Case Study

TECH GURUS

Ad Spent: $1.07k

CPL: 2.38

Leads: 451

Background

TechGurus, a technology consulting firm, aimed to boost lead generation, establish a stronger online presence, and engage decision-makers across diverse industries using Facebook's targeted advertising capabilities.

Challenges being faced

It encountered several challenges prior to implementing its Facebook Ads campaign. The firm had struggled to generate leads effectively, resulting in slower growth. Additionally, their brand lacked the desired recognition and engagement, limiting their ability to reach decision-makers in various industries. The need for a broader audience reach and a more structured lead generation approach prompted TechGurus to seek a comprehensive Facebook advertising solution.

2023

What we did initially ?

TechGurus initiated its journey towards Facebook Ads success by taking several crucial initial steps.

We focused on defining their target audience using real data and insights gathered from their existing accounts and advertising history and also conducted an analysis of past campaigns and strategies to identify areas for improvement.

Recognizing the importance of market research, TechGurus developed deep into its industry, refining its advertising strategies to align with its brand, audience, product offerings, and business metrics.

These early actions laid the foundation for a data-driven and highly effective Facebook Ads campaign.

Campaign Strategy & Scaling for Brand

- TechGurus strategically allocated a total budget of $1,071.23 over 30 days, allowing for dynamic daily spending.

- Their campaign structure included Remarketing, Middle of Funnel, and Cold audience segments, each tailored to different customer journey stages.

- Precise interest targeting and Lookalike audiences were employed to acquire new, relevant prospects.

- Multiple Campaign Budget Optimization setups ensured efficient resource allocation, resulting in a consistent ROAS and a 40% reduction in CPA.

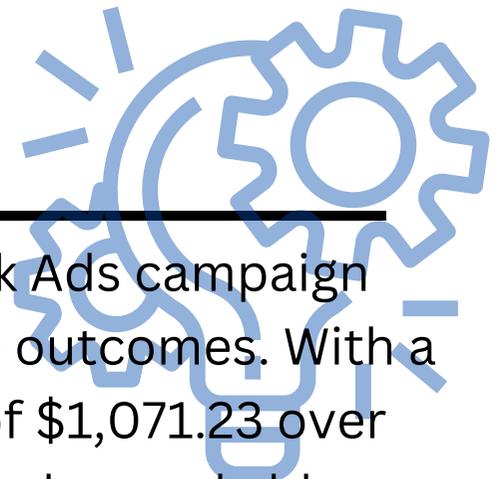# Result

Ads Spend: $1071.23

Across All Campaigns

Total Leads: 451

Cost Per Lead: 2.38

TechGurus' Facebook Ads campaign delivered impressive outcomes. With a total budget spend of $1,071.23 over 30 days, they achieved remarkable results.

They generated 451 valuable leads at a highly efficient cost of $2.38 per lead. Notably, their strategic approach maintained a consistent Return on Ad Spend (ROAS) and reduced the Cost per Acquisition (CPA) by 40%.

This success not only fueled their growth but also established TechGurus as a trusted technology consulting firm with a strong online presence.

∞ Campaign Results

Delivery	Results	Reach	Impressio	Cost per Result	Budget	Amount Spent
● Active (Learning) ⓘ 3 Approved	— Lead (Form)	31	31	— Per Lead (F...	$6.00 Daily	$1.08
● Active Initial learning complet	62 Leads (Form)	4,807	6,096	$1.90 Per Lead (F...	$7.00 Daily	$117.51
● Active Initial learning complet	50 Leads (Form)	5,834	8,320	$2.98 Per Lead (F...	$7.00 Daily	$149.08
● Inactive	13 Leads (Form)	1,177	1,313	$2.41 Per Lead (F...	$7.00 Daily	$31.36
	451 Leads (Form)	25,472 People	53,428 Total	$2.38 Per Lead (F...		$1,071.23 Total Spent

1 selected ⊗   ⊞ Ad Sets   1 selected ⊗   ▯ Ads   1 selected ⊗

Rules ▼   Columns: Performance ▼   Breakdown ▼

Do You Want Similar Result?

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