

CASE STUDY:

INDUSTRY: Insurance Company

COMPANY: [REDACTED]

DATE: 10/08/21

 **CLIENT GOALS:** Test out FB ads as an avenue to generating quality leads at a low cost.

CLIENT RESULTS:

33 leads generated during our test period for a cost per lead of \$9.56. Total amount spent \$315.52. 22,117 Views generated during test.

Ad Set	Results	Cost per result	Amount spent	Impressions
Occupational Accident 11.8.19	33 On-Facebook Leads	\$9.56 Per On-Facebook Le...	\$315.52	22,117
Results from 1 ad set ⓘ	33 On-Facebook Leads	\$9.56 Per On-Facebook Leads	\$315.52 Total Spent	22,117 Total

HOW WE DID IT:

- A/B Split Testing of Ads
- New More Consumer Centric Ad Copy
- Video Optimization for FB Ads
- Creation of invalid click blocking system
- New Call Tracking Reporting with Call Recording and Instant/Daily/Weekly/ Monthly report to client for sales optimization
- Feedback loop communication system with his team and our marketing manager
- Daily Optimizations
- A/B Split Testing of Locations