

# CASE STUDY:

**INDUSTRY:** Mortgage Company

**COMPANY:** [Redacted]

**DATE:** 10/06/21



**CLIENT GOALS:** Create a custom lead generation campaign. Optimized to have predictable results of high leads at a low cost while maintaining high quality.

## CLIENT RESULTS:

248 leads generated for a cost per lead of \$5.20. Total amount spent \$1,290.36. 62,377 Views generated and 22,810 people reached.

| Campaign                        | Results ↓                       | Cost per result                        | Amount spent                     | Impressions            | Reach                   |
|---------------------------------|---------------------------------|--|----------------------------------|------------------------|-------------------------|
| [Redacted]                      | 153<br>On-Facebook Leads        | \$5.39<br>Per On-Facebook Le...        | \$825.14                         | 32,899                 | 11,834                  |
| [Redacted]                      | 95<br>On-Facebook Leads         | \$4.90<br>Per On-Facebook Le...        | \$465.22                         | 29,478                 | 11,704                  |
| <b>Results from 2 campaigns</b> | <b>248</b><br>On-Facebook Leads | <b>\$5.20</b><br>Per On-Facebook Leads | <b>\$1,290.36</b><br>Total Spent | <b>62,377</b><br>Total | <b>22,810</b><br>People |

## 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