

CASE STUDY

FACEBOOK ADS



Internet Broadband Service Provider

OVERVIEW



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Over a six-month period with a monthly budget of \$700, the campaign aimed to optimize ad performance to lower the cost per acquisition (CPA) while simultaneously increasing the number of conversions and service sign-ups.



ABOUT THE CLIENT

A Local Broadband, a trusted internet provider in the US, aimed to boost brand recognition and increase service enrollments through a Facebook Ads campaign over six months.



PROBLEM STATEMENT

Despite being a trusted local internet provider, A Local Broadband faced challenges in effectively leveraging its online platform to enhance brand recognition and drive enrollments for its services. The company recognized the need to establish a stronger digital presence to compete in the increasingly competitive broadband market and attract more customers.

GOALS

The primary objective of the Facebook Ads campaign was to generate more conversions and sign-ups for A Local Broadband's services, ultimately driving business growth and increasing revenue in the best affordable way.



STRATEGY

THE CAMPAIGN RAN FOR 6 MONTHS

The campaign strategy involved a phased approach, beginning with initial testing of various ad creatives and targeting combinations to establish baseline performance metrics. Subsequently, the focus shifted to continuous refinement of target audience definitions, ad copy, and creative materials based on performance data analysis.

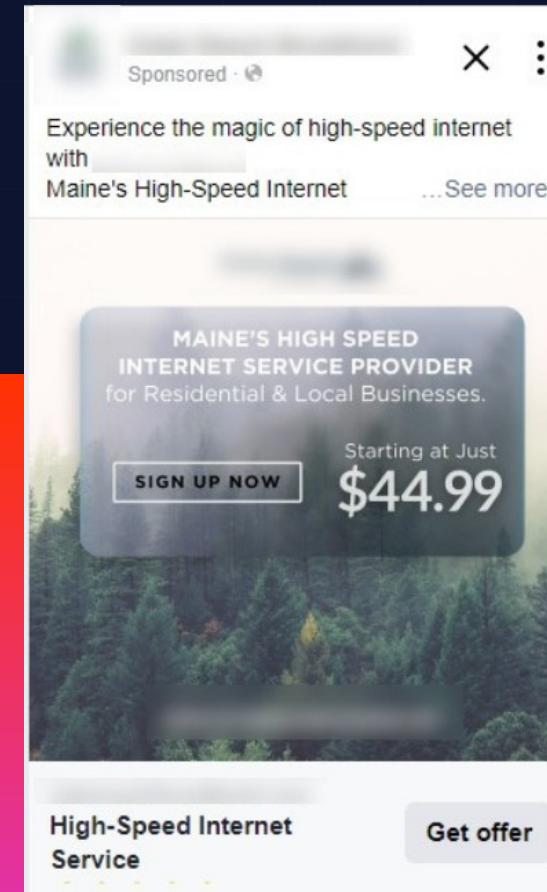
Additionally, the campaign implemented multiple ad sets targeting different audience segments simultaneously, leveraging varied ad creatives to maximize engagement and conversion rates.



BEST PERFORMING ADS

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

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



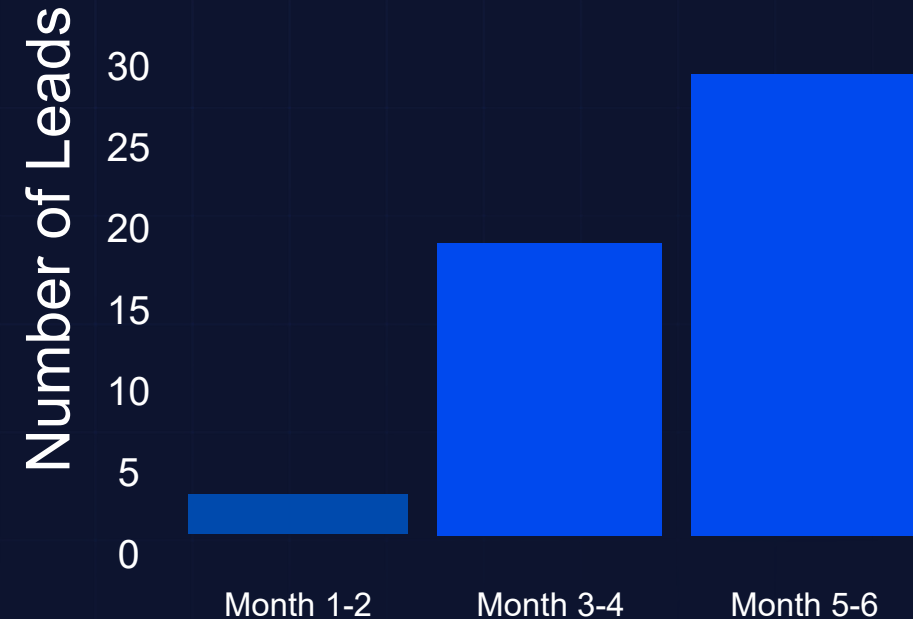
DETAILED RESULTS

Compelling ad creatives showcased the benefits of energy-efficient insulation, and the \$500 monthly budget was allocated strategically across various ad types and targeting options. Continuous monitoring and optimization ensured ad performance was maximized, with adjustments made to targeting and creatives to enhance ROI.

- Distributed the \$500 monthly budget strategically across different ad types and targeting options.
- The campaign achieved a click-through rate (CTR) of 1.36 and a frequency of 2.33, resulting in 87 leads generated and 77,478 impressions.

FINAL OUTCOME

The best cost per acquisition (CPA) was \$48.8. The past CPA was \$109.8 and we reduced it by 50%.



Budget: \$700 Per Month
Location: United States

CONCLUSION

By broadening the target audience based on interests and regularly refreshing ad creatives, the campaign not only achieved but exceeded its lead generation goals. The cost-per-lead was significantly reduced, demonstrating the effectiveness of the adaptive strategy employed.

