


CASE STUDY:



INDUSTRY: Real Estate Company

COMPANY: [REDACTED]

DATE: 11/15/21

 **CLIENT GOALS:** Create a custom lead generation campaign. Optimized to have predictable results of high leads at a low cost that could compete with quality of Zillow leads.

CLIENT RESULTS:

182 leads generated for a cost per lead of \$6.67. Total amount spent \$1,199.42.
71,520 Views generated.

Campaign	Results ↓	Cost per result	Amount spent	Impressions
Buyer Campaign - 269 G...	139 On-Facebook Leads	\$4.20 Per On-Facebook Le...	\$583.51	46,689
Seller Campaign	37 On-Facebook Leads	\$12.59 Per On-Facebook Le...	\$465.91	18,559
Buyer Campaign - 29 End...	6 On-Facebook Leads	\$25.00 Per On-Facebook Le...	\$150.00	6,272

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