



# 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.

2

### 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.

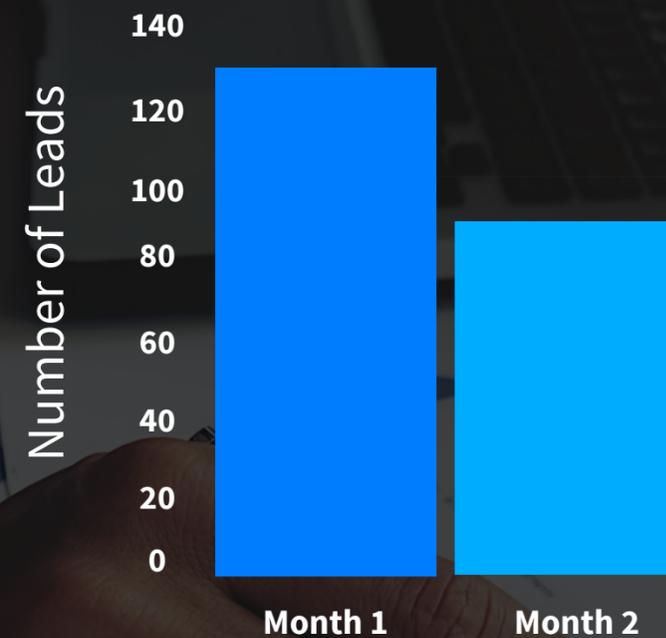
3

### 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



### \$ Budget:

\$500 Per Month

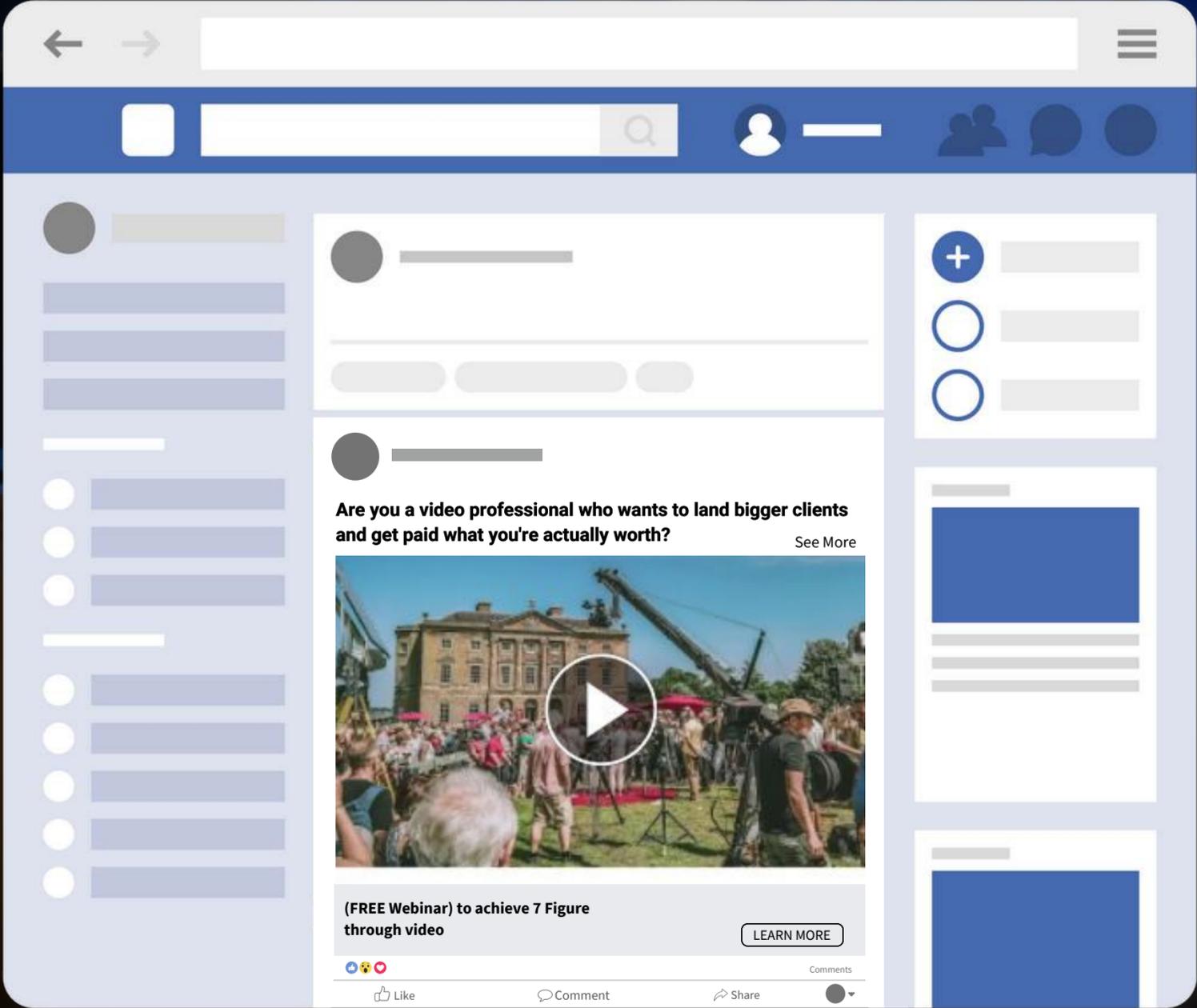
### Location

UNITED STATES, AUSTRALIA,  
CANADA, UNITED KINGDOM,  
IRELAND, NEW ZEALAND

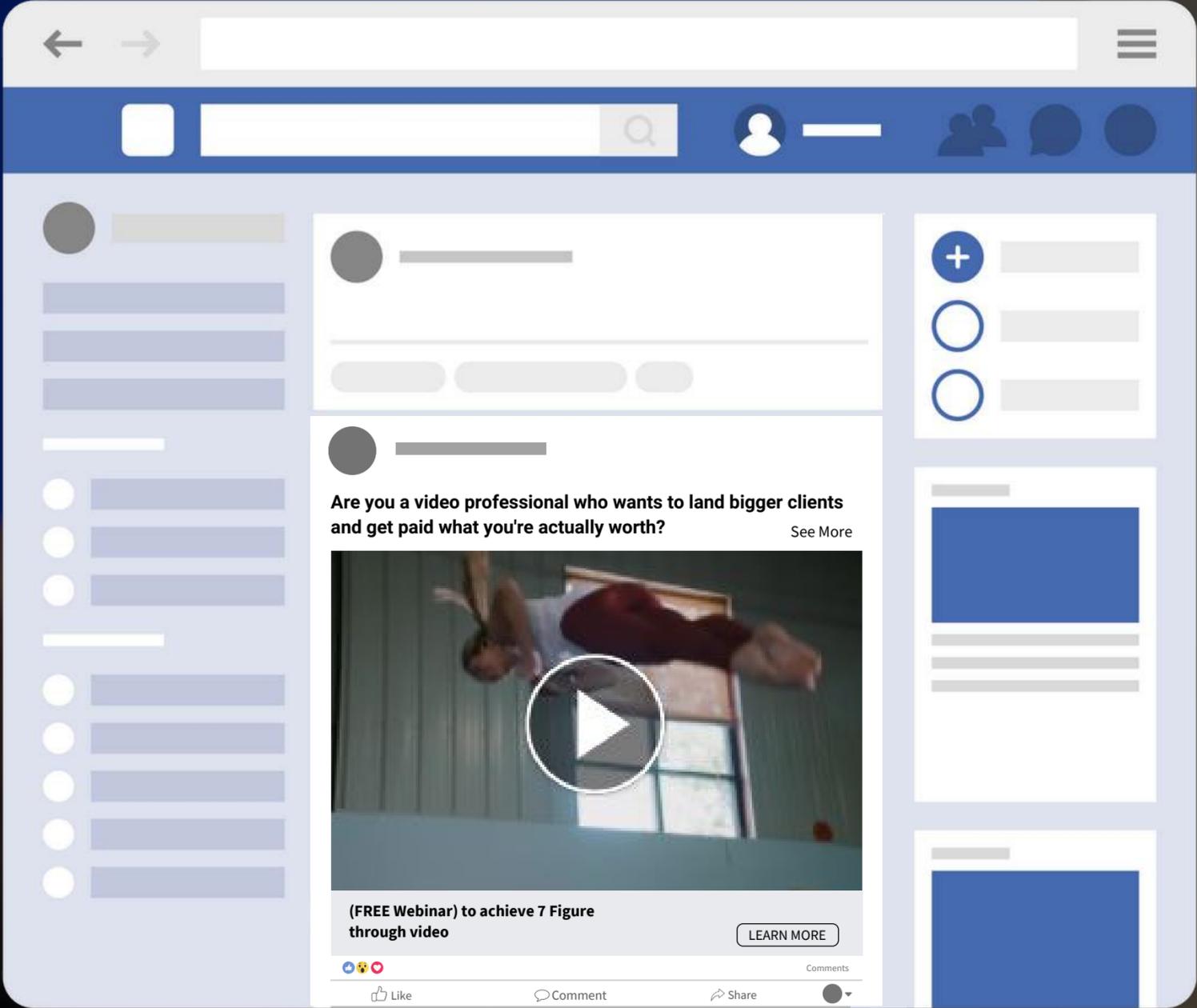
## Key Metrics

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

# Best Performing Ads



Facebook ad interface showing a video thumbnail. The ad text reads: "Are you a video professional who wants to land bigger clients and get paid what you're actually worth?" followed by "See More". The video thumbnail shows a film set with a crane and a large building. Below the video, the text says "(FREE Webinar) to achieve 7 Figure through video" and includes a "LEARN MORE" button. The bottom of the ad shows interaction options: Like, Comment, and Share.



Facebook ad interface showing a video thumbnail. The ad text reads: "Are you a video professional who wants to land bigger clients and get paid what you're actually worth?" followed by "See More". The video thumbnail shows a person performing a stunt, possibly a handstand or a similar feat. Below the video, the text says "(FREE Webinar) to achieve 7 Figure through video" and includes a "LEARN MORE" button. The bottom of the ad shows interaction options: Like, Comment, and Share.

## **Solution**

---

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

## **Final Outcome**

---

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