

# 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:

251 new page likes, 933,819 views and 252,908 people reached.  
Total cost \$5,284.41.

18,569	\$2.69	\$50.00	28,140	18,569
Reach	Per 1,000 People Re...			
11,083	\$2.26	\$25.00	17,149	11,083
Reach	Per 1,000 People Re...			
3,780	\$1.13	\$4,260.32	856,866	218,852
Link clicks	Per Link Click			
251	\$3.54	\$889.09	30,344	12,202
Page Likes	Per Page Like			
—	—	<b>\$5,284.41</b>	<b>933,819</b>	<b>252,908</b>
Multiple conversions	Multiple conversions	Total Spent	Total	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