


# 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 On-Facebook Leads	\$5.39 Per On-Facebook Le...	\$825.14	32,899	11,834
[Redacted]	95 On-Facebook Leads	\$4.90 Per On-Facebook Le...	\$465.22	29,478	11,704
<b>Results from 2 campaigns</b>	<b>248</b> On-Facebook Leads	<b>\$5.20</b> Per On-Facebook Leads	<b>\$1,290.36</b> Total Spent	<b>62,377</b> Total	<b>22,810</b> 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