

# 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 and phone calls 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 “Storage Company” in USA. They Operate almost 30+ branches in many cities. The business has a comprehensive website with excellent relevant web content, services, web forms, etc. In the first month they wanted traffic to go to their website and submit a form or make a call. And after our next meeting, we decided to run lead ads using facebook form and run facebook call ads. Before working with us, this company tested FB ads but didn't see success in what they wanted. This is a big challenge for us and this is a very big project with a big monthly budget for us.

### 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 according to their help
- Use UTM builder URL and much more for the best results!
- Research the industry to understand the right audience
- Finally, we built 3 different campaigns and many more ad groups and ads for A/B testing for every branch.
  1. Prospecting Audience ( Demographic and Interesting Targeting) with Website Traffic Object
  2. Remarketing to previous site visitors(150days) and page engagement with lead Objective
  3. Remarketing to previous site visitors(150days) and page engagement with call Objective
- Within the campaigns, we used 2 ad formats: Video, Image. In prospecting audience campaigns we use videos for more brand awareness and engagement. In remarketing we use attractive images.

### The Results:

In the first month(Nov 2022) in our Google Analytics, we saw our full monthly report. We only generated 43 leads and 49 phone calls, the cost per lead was around \$82 and the call was around \$70. This was a normal start and the client was 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.

#### Prospecting Campaign (November)

Results	Reach	Impressions	Cost per result	Amount spent	Ends
328 Link clicks	4,049	7,156	\$0.47 Per Link Click	\$154.93	Ongoing
440 Link clicks	12,064	30,020	\$0.84 Per Link Click	\$370.35	Ongoing
1,082 Link clicks	18,140	62,656	\$0.72 Per Link Click	\$778.51	Ongoing
145 Link clicks	6,186	17,998	\$1.06 Per Link Click	\$153.78	Ongoing
638 Link clicks	6,954	13,102	\$0.37 Per Link Click	\$239.22	Ongoing
417 Link clicks	8,676	30,226	\$0.90 Per Link Click	\$373.80	Ongoing
332 Link clicks	8,354	24,469	\$0.87 Per Link Click	\$290.04	Ongoing
1,700 Link clicks	23,552	45,153	\$0.44 Per Link Click	\$749.87	Ongoing
473 Link clicks	9,220	23,071	\$0.74 Per Link Click	\$348.57	Ongoing
1,370 Link clicks	19,928	81,057	\$0.78 Per Link Click	\$1,070.74	Ongoing
1,061 Link clicks	20,552	45,650	\$0.60 Per Link Click	\$635.81	Ongoing
<b>19,834</b> Link clicks	<b>351,744</b> Accounts Center acco...	<b>979,568</b> Total	<b>\$0.63</b> Per Link Click	<b>\$12,566.27</b> Total Spent	

In December 2022, on the prospecting campaign, we only generated 47 leads and 57 phone calls, the cost per lead was around \$65 and the call was around \$52. And the remarketing campaign, we only generated 42 leads and the cost per lead was around \$42.90..

#### Prospecting(dec)

Results	Reach	Impressions	Cost per result	Amount spent
618 Link clicks	12,196	27,425	\$0.61 Per Link Click	\$375.11
606 Link clicks	8,926	21,437	\$0.68 Per Link Click	\$414.05
1,109 Link clicks	17,484	64,397	\$0.71 Per Link Click	\$782.19
250 Link clicks	7,540	26,186	\$0.84 Per Link Click	\$210.24
538 Link clicks	7,278	15,204	\$0.41 Per Link Click	\$219.32
475 Link clicks	7,452	26,513	\$0.83 Per Link Click	\$395.64
568 Link clicks	6,148	17,808	\$0.71 Per Link Click	\$401.69
1,392 Link clicks	23,888	44,442	\$0.42 Per Link Click	\$589.27
605 Link clicks	9,816	26,935	\$0.68 Per Link Click	\$409.82
1,302 Link clicks	11,352	37,030	\$0.66 Per Link Click	\$856.35
944 Link clicks	18,384	39,098	\$0.50 Per Link Click	\$471.12
<b>21,946</b> Link clicks	<b>380,865</b> Accounts Center acco...	<b>1,072,937</b> Total	<b>\$0.60</b> Per Link Click	<b>\$13,200.94</b> Total Spent

#### Leads (Dec)

Results	Reach	Impressions	Cost per result	Amount spent
5 On-Facebook Leads	2,406	4,334	\$61.00 Per On-Facebook Le...	\$304.98
5 On-Facebook Leads	2,827	6,286	\$88.33 Per On-Facebook Le...	\$441.63
12 On-Facebook Leads	2,440	5,345	\$25.36 Per On-Facebook Le...	\$304.35
14 On-Facebook Leads	4,243	7,324	\$32.03 Per On-Facebook Le...	\$448.36
6 On-Facebook Leads	2,711	5,227	\$50.86 Per On-Facebook Le...	\$305.17
— Multiple conversions	<b>14,841</b> Accounts Center acco...	<b>28,516</b> Total	— Multiple conversions	<b>\$1,804.49</b> Total Spent

In December 2022, on the prospecting campaign, we only generated 53 leads and 55 phone calls, the cost per lead was around \$61 and the call was around \$49. And the remarketing campaign(leads), we only generated 98 leads and the cost per lead was around \$41.80. And the remarketing campaign(call), we only generated 89 leads and the cost per lead was around \$36.

#### Prospecting Campaign (January)

Results	Reach	Impressions	Cost per result	Amount spent	Ends
286 Link clicks	12,204	40,605	\$0.64 Per Link Click	\$181.72	Ongoing
458 Link clicks	10,600	36,386	\$0.48 Per Link Click	\$217.92	Ongoing
321 Link clicks	14,177	46,421	\$0.72 Per Link Click	\$232.00	Ongoing
392 Link clicks	8,094	21,924	\$0.43 Per Link Click	\$166.93	Ongoing
739 Link clicks	13,264	41,483	\$0.47 Per Link Click	\$349.70	Ongoing
741 Link clicks	45,913	121,310	\$0.60 Per Link Click	\$444.45	Ongoing
1,444 Link clicks	22,144	55,069	\$0.33 Per Link Click	\$471.16	Ongoing
1,052 Link clicks	31,561	59,469	\$0.41 Per Link Click	\$428.64	Ongoing
577 Link clicks	10,800	14,811	\$0.26 Per Link Click	\$150.86	Ongoing
2,397 Link clicks	36,224	70,378	\$0.28 Per Link Click	\$673.34	Ongoing
<b>27,817</b> Link clicks	<b>459,141</b> Accounts Center acco...	<b>1,517,102</b> Total	<b>\$0.43</b> Per Link Click	<b>\$12,014.07</b> Total Spent	

#### Leads

Results	Reach	Impressions	Cost per result	Amount spent
5 On-Facebook Leads	3,451	7,264	\$50.37 Per On-Facebook Le...	\$251.85
9 On-Facebook Leads	2,977	5,099	\$22.51 Per On-Facebook Le...	\$202.59
7 On-Facebook Leads	3,029	5,477	\$28.68 Per On-Facebook Le...	\$200.76
13 On-Facebook Leads	3,655	6,793	\$15.33 Per On-Facebook Le...	\$199.29
3 On-Facebook Leads	3,259	6,599	\$66.71 Per On-Facebook Le...	\$200.12
8 On-Facebook Leads	3,523	6,873	\$25.08 Per On-Facebook Le...	\$200.60
8 On-Facebook Leads	4,050	7,168	\$37.61 Per On-Facebook Le...	\$300.89
4 On-Facebook Leads	3,847	7,950	\$80.38 Per On-Facebook Le...	\$321.51
16 On-Facebook Leads	4,754	9,758	\$20.65 Per On-Facebook Le...	\$330.40
10 On-Facebook Leads	4,973	7,430	\$32.18 Per On-Facebook Le...	\$321.82
— Multiple conversions	<b>58,433</b> Accounts Center acco...	<b>115,387</b> Total	— Multiple conversions	<b>\$4,184.16</b> Total Spent

#### calls

Results	Reach	Impressions	Cost per result	Amount spent
2 Estimated Call Confir...	6,890	26,373	\$124.40 Per Estimated Call C...	\$248.79
4 Estimated Call Confir...	8,070	22,264	\$61.29 Per Estimated Call C...	\$245.15
4 Estimated Call Confir...	6,718	19,289	\$60.61 Per Estimated Call C...	\$242.43
6 Estimated Call Confir...	8,046	22,241	\$41.06 Per Estimated Call C...	\$246.33
7 Estimated Call Confir...	8,088	21,735	\$35.17 Per Estimated Call C...	\$246.18
3 Estimated Call Confir...	6,064	15,187	\$81.27 Per Estimated Call C...	\$243.80
4 Estimated Call Confir...	7,884	23,591	\$61.50 Per Estimated Call C...	\$246.01
11 Estimated Call Confir...	8,302	19,623	\$22.37 Per Estimated Call C...	\$246.05
5 Estimated Call Confir...	8,546	21,466	\$49.34 Per Estimated Call C...	\$246.72
6 Estimated Call Confir...	6,522	13,421	\$40.88 Per Estimated Call C...	\$245.29
<b>89</b> Estimated Call Confir...	<b>96,224</b> Accounts Center acco...	<b>264,927</b> Total	<b>\$36.02</b> Per Estimated Call Co...	<b>\$3,205.56</b> Total Spent

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