



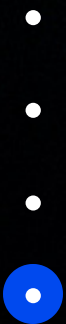
**DAW MEDIA**

MARKETING AGENCY



# Facebook Ads

# Case Study



# About

## OUR CLIENT

This company creates garage cabinets and garage workspaces for homeowners with garages. This helps those looking for additional storage or to utilize a workstation in their garage.

## GOAL

Increase the lead count within a week using the same budget that the client had been using prior.

## PROJECT DURATION

2 Weeks

## PROBLEM STATEMENT

The biggest obstacle was the client's request to increase the lead count within a week. It was challenging to provide fast results given the same budget.

## Strategy (Overview)

Our strategy was divided into phases in which we tested different combinations of targeting to increase leads and lower CPA.

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### The First Phase

We effectively utilized the existing campaigns' leads and created a set of lookalike audiences.

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### The Second Phase

We maximized leads by converting prospects into leads via lookalike audiences. This way, we were able to reach our targeted audience.

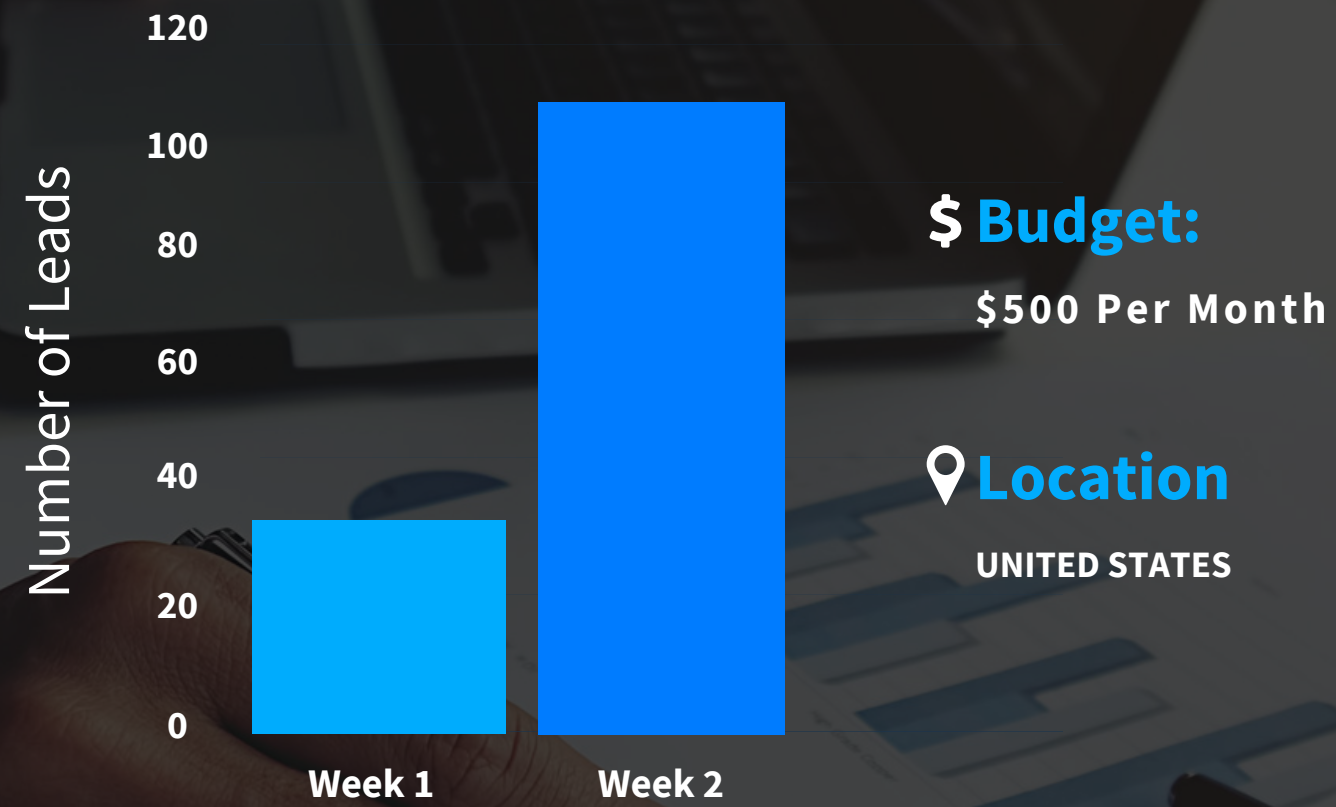
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### The Third Phase

We optimized for similarity using our lookalike audiences in the U.S. (between 1% and 10%)

# Number of Leads Per Month

Week 1		Week 2	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
37	\$3.37	114	\$1.07



## Key Metrics

Reach	Leads	CPR	CTR	CPC	Clicks
22,662	151	\$2.22	2.13%	\$0.25	487

# Best Performing Ads

This image shows a Facebook ad interface on a desktop browser. The ad is a video format. The video shows a modern kitchen with grey cabinets and a white countertop. The text above the video reads: "Now furnish your dream home and garage with our cabinets and Closets. Everything Customs to match your....." with a "See More" link. Below the video, the text says: "FORM ON FACEBOOK #1 Garage Cabinets & Closets - Get 25% off on a..." with a "LEARN MORE" button. At the bottom, there are icons for Like, Comment, and Share.

This image shows a Facebook ad interface on a desktop browser, identical to the one on the left. The ad is a video format. The video shows a modern kitchen with grey cabinets and a white countertop. The text above the video reads: "Now furnish your dream home and garage with our cabinets and Closets. Everything Customs to match your....." with a "See More" link. Below the video, the text says: "FORM ON FACEBOOK #1 Garage Cabinets & Closets - Get 25% off on a..." with a "LEARN MORE" button. At the bottom, there are icons for Like, Comment, and Share.

## **Solution**

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Targeting lookalike audiences and performing split-testing between three single image ads proved to be the ideal route for this campaign.

## **Final Outcome**

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We were able to generate three times the lead count compared to before using the same ad spend budget.