



Facebook Ads Case Study



About

OUR CLIENT

This is a landscape design & management company based out of Florida.

GOAL

To generate high-quality leads with a low cost per lead for the landscaping business.

PROJECT DURATION

2.5 Months

PROBLEM STATEMENT

The company wanted to expand its presence in the local markets digitally. They were a brand new entity that lacked any online 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

We set up a Facebook Conversion Ad campaign optimized for leads as the client wanted to show ads to potential landscaping leads on social media.

2

The Second Phase

We ran ads targeting people working in similar jobs like property managers, civil engineers, hotel general managers, architects, etc.

3

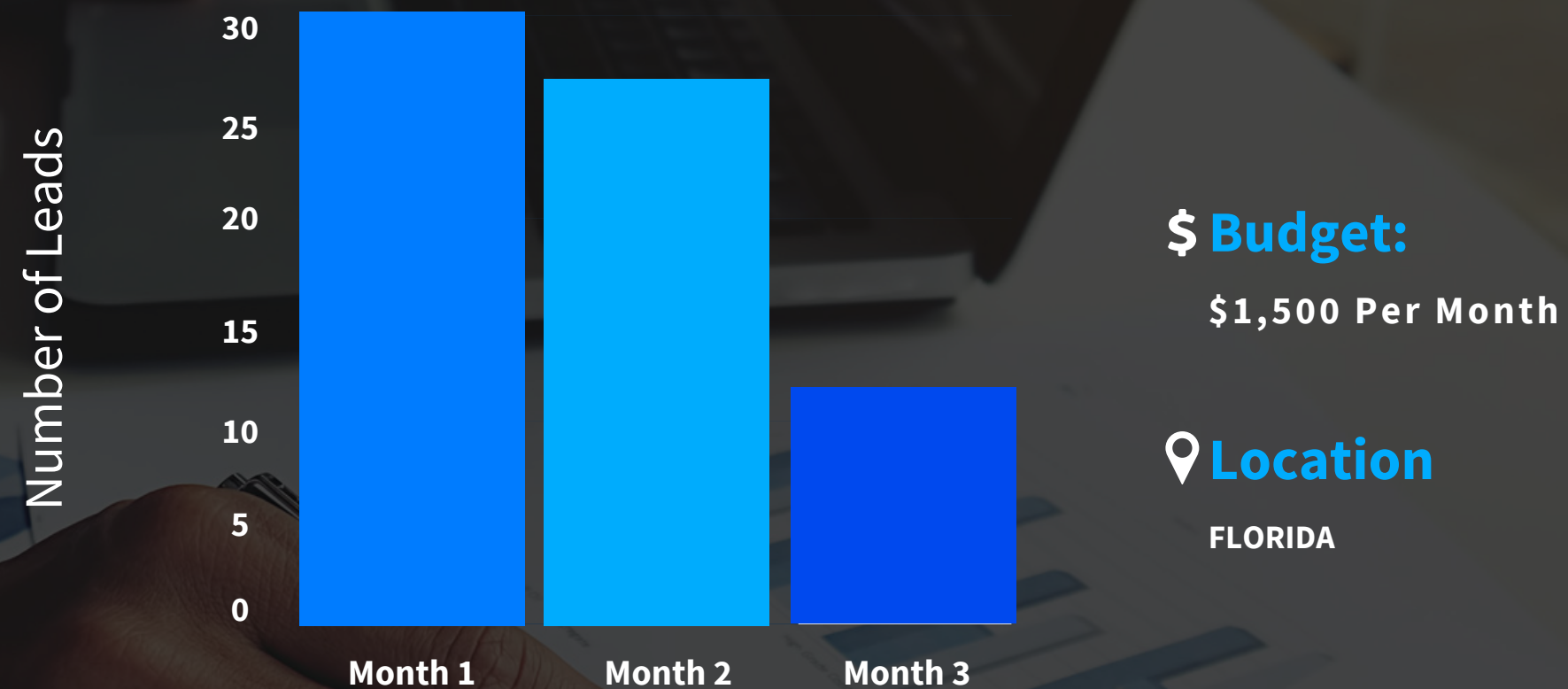
The Third Phase

We ran a targeted campaign targeting people who showed interest or buying patterns that suggested they're looking into landscaping.



Number of Leads Per Month

Month 1		Month 2		Month 3 (Half the Month)	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
30	\$40.16	26	\$41.61	11	\$37.24

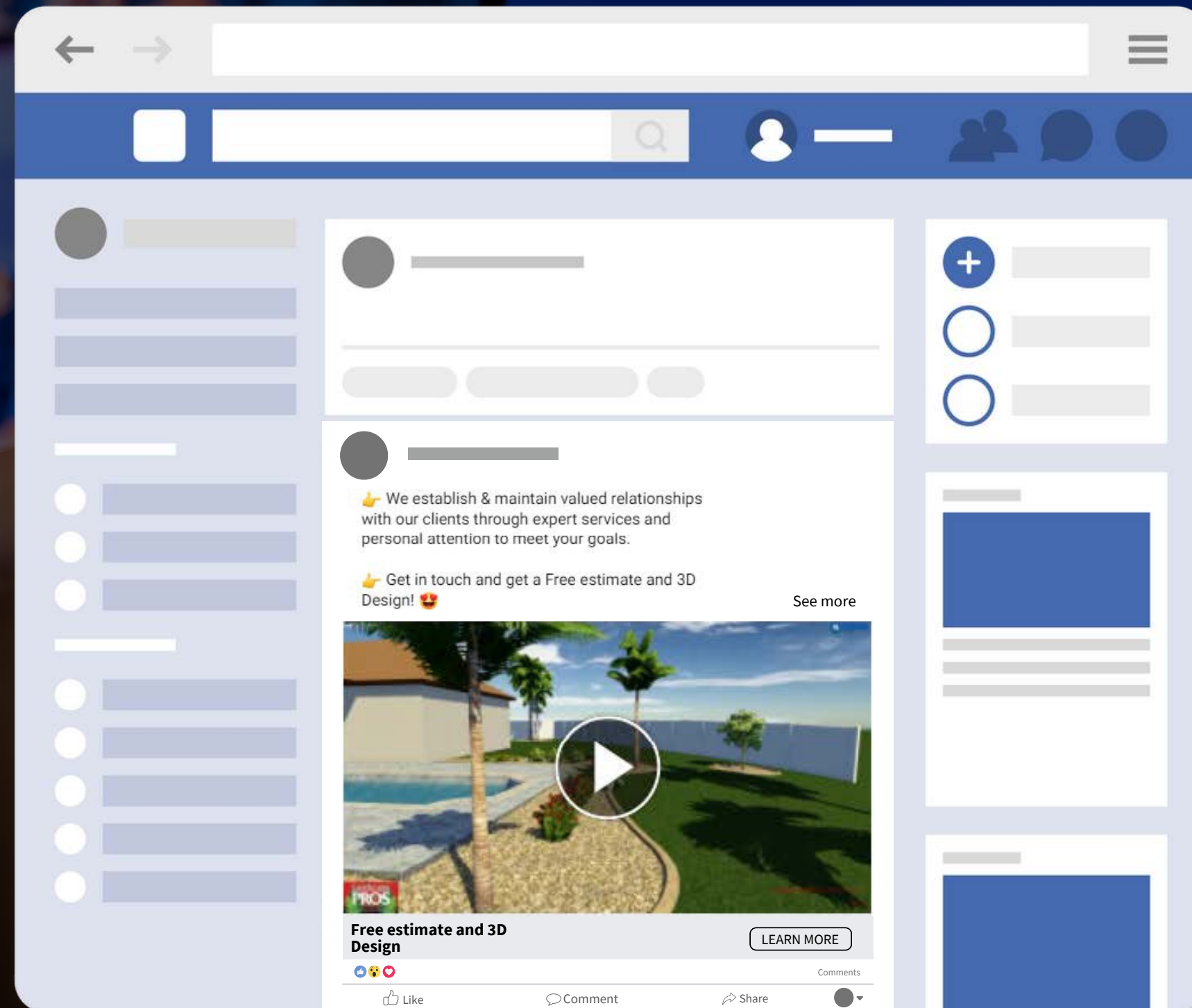


Key Metrics

Reach	Leads	CPR	CTR
80,485	122	\$70.52	1.30%



Best Performing Ad



Solution

Our most successful ad set was the lookalike ad set on Facebook. The goal was to reach potential clients who met the company's specific demographics.

Final Outcome

We were able to generate 122 high quality leads at a CPR of \$70.52 for this client (a business with almost zero online presence).