



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

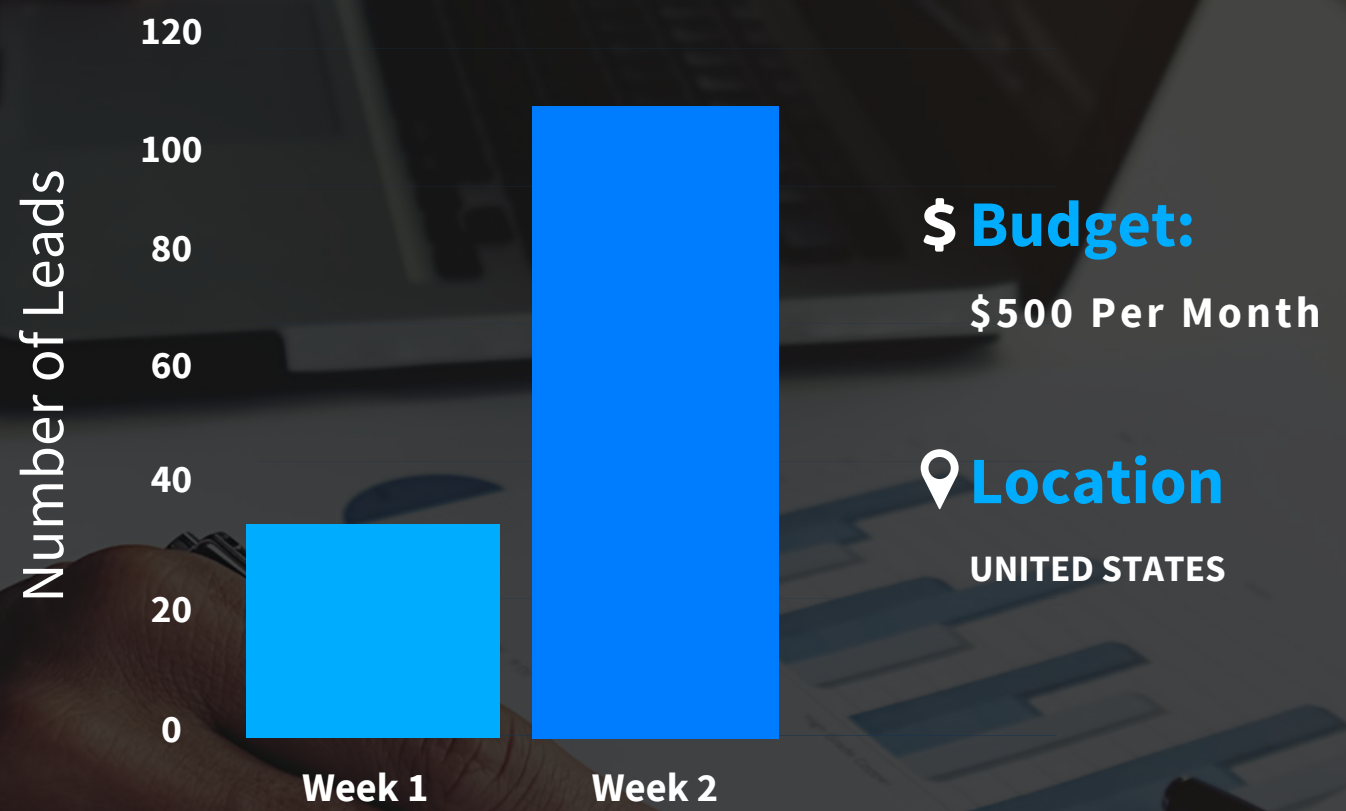
The Third Phase

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

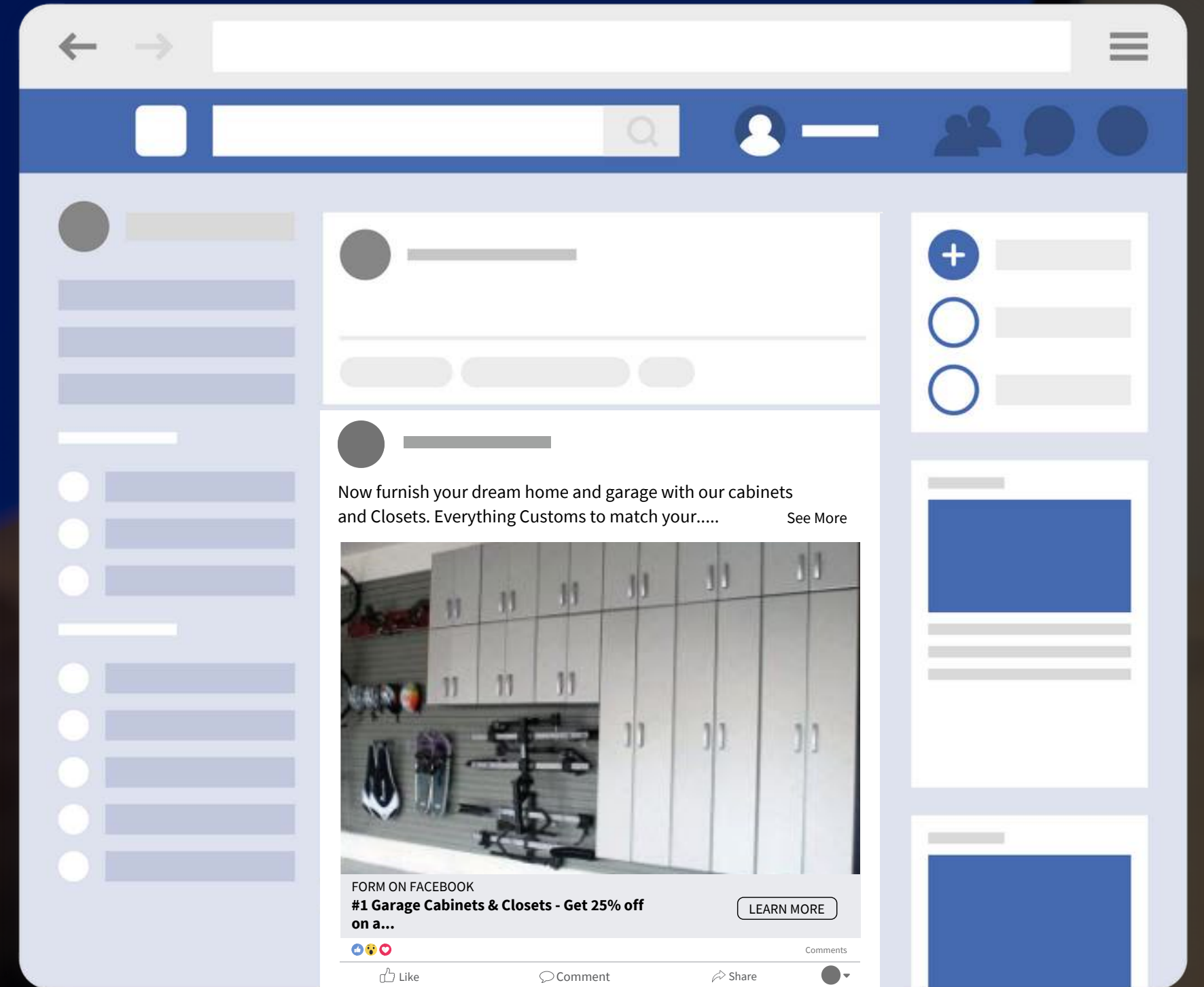
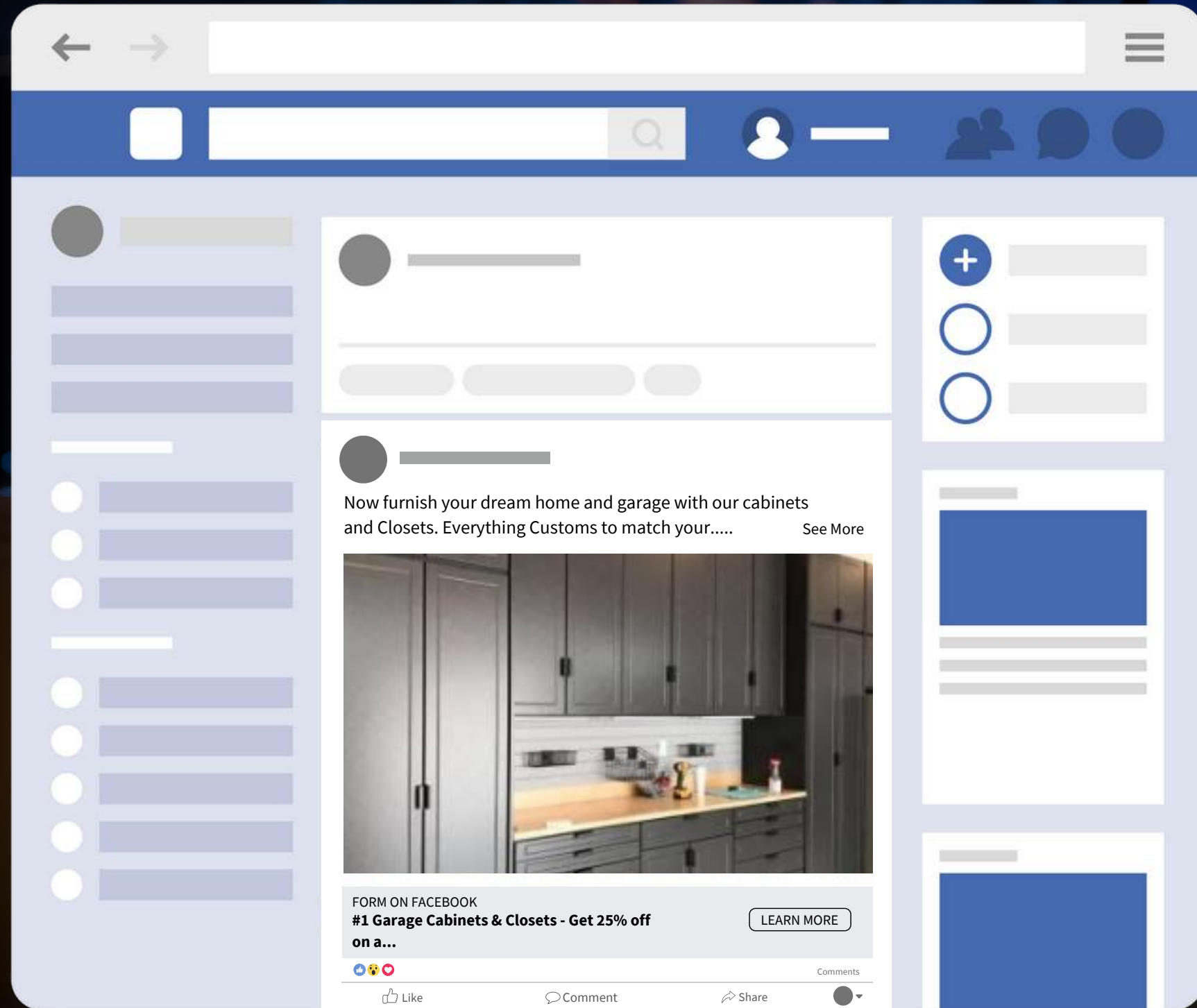


Key Metrics

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



Best Performing Ads



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.