

CASE STUDY

FACEBOOK ADS



Insulation Services Company

OVERVIEW



OVERVIEW

The client is a company specializing in providing energy-efficient insulation services for both residential and commercial properties. Their offerings include spray foam, batt, and blown-in insulation, aimed at helping customers save energy, reduce costs, and enhance overall comfort and health in their properties.



ABOUT THE CLIENT

The client is an insulation services company focusing on energy-efficient solutions for homes and businesses. They offer various insulation types like spray foam, batt, and blown-in insulation to enhance energy efficiency and comfort.



PROBLEM STATEMENT

The client needed to generate quality leads for both residential and commercial niches. The goal was to attract high-quality leads and convert them into customers for the insulation services offered.

GOALS

The primary goal of the Facebook ad campaign for the insulation services company is to increase lead generation by 50% within four weeks, targeting both residential and commercial segments in the United States.



STRATEGY

THE CAMPAIGN RAN FOR 4 MONTHS

The campaign utilized a budget of \$500 per month, targeting homeowners and business owners in the United States interested in energy-saving products or home improvement services. Initially, existing campaign leads were used to create a lookalike audience and retarget website visitors. Subsequently, custom audiences and retargeting ads optimized for cost per click were employed.

Finally, lead form ads were used to directly target the service area's homeowners and business owners.



BEST PERFORMING ADS

The best-performing ads were video ads with conversion ads.

Remarketing and lookalike audiences were applied, leading to optimized creative performance.

Sponsored

Looking for a reliable and affordable insulation service? 😊 Contact [redacted] today and get a free inspection and quote. 🏠

We offer spray foam, batt, and blown in insulation for new and existing homes, offices, and storage buildings. 🏠

We'll help you save energy, money, and improve your comfort and health. 💪

Don't miss this opportunity to make your property more efficient and cozy. 😊

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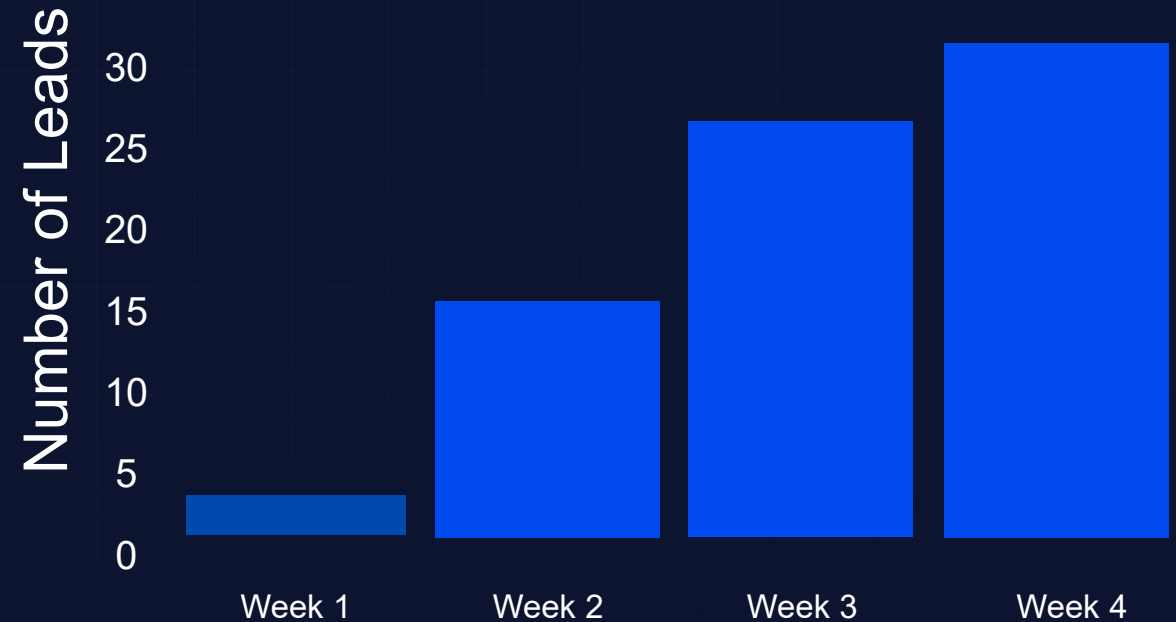
DETAILED RESULTS

The campaign achieved a click-through rate (CTR) of 1.36 and a frequency of 2.33, with a total of 87 leads generated and 77,478 impressions. Over the four months, the monthly performance improved significantly.

By leveraging Facebook's targeting options, compelling ad creative, and strategic messaging, the campaign effectively guided potential customers from awareness to conversion, resulting in a 50% growth in leads within four weeks.

FINAL OUTCOME

The Facebook ad campaign successfully generated 87 leads over four months, achieving the best cost per acquisition (CPA) of \$19.8.



Budget: \$500 Per Month
Location: United States

CONCLUSION

By implementing a strategic approach focused on continuous refinement and optimization, the Facebook Ads campaign successfully surpassed lead generation goals while significantly reducing the cost per lead.

