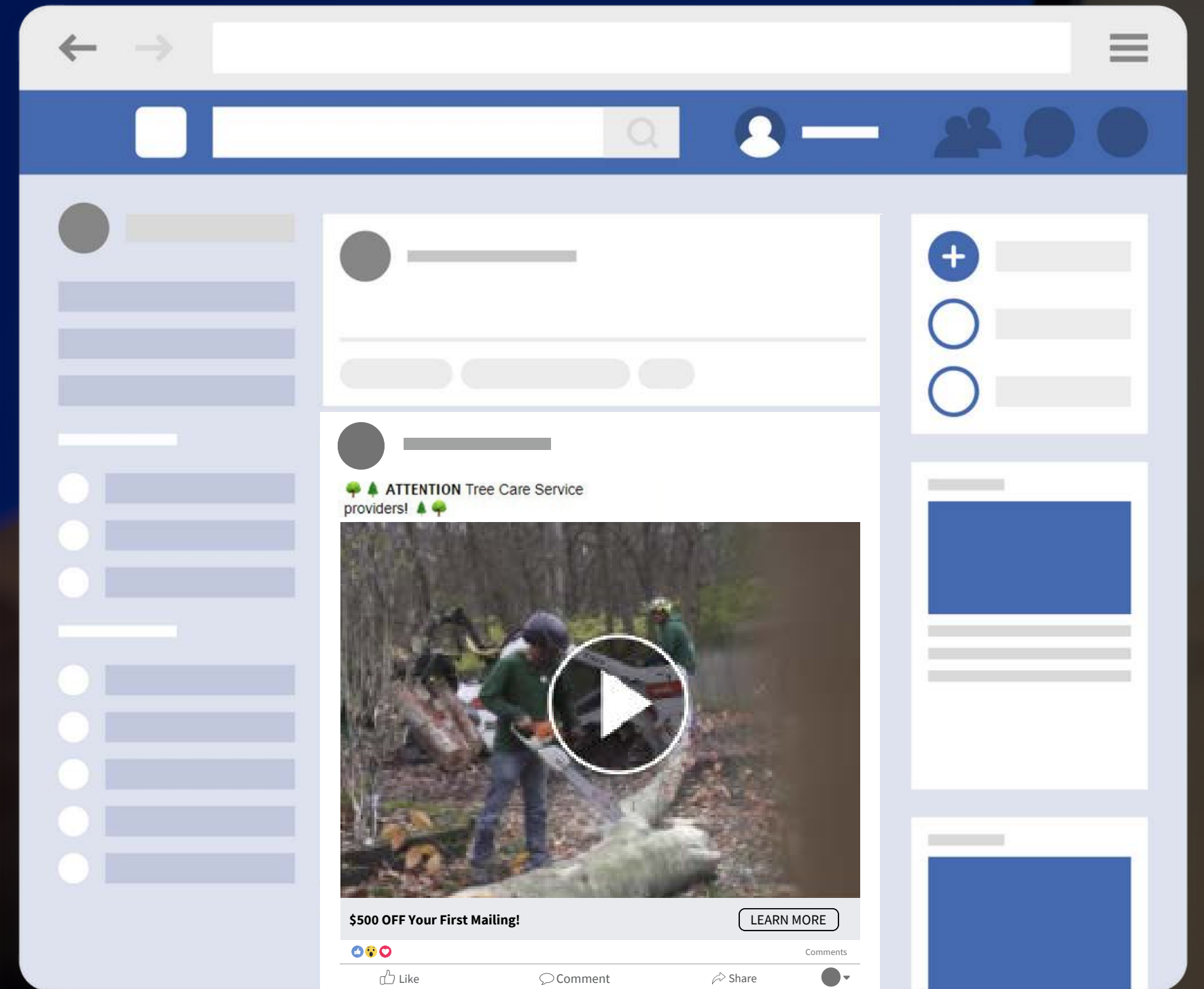
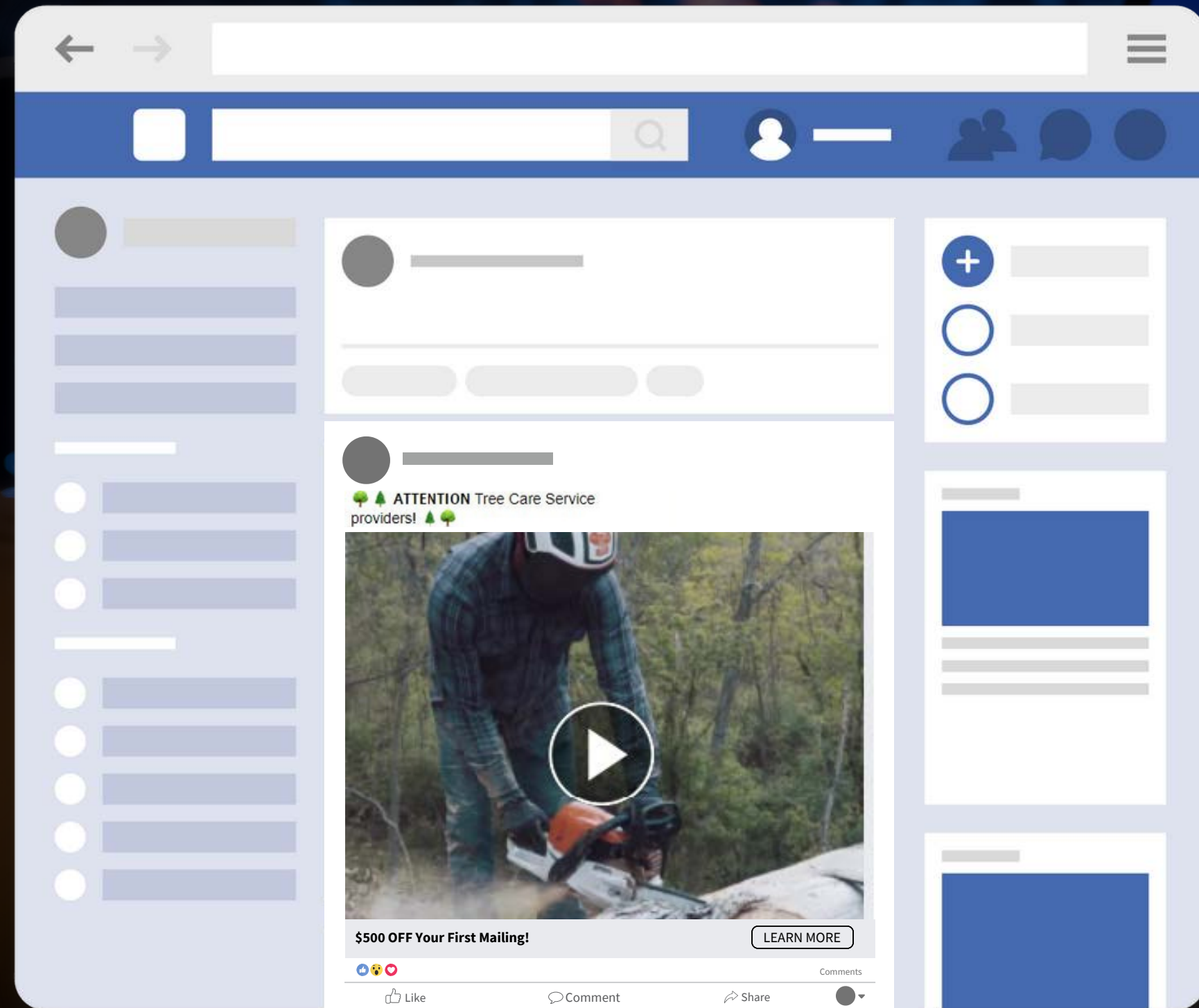
## Key Metrics

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





# Best Performing Ads



## **Solution**

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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**

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