

# CASE STUDY:

**CLIENT COMPANY:** Luxury Car Dealership

**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:

26 leads generated during our test period for a cost per lead of \$4.71. Total amount spent \$122.54. 7,463 views generated during test.

Ad Set	Results	Cost per result	Amount spent	Impressions
US - 18+	26 On-Facebook Leads	\$4.71 Per On-Facebook Le...	\$122.54	7,463
<b>Results from 1 ad set ⓘ</b>	<b>26</b> On-Facebook Leads	<b>\$4.71</b> Per On-Facebook Leads	<b>\$122.54</b> Total Spent	<b>7,463</b> 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