



Messenger Advertising Campaign Case Study

Objective

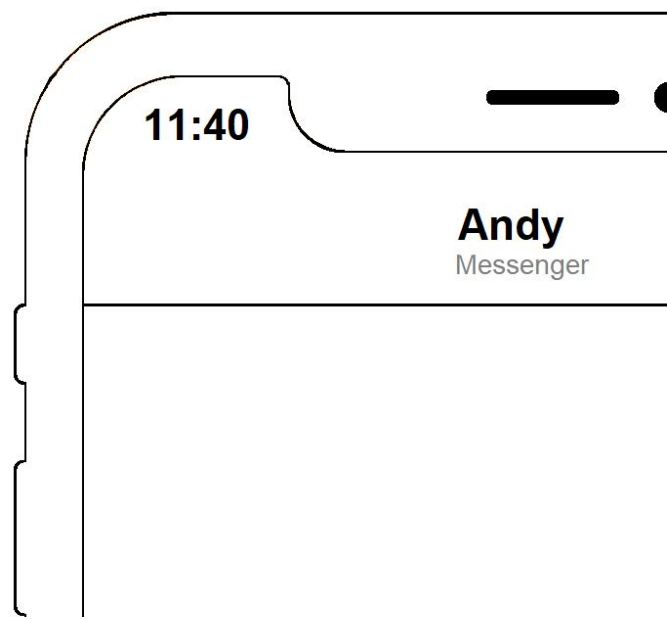
Drive new leads through Facebook advertising with our Facebook Messenger AI-Chatbot acting as Inside Sales - to engage new prospects to arrange a phone call with a human agent. The motive of the campaign is:

01
To save time for sales agents by conversing with new potential prospects.

02
To train the bot based on its interactions with users.

03
To build a marketable audience for messenger broadcasting.

04
To save costs and create a better UX by enabling leads to schedule a date and time of contact.



Targeting

People who live in:

- New South Wales
- Queensland
- Victoria

People aged:

25 - 60

People who match:

- Business page admins
- Facebook page admins
- Small business owners

People with roles in:

- Administrative Services
- Business & Finance
- Food & Restaurants
- IT & Technical Services
- Legal Services
- Management
- Sales

Placements:

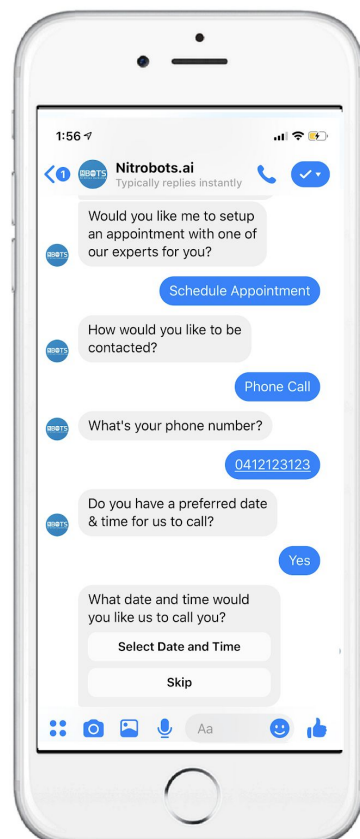
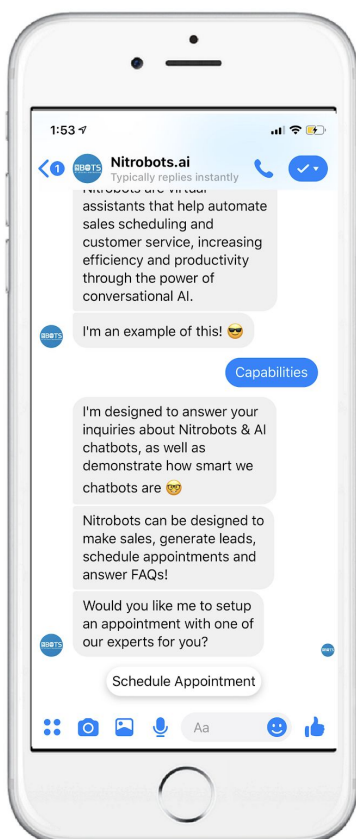
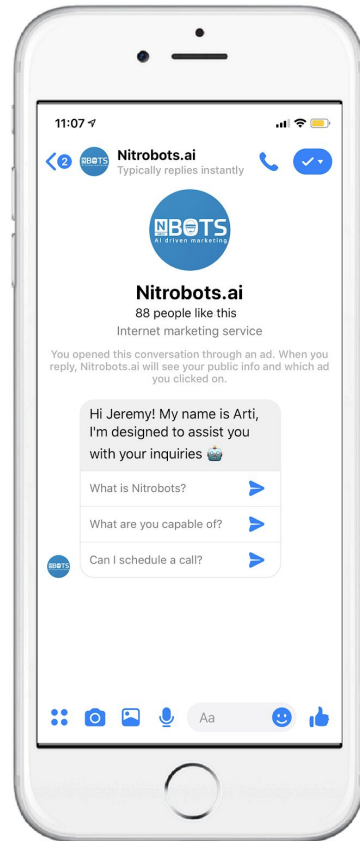
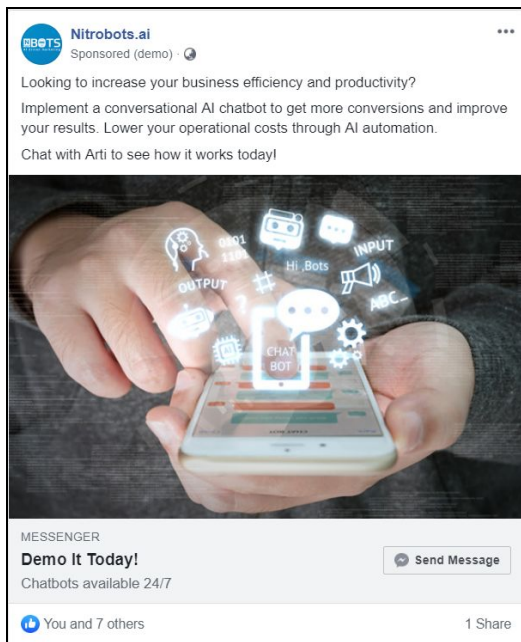
- Facebook News Feed
- Facebook Marketplace
- Messenger Inbox

Andy
Messenger

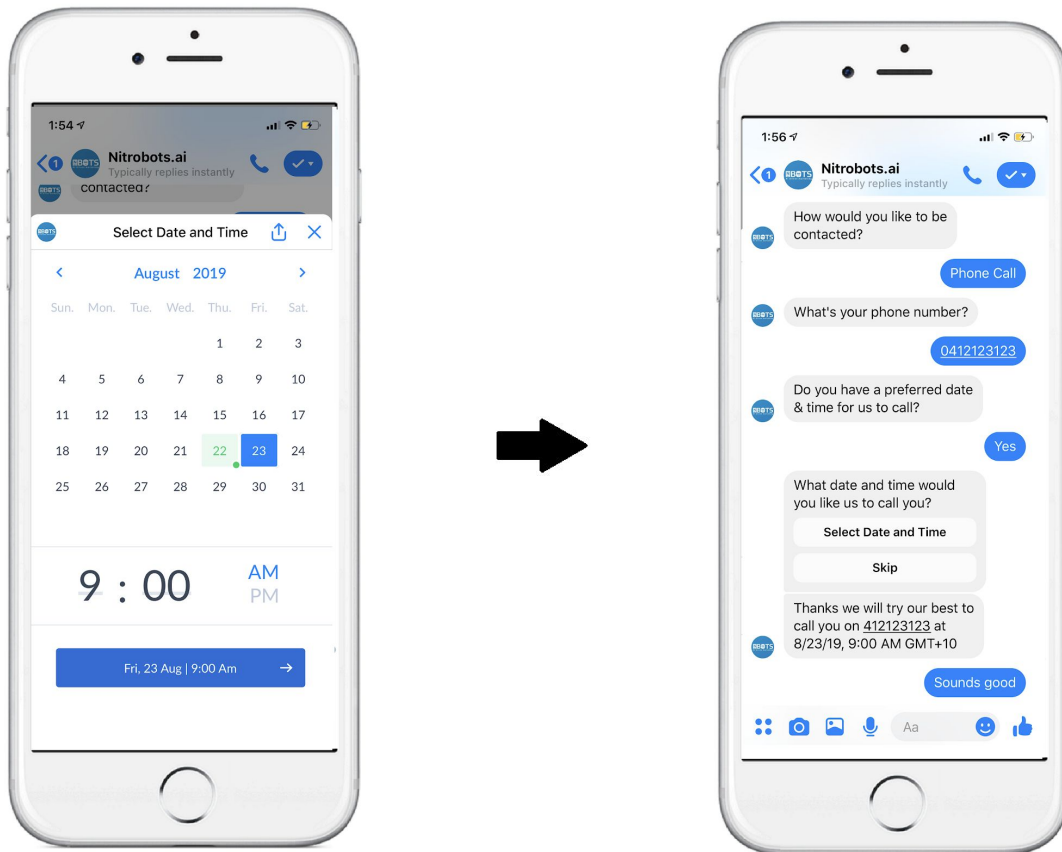
Execution

The campaign had a 4-week period and used ads that click to Messenger to initiate new conversations on Messenger. These conversations allowed our bot to connect with new customers and guide them down the sales funnel.

Consumer Journey



Consumer Journey



Call from Sales Agent

Results



\$1.91
CPC

0.68%
CTR



32
Messages



133
Link Clicks



4
Appointments
Scheduled