

Case Study for a Franchise Business

To generate leads for businesses and help our clients increase their web traffic and sales which will help them grow their business.



Challenge

The main challenge for this account was to generate leads with the low Ad Spent of \$6/day. The another challenge for this account was to lower down the Cost per lead!

Problems Earlier – Cost per Lead was higher with less number of leads!

Reason For Low Performance

- No Proper targeting
- Not attractive Ad Copies
- Facebook Pixel Not present.
- A/B testing was not done
- Regular monitoring of the campaign was not done.

Results

Over a period of time we saw a steady increase in number of leads and also the cost per lead was decreased.

Solution & Process:

We took over the campaigns, we started testing a few Ads with different Headline & Description. These new ads performed much better than the old ads. This helped us to increase the leads received.

To decrease the cost per lead. Below are few more strategies we applied on the campaigns.

- Proper Targeting
- Pausing the non performing Ads
- Creating of Custom Audience
- Creating look alike audience and thereby increasing the ROI on the Ads
- Daily Monitoring
- A/B testing to boost the results

Comparison

Campaign Performance Comparison

Results	Reach	Impressions	Cost per Result
4 Leads (Form)	1,293	1,396	\$13.41 Per Lead (Fo...)
2 Leads (Form)	665	733	\$14.86 Per Lead (Fo...)
6 Leads (Form)	1,865 People	2,129 Total	\$13.89 Per Lead (Fo...)

APRIL
(1st to 30th)

Results	Reach	Impressions	Cost per Result
38 Leads (Form)	7,056	9,135	\$7.88 Per Lead (Fo...)
1 Lead (Form)	210	291	— Per Lead (Fo...)
38 Leads (Form)	7,128 People	9,426 Total	\$8.16 Per Lead (Fo...)

MAY
(1st to 31st)

Results	Reach	Impressions	Cost per Result
36 Leads (Form)	4,218	4,989	\$6.32 Per Lead (Fo...)
6 Leads (Form)	1,066	1,247	\$11.93 Per Lead (Fo...)
42 Leads (Form)	4,957 People	6,236 Total	\$7.12 Per Lead (Fo...)

JUNE
(1st to 30th)