



Case Study
AUTO DETAIL
Lead Generation
& Sales

Client Overview

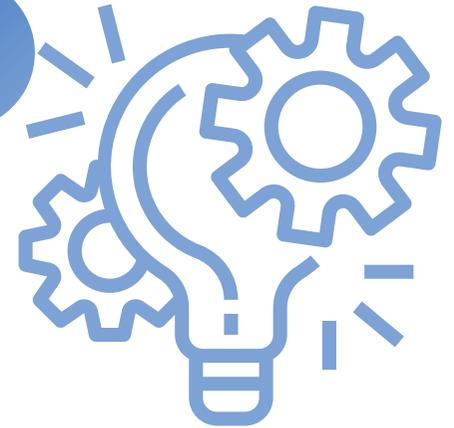
The client is an auto-detailing business offering workshop classes. They aimed to increase awareness, gather leads, and ultimately sell their workshop courses through a structured digital marketing funnel

Campaign Objective

The main objective was to sell auto-detailing workshop courses by initially engaging potential customers with valuable content, nurturing them through a webinar, and finally converting them into paying customers.

2023

Campaign Strategy



Phase 1 :-

Lead Generation through eBook Download

- **Objective:** To warm up the Facebook Pixel, collect data on interested users, and generate leads by offering a free eBook on auto-detailing.
- **Platform:** Facebook and Instagram Ads
- **Execution:** Created engaging ad creatives that highlighted the benefits of the eBook.
 - Targeted audiences based on interests in auto-detailing, car maintenance, and related fields.
 - Utilized lookalike audiences to reach potential new leads.
 - Set up a landing page optimized for eBook downloads and lead capture.

2023-2024

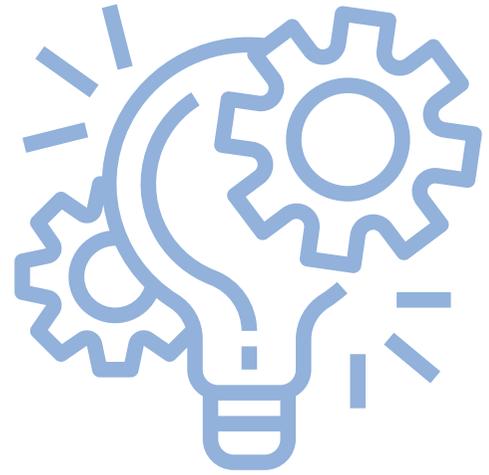
➤ Result

**Ads Spend:
\$10,245.87**

Across Campaign

**Total
Leads: 13,053**

Cost Per Lead: 0.78



2023-2024

PHASE 1:

∞ Campaign Results

filter 1 Nov 2023 - 29 Feb 2024

1 selected × **Ad sets for 1 Campaign** Ads for 1 Campaign

View Setup Columns: Custom Breakdown Reports Export

Ad set	Reach	Impressions	CPM (cost per 1,000 impressions)	CTR (link click-through rate)	CPC (cost per link click)	Landing page views	Cost per landing page view	Cost per result	Results	Amount spent
Lookalike Complete ... Unpublished edits	13,980	19,273	\$11.30	3.42%	\$0.33	574 ^[2]	\$0.38 ^[2]	Per complete ... \$0.93 ^[2]	Website compl... 233 ^[2]	\$217.70
Lookalike Hubspot Leads - (au,ca,eu)	29,236	46,613	\$6.41	2.16%	\$0.30	856 ^[2]	\$0.35 ^[2]	Per complete ... \$1.08 ^[2]	Website compl... 277 ^[2]	\$298.86
Lookalike Insta Engager - (ca,aus,eu)	68,768	139,128	\$6.87	2.63%	\$0.26	3,184 ^[2]	\$0.30 ^[2]	Per complete ... \$0.93 ^[2]	Website compl... 1,030 ^[2]	\$955.38
Insta Engager	5,449	13,192	\$12.99	3.79%	\$0.34	454 ^[2]	\$0.38 ^[2]	Per complete ... \$0.88 ^[2]	Website compl... 195 ^[2]	\$171.33
Lookalike Hubspot Leads	49,940	101,174	\$9.69	3.43%	\$0.28	3,144 ^[2]	\$0.31 ^[2]	Per complete ... \$0.76 ^[2]	Website compl... 1,291 ^[2]	\$980.09
Lookalike FB Engager	41,880	66,539	\$11.61	4.58%	\$0.25	2,800 ^[2]	\$0.28 ^[2]	Per complete ... \$0.69 ^[2]	Website compl... 1,121 ^[2]	\$772.27
Lookalike Past Website Visitor	13,600	18,785	\$11.59	4.23%	\$0.27	732 ^[2]	\$0.30 ^[2]	Per complete ... \$0.66 ^[2]	Website compl... 332 ^[2]	\$217.71
Past Website Visitor	3,401	26,916	\$15.08	3.32%	\$0.45	774 ^[2]	\$0.52 ^[2]	Per complete ... \$1.24 ^[2]	Website compl... 327 ^[2]	\$405.80
Facebook Engager	13,607	62,688	\$10.54	3.71%	\$0.28	2,086 ^[2]	\$0.32 ^[2]	Per complete ... \$0.74 ^[2]	Website compl... 887 ^[2]	\$660.46
Results from 13 ad sets ⓘ Excludes deleted items	479,821 Accounts ...	1,528,250 Total	\$6.70 Per 1,000 Impressio...	2.62% Per Impressions	\$0.26 Per Action	34,968 ^[2] Total	\$0.29 ^[2] Per Action	\$0.78 ^[2] Per complete ...	13,053 ^[2] Website compl...	\$10,245.87 Total Spent



Campaign Strategy



Phase 2 :-

Lead Nurturing through Webinar Registration

- **Objective:** To engage the collected leads further by inviting them to a free webinar.
- **Platform:** Facebook and Instagram Ads
- **Execution:** Designed compelling ad creatives to promote the webinar.
 - Used custom audiences to retarget users who downloaded the eBook.
 - Utilized lookalike audiences to target potential new users.
 - Highlighted key topics and benefits of attending the webinar.
 - Directed traffic to a webinar registration landing page.

2023-2024

➤ Result

**Ads Spend:
\$12,023.85**

Across Campaign

**Total
Leads: 3,346**

Cost Per Lead: 3.59



2023-2024

PHASE 2:

∞ Campaign Results

Search and filter 1 Mar 2024 - 4 Apr 2024

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

+ Create Edit A/B Test Rules View Setup Columns: Custom Breakdown Reports Export

Off/On	Ad set	Reach	Impressions	CPM (cost per 1,000 impressions)	CTR (link click-through rate)	CPC (cost per link click)	Landing page views	Cost per landing page view	Cost per result	Results	Amount spent
<input type="checkbox"/>	Lookalike (US, 1%) - Instagram Engage...	36,686	44,760	\$10.25	0.98%	\$1.05	322	\$1.43	\$4.21	109	\$458.86
<input type="checkbox"/>	LLA Leads (US 1%) <small>Unpublished edits</small>	24,978	46,008	\$12.77	1.04%	\$1.23	331	\$1.78	\$4.49	131	\$587.62
<input type="checkbox"/>	LLA (AU,CA,GB, 1%)- Registration Compl...	60,762	93,161	\$7.80	1.06%	\$0.74	738	\$0.98	\$3.37	216	\$726.91
<input type="checkbox"/>	LLA Video Views 95% (UK, CA, AU), 1%	28,434	62,872	\$9.20	1.22%	\$0.76	615	\$0.94	\$3.48	166	\$578.42
<input type="checkbox"/>	Video Views 95% (US) & LLA Video View...	61,030	90,879	\$10.30	1.09%	\$0.95	759	\$1.23	\$3.90	240	\$935.99
<input type="checkbox"/>	Instagram Engagement (US)	52,140	69,928	\$10.58	1.15%	\$0.92	625	\$1.18	\$3.63	204	\$739.92
<input type="checkbox"/>	Cold Interest : Auto Detail (Australia)	49,932	107,732	\$8.23	0.94%	\$0.87	697	\$1.27	\$3.79	234	\$886.94
<input type="checkbox"/>	Cold Interest : Auto Detail (Canada)	68,317	123,654	\$6.58	0.79%	\$0.83	762	\$1.07	\$3.11	262	\$814.20
<input type="checkbox"/>	Cold Interest : Auto Detail (US)	66,856	96,454	\$11.05	1.28%	\$0.86	916	\$1.16	\$3.21	332	\$1,065.62
<input type="checkbox"/>	Facebook Engagement (Custom + LLA ...	26,910	47,319	\$12.81	1.38%	\$0.93	523	\$1.16	\$3.79	160	\$606.33
Results from 18 ad sets		534,468	1,226,732	\$9.80	1.08%	\$0.90	10,015	\$1.20	\$3.59	3,346	\$12,023.85
		<small>Accounts ...</small>	<small>Total</small>	<small>Per 1,000 Impressio...</small>	<small>Per Impressions</small>	<small>Per Action</small>	<small>Total</small>	<small>Per Action</small>	<small>Per lead</small>	<small>Website leads</small>	<small>Total Spent</small>



Campaign Strategy



Phase 3 :-

Conversion through Course Sales

- **Objective:** To convert engaged leads into paying customers for the workshop courses.
- **Platform:** Facebook and Instagram Ads
- **Execution:** Developed persuasive ad creatives showcasing the value and outcomes of the workshop courses.
 - Retargeted webinar attendees with tailored ads.
 - Used lookalike audiences from the custom audience data to land users on Replay Webinar Landing page.
 - Retargeted Checkout page visitors.
 - Provided limited-time offers and discounts to create urgency.
 - Directed traffic to a course sales landing page.

2023-2024

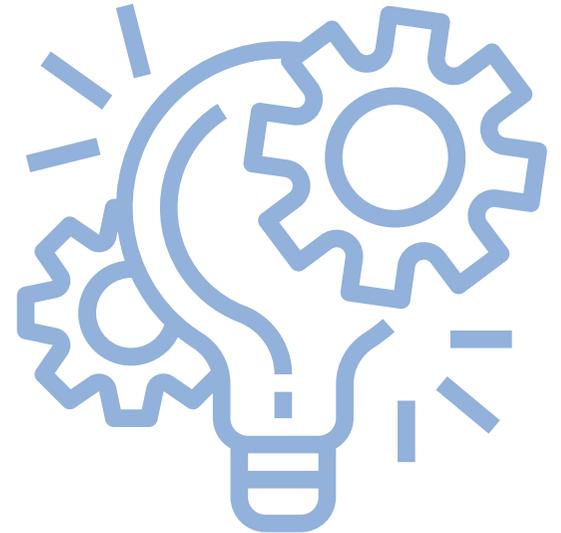
► Result

**Ads Spend:
\$7,915.64**

Across Campaign

**Total
Purchase: 57**

Cost Per Purchase: 138.87



2023-2024

PHASE 3:

∞ Campaign Results

Search and filter 5 Apr 2024 - 17 Apr 2024

Campaigns 5 selected Ad sets for 5 Campaigns Ads for 5 Campaigns

+ Create () Edit A/B test () Rules

View Setup Columns: Custom Breakdown Reports Export Charts

Off/On	Ad set	Reach	Impressions	CPM (cost per 1,000 impressions)	CTR (link click-through rate)	CPC (cost per link click)	Landing page views	Cost per landing page view	Cost per result	Results	Amount spent
<input type="checkbox"/>	[Warm] 1% LLA Audience -(Purchases) minus Cu...	4,541	7,401	\$22.23	0.76%	\$2.94	34	\$4.84	\$164.53	1	\$164.53
<input type="checkbox"/>	[LLA US] : Engaged, video, Webinar, Hubspot, Co...	8,839	16,835	\$16.55	0.71%	\$2.32	92	\$3.03	\$278.56	1	\$278.56
<input type="checkbox"/>	[Warm] Engaged, Traffic, List (minus Customers) ...	15,959	34,003	\$17.39	0.68%	\$2.55	133	\$4.45	\$147.82	4	\$591.30
<input type="checkbox"/>	[cold] : Stack (US) (minus Customers) Replay	10,174	17,246	\$16.48	0.82%	\$2.00	106	\$2.68	\$284.19	1	\$284.19
<input type="checkbox"/>	[Warm] : Checkout , Sales, & Replay (minus Cust...	39,640	75,235	\$16.38	1.26%	\$1.30	478	\$2.58	\$102.71	12	\$1,232.46
<input type="checkbox"/>	[Warm] Engaged, Traffic, List (minus Customers) ...	13,172	25,530	\$18.55	0.93%	\$1.99	186	\$2.55	\$118.40	4	\$473.60
<input type="checkbox"/>	[Warm] Retargeting Audience -(Webinar Registra...	31,203	51,734	\$11.73	1.21%	\$0.97	225	\$2.70	\$303.54	2	\$607.08
<input type="checkbox"/>	[Warm] : Checkout Initiate Replay (minus Custo...	537	577	\$4.32	2.77%	\$0.16	4	\$0.62	—	—	\$2.49
<input type="checkbox"/>	[Warm] : Checkout Page Visitor Replay (minus C...	828,543	1,309,813	\$0.63	0.74%	\$0.09	2,158	\$0.38	\$413.81	2	\$827.62
<input type="checkbox"/>	[Cold] Interests: Webinar Registrants Replay	93,913	151,177	\$7.56	1.15%	\$0.66	840	\$1.36	\$71.42	16	\$1,142.68
<input type="checkbox"/>	[Cold] Interests: FB Engage worldwide Replay	37,711	55,224	\$6.01	0.97%	\$0.62	255	\$1.30	\$110.71	3	\$332.13
<input type="checkbox"/>	[Cold] Interests: Insta Engage US & Euro - Replay	31,432	44,594	\$7.41	0.97%	\$0.76	219	\$1.51	\$82.65	4	\$330.61
Results from 17 ad sets		1,116,991	2,005,382	\$3.95	0.85%	\$0.47	5,862	\$1.35	\$138.87	57	\$7,915.64
	Accounts Centre ac...		Total	Per 1,000 Impressio...	Per Impressions	Per Action	Total	Per Action	Per purchase	Website purchases	Total Spent

Looking for Meta Ads Specialist?

Just reach out to us,
and we can discuss your
business needs, and how
results like these would be
possible for you.