



Business Coaching

Case Study



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Local Business Marketing Solutions Case Study

Budget: **\$8,000 / mo**

Publisher: **Facebook Ads**

Data: **7 months**

Objective: **Lead Generation**

They wanted to generate \$2,000 - 100,000 sales prospects opted into their webinar funnel. They started with a \$15-20 CPL, and we helped them generate 4,000+ leads during the first seven months we worked together, with a 43% drop in CPL.

Updating Their Targeting

This client had already been running ads for a while, so we were able to get started with a decent amount of data. We broke the data down into segments by age, interest, location, and creative to compare and contrast the previous results.

We also learned that their campaigns were evergreen, so it was constantly being recycled for new leads every week. That immediately helped us realize that we needed to segment their audiences by duration, to avoid showing the same ads to people over and over. This was a new technique for them; they had never used exclusions and had just shown their ads to very broad audiences.

Our team also updated their retargeting to increase the registration to participation ratio from 10% to 25%. This included 1-day, 3-day, and 5-day reminders about the weekly webinars to make sure it was top of mind. We also added some extra stuff to the webinar to boost the 100% video watch rate from 30% to 50%.

First Month Results

They initially started off with a \$2,000 monthly budget. This was fairly small for the type of campaigns they were running, but it was enough for us to experiment with the CPL and get it down \$15-20 to a little under just \$5.

Dec 1, 2018 – Dec 31, 2018 Updated just now															
Columns: Custom Breakdown															
↑	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent	Ends	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)	Clicks (All)	CTR (All)	CPC (All)
g ff	12 Lead	1,748	1.17	\$6.63 Per Lead	Using cam...	\$79.50	Ongoing	2,048	\$38.82	40	\$1.99	1.95%	41	2.00%	\$1.94
g ff	2 Lead	360	1.31	\$12.91 Per Lead	Using cam...	\$25.81	Ongoing	470	\$54.91	8	\$3.23	1.70%	24	5.11%	\$1.08
g ff	131 Lead	7,214	1.56	\$3.92 Per Lead	Using cam...	\$513.14	Ongoing	11,231	\$45.69	412	\$1.25	3.67%	417	3.71%	\$1.23
g ff	18 Lead	1,953	1.09	\$3.80 Per Lead	Using cam...	\$68.45	Ongoing	2,120	\$32.29	44	\$1.56	2.08%	49	2.31%	\$1.40
g ff	5 Lead	263	1.01	\$1.77 Per Lead	Using cam...	\$8.87	Ongoing	265	\$33.47	7	\$1.27	2.64%	6	2.26%	\$1.48
g ff	15 Lead	1,239	1.07	\$3.33 Per Lead	Using cam...	\$50.02	Ongoing	1,327	\$37.69	19	\$2.63	1.43%	22	1.66%	\$2.27
g ff	6 Lead	969	1.09	\$5.50 Per Lead	Using cam...	\$33.01	Ongoing	1,057	\$31.23	23	\$1.44	2.18%	24	2.27%	\$1.38
g ff	18 Lead	1,777	1.09	\$3.54 Per Lead	Using cam...	\$63.79	Ongoing	1,930	\$33.05	38	\$1.68	1.97%	52	2.69%	\$1.23
g ff	29 Lead	5,150	1.09	\$6.71 Per Lead	\$1.00 Daily	\$194.59	Ongoing	5,588	\$34.82	101	\$1.93	1.81%	125	2.24%	\$1.56
g ff	32 Lead	5,325	1.24	\$5.97 Per Lead	\$20.00 Daily	\$191.02	Ongoing	6,607	\$28.91	134	\$1.43	2.03%	142	2.15%	\$1.35
g	34 Lead	5,286	1.29	\$5.62 Per Lead	\$1.00	\$191.17	Ongoing	6,796	\$28.13	86	\$2.22	1.27%	100	1.47%	\$1.91
	379 Lead	34,751 People	1.56 Per Person	\$4.95 Per Lead		\$1,874.99 Total Spent		54,096 Total Per 1,000 Imp...	\$34.66	1,160 Total	\$1.62 Per Action	2.14% Per Impres...	1,298 Total	2.40% Per Impres...	\$1.44 Per Click

Scaling Their Budget

Once they saw the results and decreasing CPL, they quickly increased their budget from \$2,000. We were able to scale it up to \$8,000 within a relatively short period of time, and we managed to keep their CPL at about \$7 too (\$3 under the goal of \$10).

Jan 1, 2019 – Jan 31, 2019 Updated just now															
Columns: Custom Breakdown															
	Results	Reach	Frequency	Cost per Result	Budget	Amount Spent	Ends	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)	Clicks (All)	CTR (All)	CPC (All)
	768 Lead	112,255	1.64	\$7.76 Per Lead	Using ad s...	\$5,958.20	Ongoing	184,535	\$32.29	2,684	\$2.22	1.45%	3,240	1.76%	\$1.84
	466 Lead	50,240	1.57	\$5.83 Per Lead	\$230.00 Daily	\$2,718.55	Ongoing	78,720	\$34.53	2,075	\$1.31	2.64%	2,208	2.80%	\$1.23

Maintaining the CPL

Over the next four months, we helped them maintain the same budget and a relatively even CPL--averaging just \$10.16. Of course, some audiences did better than others, so this accounted for experiments with poor performing audiences too. Even still, the spend and performance were both moving the right direction.

Facebook Ads Performance Report: Mar 1, 2019 - Jun 30, 2019														
Getting the U.S. and running a campaign that includes ads for credit, employment or housing offers, you must identify these campaigns as belonging to a Special Ad Category. Any new or edited ads that aren't correctly categorized won't run until														
Columns: Custom Breakdown														
Results	Reach	Frequency	Cost per Result	Budget	Amount Spent	Ends	Impressions	CPM (Cost per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)	Clicks (All)	CTR (All)	CPC (All)
50 Lead	9,585	1.25	\$15.29 Per Lead	\$100.00 Daily	\$764.47	Ongoing	12,004	\$63.68	140	\$5.46	1.17%	297	2.47%	\$2.57
23 Lead	4,683	1.09	\$17.79 Per Lead	\$10.00 Daily	\$409.25	Ongoing	5,125	\$79.85	83	\$4.93	1.62%	170	3.32%	\$2.41
57 Lead	7,961	1.22	\$13.33 Per Lead	\$50.00 Daily	\$760.04	Ongoing	9,738	\$78.05	149	\$5.10	1.53%	263	2.70%	\$2.89
30 Lead	5,326	1.11	\$11.75 Per Lead	\$5.00 Daily	\$352.59	Ongoing	5,931	\$59.45	84	\$4.20	1.42%	188	3.17%	\$1.88
16 Lead	6,460	1.09	\$18.95 Per Lead	\$15.00 Daily	\$303.26	Ongoing	7,037	\$43.10	51	\$5.95	0.72%	133	1.89%	\$2.28
— Lead	—	—	— Per Lead	\$50.00 Daily	\$0.00	Ongoing	—	—	—	—	—	—	—	—
574 Lead	57,776	1.72	\$10.34 Per Lead	Using cam...	\$5,937.59	Ongoing	99,441	\$59.71	2,093	\$2.84	2.10%	2,556	2.57%	\$2.32
62 Lead	8,695	1.18	\$6.21 Per Lead	Using cam...	\$385.07	Ongoing	10,217	\$37.69	185	\$2.08	1.81%	241	2.36%	\$1.60
— Lead	—	—	— Per Lead	Using cam...	\$0.00	Ongoing	—	—	—	—	—	—	—	—
63 Lead	15,288	1.17	\$9.25 Per Lead	Using cam...	\$582.49	Ongoing	17,814	\$32.70	314	\$1.86	1.76%	375	2.11%	\$1.55
39 Lead	11,048	1.26	\$9.35 Per Lead	Using cam...	\$364.64	Ongoing	13,888	\$26.26	194	\$1.88	1.40%	227	1.63%	\$1.61
2,509 Lead	280,383 People	1.92 Per Person	\$10.16 Per Lead		\$25,494.68 Total Spent		538,732 Total	\$47.32 Per 1,000 Imp...	8,844 Total	\$2.88 Per Action	1.64% Per Impres...	11,849 Total	2.20% Per Impres...	\$2.15 Per Click



\$8,000 / mo

Ad spend



4,122 Leads

Calls & forms



43% Drop

In cost per lead

Facebook Ads Deliverables

- ✓ Competitor research
- ✓ Detailed conversion tracking
- ✓ Detailed ad extensions
- ✓ Custom audience creation
- ✓ Ad placement optimization
- ✓ Campaign budget updates
- ✓ Geo-targeting & day-parting
- ✓ Audience targeting updates
- ✓ Lookalike audience setup
- ✓ Live performance dashboard
- ✓ Retargeting audiences
- ✓ Ad copy and creative tests
- ✓ Bidding optimizations
- ✓ Call tracking monitoring

Campaign Management

Feel free to reach out anytime if you have questions. We are ready to help.

Contact Us Today