

Case Study for a Dental Industry

To generate leads for business and help our clients increase their web traffic and sales which will help them grow their business through advertising on Facebook.



Challenge

The main challenge for this project was to generate leads with low AdSpent of \$5/day.

The Facebook advertising policies were an obstacle for the client's business as they belong to the medical industry (nudity factor).

Client's expectation was very high because they are well known in New York and New Jersey.

Results

- Over a period of time, we saw a steady increase in the number of leads.
- The cost per lead has been consistent in getting new leads.
- We were able to play safely in regards to Facebook advertising policies.
- We managed to overcome our challenge of maintaining the cost per lead up to \$5/day.

Solution & Process:

We started the campaigns by testing a few ads with different Headline & Description. These ads performance has been increasing every month and leads started flowing gradually.

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

- Call to action ad contents
- Appealing ad banners
- Appropriate Targeting
- Adding the pixel code for retargeting and tracking the actions taken on the website.
- Pausing the non performing Ads
- Creation of Custom Audience of website traffic following which a lookalike audience had been created.
- Creation of the lookalike audience from the leads that were generated in the month of May and June thereby increasing the ROI on the ads.
- Daily Optimization
- A/B testing to boost the results

Comparison

Campaign Performance Comparison

| Results | Reach | Impressions | Cost per result |
|-----------------|-----------------------------|-------------|------------------------|
| 11 Leads (Form) | 2,668 | 2,915 | \$4.44 Per Lead (Form) |
| — Lead (Form) | MAY (1st to 31st) | — | — Per Lead (Form) |

| Results | Reach | Impressions | Cost per result |
|-----------------|------------------------------|-------------|-------------------------|
| 28 Leads (Form) | 8,623 | 11,151 | \$7.82 Per Lead (Form) |
| 2 Leads (Form) | 3,032 | 4,803 | \$31.79 Per Lead (Form) |
| | JUNE (1st to 30th) | | |

| Results | Reach | Impressions | Cost per result |
|-----------------|-------|------------------------------|------------------------|
| 18 Leads (Form) | 2,722 | 3,399 | \$4.66 Per Lead (Form) |
| — Lead (Form) | 390 | 465 | — Per Lead (Form) |
| 44 Leads (Form) | 7,604 | 11,070 | \$5.73 Per Lead (Form) |
| | | JULY (1st to 30th) | |