

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			Per On-Facebook Le...	\$0.00
On-Facebook Lead			Per On-Facebook Le...	\$0.00
25 On-Facebook Leads	8,645	21,079	\$14.87 Per On-Facebook Le...	\$371.77
61 On-Facebook Leads	26,000	60,187	\$19.95 Per On-Facebook Le...	\$1,217.12
86 On-Facebook Leads	29,743 Accounts Center acco...	81,266 Total	\$18.48 Per On-Facebook Leads	\$1,588.89 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			Per On-Facebook Le...	\$0.00
On-Facebook Lead			Per On-Facebook Le...	\$0.00
15 On-Facebook Leads	6,417	11,491	\$11.34 Per On-Facebook Le...	\$170.06
117 On-Facebook Leads	27,432	61,146	\$13.11 Per On-Facebook Le...	\$1,533.86
132 On-Facebook Leads	31,353 Accounts Center acco...	72,637 Total	\$12.91 Per On-Facebook Leads	\$1,703.92 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
71 On-Facebook Leads	14,388	30,451	\$6.98 Per On-Facebook Le...	\$495.75
On-Facebook Lead	662	951	Per On-Facebook Le...	\$13.29
On-Facebook Lead	231	356	Per On-Facebook Le...	\$5.98
189 On-Facebook Leads	32,692	74,946	\$9.00 Per On-Facebook Le...	\$1,700.51
260 On-Facebook Leads	40,981 Accounts Center acco...	106,704 Total	\$8.52 Per On-Facebook Leads	\$2,215.53 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
470 On-Facebook Leads	69,846	289,345	\$12.93 Per On-Facebook Le...	\$6,079.18
14 On-Facebook Leads	7,760	18,369	\$24.65 Per On-Facebook Le...	\$345.03
45 On-Facebook Leads	14,620	38,832	\$15.45 Per On-Facebook Le...	\$695.03
739 On-Facebook Leads	118,590	433,305	\$15.66 Per On-Facebook Le...	\$11,569.39
1,268 On-Facebook Leads	162,019 Accounts Center acco...	779,851 Total	\$14.74 Per On-Facebook Leads	\$18,688.63 Total Spent

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