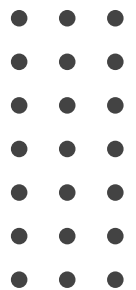


CASE STUDY FOR A **COSMETIC SURGERY BUSINESS**

To generate leads for business and help our clients increase their web traffic and sales which will help them grow their business through advertising on Facebook.



CHALLENGE

- The main challenge for this project was to generate leads with low Ad spend of \$5/day.
- The Facebook advertising policies were an obstacle for the client’s business as they belong to the medical industry (nudity factor).
- Client’s expectation was very high because they are well known in New York and New Jersey.

RESULTS

- Over a period of time, we saw a steady increase in the number of leads.
- The cost per lead has been consistent in getting new leads.
- We were able to play safely in regards to Facebook advertising policies.
- We managed to overcome our challenge of maintaining the cost per lead up to \$5/day.

SOLUTION AND PROCESS:

We started the campaigns by testing a few ads with different Headline & Description. These ads performance has been increasing every month and leads started flowing gradually.

To decrease the cost per lead. Below are few more strategies we applied to the campaigns

- Call to action ad contents
- Appealing ad banners
- Appropriate Targeting
- Adding the pixel code for retargeting and tracking the actions taken on the website.
- Pausing the non performing Ads
- Creation of Custom Audience of website traffic following which a lookalike audience had been created.
- Creation of the lookalike audience from the leads that were generated in the month of May and June thereby increasing the ROI on the ads.
- Daily Optimization
- A/B testing to boost the results



COMPARISON

Campaign Performance Comparison

Results	Reach	Impressions	Cost per result
11 Leads (For...)	2,668	2,915	\$4.44 Per Lead (Form)
— Lead (Form)	—	—	— Per Lead (Form)

MAY
(1 to 31st)

Results	Reach	Impressions	Cost per result
28 Leads (For...)	8,623	11,151	\$7.82 Per Lead (Form)
2 Leads (For...)	3,032	4,803	\$31.79 Per Lead (Form)

JUNE
(1 to 30th)

Results	Reach	Impressions	Cost per result
18 Leads (For...)	2,722	3,399	\$4.66 Per Lead (Form)
— Lead (Form)	390	465	— Per Lead (Form)
44 Leads (For...)	7,604	11,070	\$5.73 Per Lead (Form)

JULY
(1 to 30th)