

CASE STUDY:

INDUSTRY: Real Estate Title Company

COMPANY: [REDACTED]

DATE: 5/13/22



CLIENT GOALS: Create a custom brand awareness campaign. Optimized to result in as many views as possible from the target audience, as well as generate followers to their FB page.

CLIENT RESULTS:

175 new page likes, 2,382,874 views and 422,315 people reached.
Total cost \$6,474.

Results ↓	Cost per result	Amount spent	Impressions	Attribution setting	Reach
36,900 Estimated Ad Recall ...	\$0.08 Per Estimated Ad Re...	\$2,804.74	1,851,742	Multiple attri...	359,475
9,130 Estimated Ad Recall ...	\$0.07 Per Estimated Ad Re...	\$668.18	274,367	7-day click or ...	87,792
8,700 Estimated Ad Recall ...	\$0.06 Per Estimated Ad Re...	\$500.00	180,022	28-day click o...	65,007
175 Page Likes	\$14.29 Per Page Like	\$2,501.10	76,716	7-day click	7,513
— Multiple conversions	— Multiple conversions	\$6,474.02 Total Spent	2,382,847 Total	Multiple attrib...	422,315 People

HOW WE DID IT:

- A/B Split Testing of Ads
- New More Consumer Centric Ad Copy
- Video Optimization for FB Ads
- Image Optimization for ads
- Custome bespoke graphics
- 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