

# CASE STUDY

FACEBOOK ADS

Inflatables Manufacturer



# OVERVIEW



## OVERVIEW

This case study highlights the success of a targeted Facebook advertising campaign in generating leads and building brand awareness for an inflatables manufacturer with the minimum budget available.



## ABOUT THE CLIENT

Our client specializes in producing premium inflatables for various markets, including mega yachts, resorts, commercial waterfronts, and residential lakefronts, with a focus on delivering ultra-high-quality products.



## PROBLEM STATEMENT

Facing a lack of online presence, the client sought to penetrate the U.S. market during the Christmas season, aiming to generate leads for their ultra-high-quality inflatables through cost-effective strategies.

# GOALS

The primary goal was to establish brand awareness and generate leads for the client's ultra-high-quality inflatables by re-engaging visitors to their online store, all while ensuring a cost-effective strategy during the Christmas holiday season.



# STRATEGY

## THE CAMPAIGN RAN FOR 1 MONTH

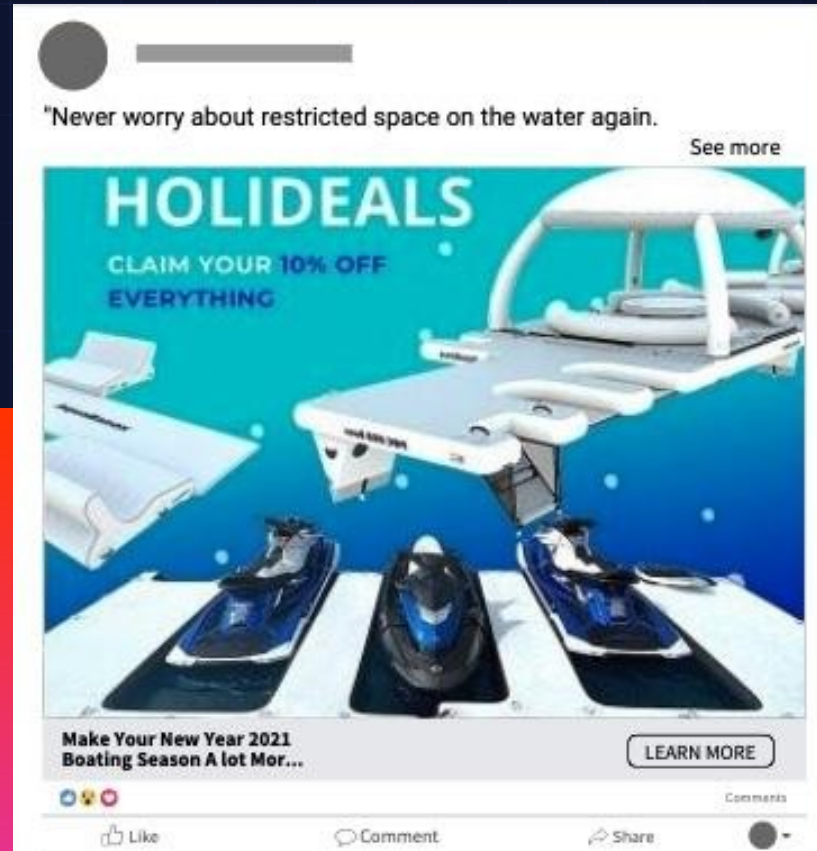
The campaign deployed a multi-phase strategy, utilizing Facebook engagement data to create a lookalike audience in the U.S. This was followed by the implementation of Conversion Ads featuring a 10% holiday offer to drive traffic and initial conversions. Subsequently, Conversion Ads directed potential customers to explore the client's product offerings on their website.

With a modest budget of \$130, the campaign reached 10,828 people, generating 70 leads at a Cost Per Lead (CPL) of \$1.86.



# BEST PERFORMING ADS

The best-performing ads were video ad with a explainer script and carefully researched targeting .



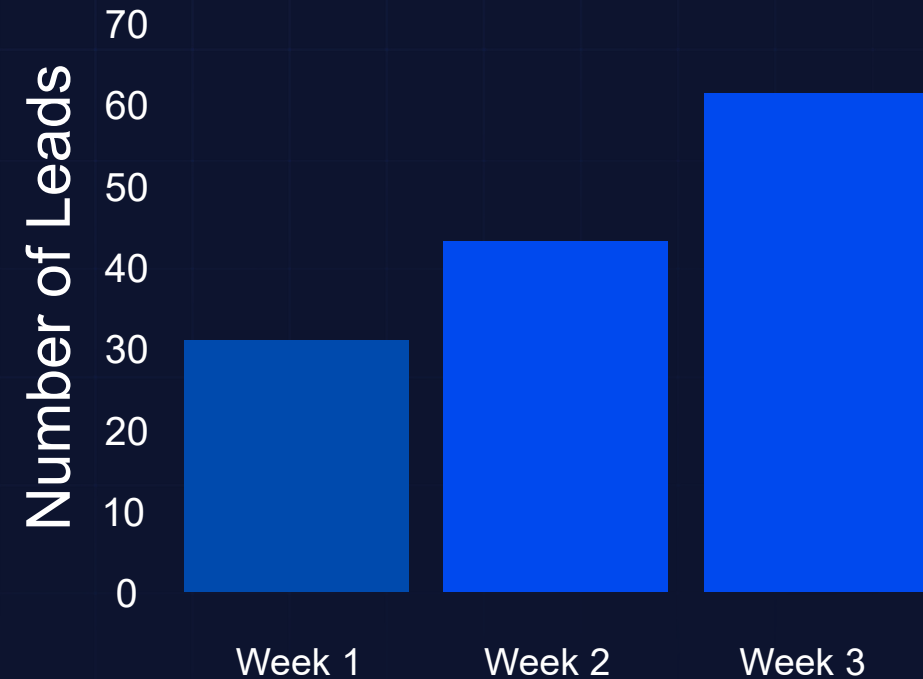
# DETAILED RESULTS

Utilizing a lookalike audience proved instrumental in identifying and targeting individuals akin to the client's existing customer base, significantly enhancing the campaign's efficacy.

The top-performing ad, featuring a compelling "Learn More" call to action, attracted and engaged users, resulting in the highest number of conversions throughout the campaign.

## FINAL OUTCOME

With a total budget of \$130, the campaign reached 10,828 people and generated 70 leads within 2 weeks.



Budget: \$130 Per Month  
Location: United States

# CONCLUSION

This case study underscores the effectiveness of targeted Facebook advertising in lead generation and brand awareness building, even within limited budget constraints and a short timeframe.

