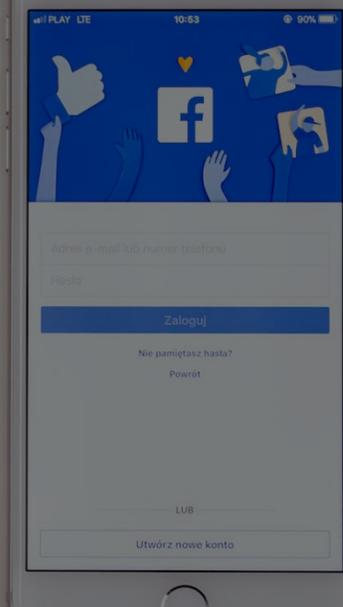


## CASE STUDY

# “Facebook Ads Case Study by Razib Marketing”

This Facebook Ads case study demonstrates how FB Ads were used to increase the number of high-quality leads during contract periods and till to now while achieving lower costs to maximize return on ad spend.



Read this Facebook Ads case study to find out how we did it

### Project Overview:

This case study is for a housing and apartment company that wants to sell and rent luxury apartments in the United States. Before working with us, this company tested FB ads but didn't see success in what they wanted.

### Here's what we did for this client:

- We complete all infrastructure setups. Like, as Google Analytics, Facebook Pixel, GTM, Conversions, etc.
- Wrote headlines and descriptions for different campaigns
- Use UTM builder URL and much more for the best results!
- Research the industry to understand the right audience
- Finally, we built 2 different campaigns and many more ad groups and ads for A/B testing.
  1. Prospecting Audience ( Demographic and Interesting Targeting) with Website Traffic Object
  2. Remarketing to previous site visitors(150days) and page engagement with lead Objective
- Within the campaigns, we used 2 ad formats: Video, Image

### The Results:

**In the first month(June 2022)**, we only generated 86 leads and the cost per lead was around \$18.48. This was a great start and the client was very happy. But we want more good results so we noticed indications of vitality and were aware of the substantial potential for enhancement in targeting, advertisements, and landing pages.

Results	Reach	Impressions	Cost per result	Amount spent
On-Facebook Lead	—	—	—	\$0.00
On-Facebook Lead	—	—	—	\$0.00
On-Facebook Leads	25	8,645	\$14.87	\$371.77
On-Facebook Leads	61	26,000	\$19.95	\$1,217.12
On-Facebook Leads	<b>86</b>	<b>29,743</b>	<b>\$18.48</b>	<b>\$1,588.89</b>
Accounts Center acco...		Total	Per On-Facebook Leads	Total Spent

**In the 2nd month(July 2022)**, we only generated 132 leads and the cost per lead was around \$12.91. At this time the client was very happy. But we always to improve and optimize our ads for better results.

Results	Reach	Impressions	Cost per result	Amount spent
On-Facebook Lead	—	—	—	\$0.00
On-Facebook Lead	—	—	—	\$0.00
On-Facebook Leads	15	6,417	\$11.34	\$170.06
On-Facebook Leads	117	27,432	\$13.11	\$1,533.86
On-Facebook Leads	<b>132</b>	<b>31,353</b>	<b>\$12.91</b>	<b>\$1,703.92</b>
Accounts Center acco...		Total	Per On-Facebook Leads	Total Spent

**In the 3rd month(August 2022)**, we only generated 260 leads and the cost per lead was around \$8.52. During this time our ad spend decreased and campaign performance continued to improve.

Results	Reach	Impressions	Cost per result	Amount spent
On-Facebook Leads	71	14,388	\$6.98	\$495.75
On-Facebook Lead	—	662	—	\$13.29
On-Facebook Lead	—	231	—	\$5.98
On-Facebook Leads	189	32,692	\$9.00	\$1,700.51
On-Facebook Leads	<b>260</b>	<b>40,981</b>	<b>\$8.52</b>	<b>\$2,215.53</b>
Accounts Center acco...		Total	Per On-Facebook Leads	Total Spent

This Campaign is still running because of extraordinary performance. From June 2022 - till to now(January 2023) we only generated 1268 quality leads and the cost per lead was around \$1474.This is one of the best successful campaigns for us.

Results	Reach	Impressions	Cost per result	Amount spent
On-Facebook Leads	470	69,846	\$12.93	\$6,079.18
On-Facebook Leads	14	7,760	\$24.65	\$345.03
On-Facebook Leads	45	14,620	\$15.45	\$695.03
On-Facebook Leads	739	118,590	\$15.66	\$11,569.39
On-Facebook Leads	<b>1,268</b>	<b>162,019</b>	<b>\$14.74</b>	<b>\$18,688.63</b>
Accounts Center acco...		Total	Per On-Facebook Leads	Total Spent

[Click here to request a quote for Facebook Ads management services](#)