

# **Lead Generation**

## **CASE STUDY**

Maximizing Lead Generation: 180% Increase in  
Lead Volume and 60% Reduction in CPL

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## About The Business

We Sort It, a New Zealand-based brand offering professional cleaning and lawn mowing services for both residential and commercial clients. The services include regular cleaning, deep cleaning, garden maintenance, lawn care, and more. With a focus on quality, reliability, and sustainability, they ensure your space remains clean, neat, and well-maintained

## The Challenge

1. **Low Lead Volume:** The overall lead volume was low, and consequently, the number of qualified leads was even smaller.
2. **High Cost per Lead:** Given the client's low-cost service, the high cost per lead was unsustainable for the business, impacting profitability.

## The Approach

To address these challenges, we conducted a comprehensive analysis of the account and worked closely with the client to review data on qualified leads, comparing it to previous months' performance.

### **1. Audience Targeting**

We were targeting specific regions using postal codes, which limited the audience size. Additionally, we were using interest-based detailed targeting, but this approach resulted in low lead volume and high cost per lead.

Detailed audience targeting in Facebook Ads allows businesses to reach specific groups based on demographics, interests, behaviors, and location, ensuring ads are shown to those most likely to engage. This precision increases ad relevance, improves ROI, and enhances customer acquisition by delivering personalized messages to the right people at the right time. With advanced targeting options, businesses can optimize their marketing strategy, reduce waste, and maximize the effectiveness of their ad campaigns.

- Experiment: We tested the Advantage Detailed Targeting feature, which leverages Facebook's machine learning to reach users beyond the selected audience targeting when it's likely to improve performance.

-Results:

- Lead volume increased by 180%.
- Cost per lead decreased by 60%.
- The client provided lead quality data, confirming that the cost and number of qualified leads were aligned with the business objectives, justifying the continued use of Advantage Detailed Targeting.

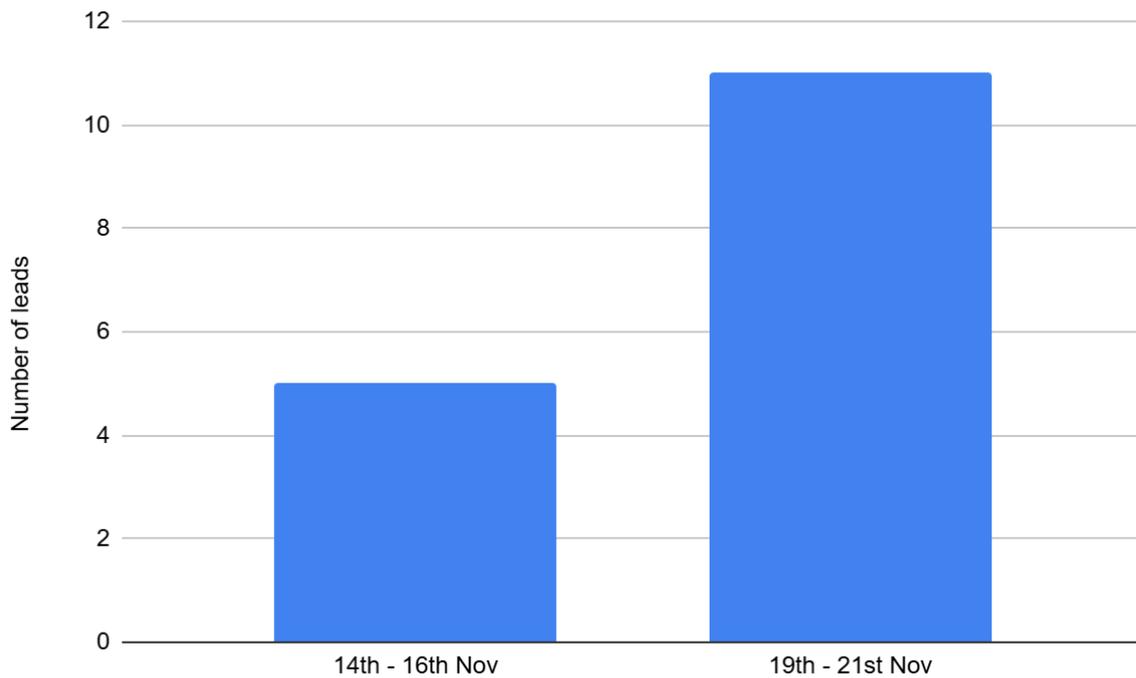
At Analyticsliv, we recognize the critical importance of audience targeting & creative A/B testing. By aligning our efforts with the client's overall business objectives, we optimise performance to not only meet dashboard-level targets but also ensure the client achieves their broader business goals.

## The Conclusion

Through these optimizations, we achieved significant improvements in both lead volume and cost efficiency.

Few Achievements during this campaign: ( 14th to 16th November Vs 19th to 21st November)

- Lead Volume: +180%
- Cost per Lead: -60%



Platforms

**facebook** Ads