



Facebook Ads Case Study

About



• Our Client

Our client provides merchant cash advance, business loans, and business financing solutions.

• Goal

To generate leads from the customers who are actively seeking business loans.

• Project Duration

3 Months (12th August to 15th November)

• Problem Statement

Increase the number of leads and lower down cost per lead
Many competitors and top banks provide the same services and are in the market for years and running ads, so competition is very high.

Strategy (Overview)

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

1

The First Phase

In the first phase, we were running ads on targeting 1. We have targeted Small business administration, which further narrowed down by applying and condition with interest loan, which has produced 84 leads at a CPA of \$8.51.

2

The Second Phase

In the second phase of the targeting experiment, we have broadened the targeting to expand reach by removing and conditioning interest from the targeting, which has given us excellent results by producing 152 leads at a CPA of \$5.42.

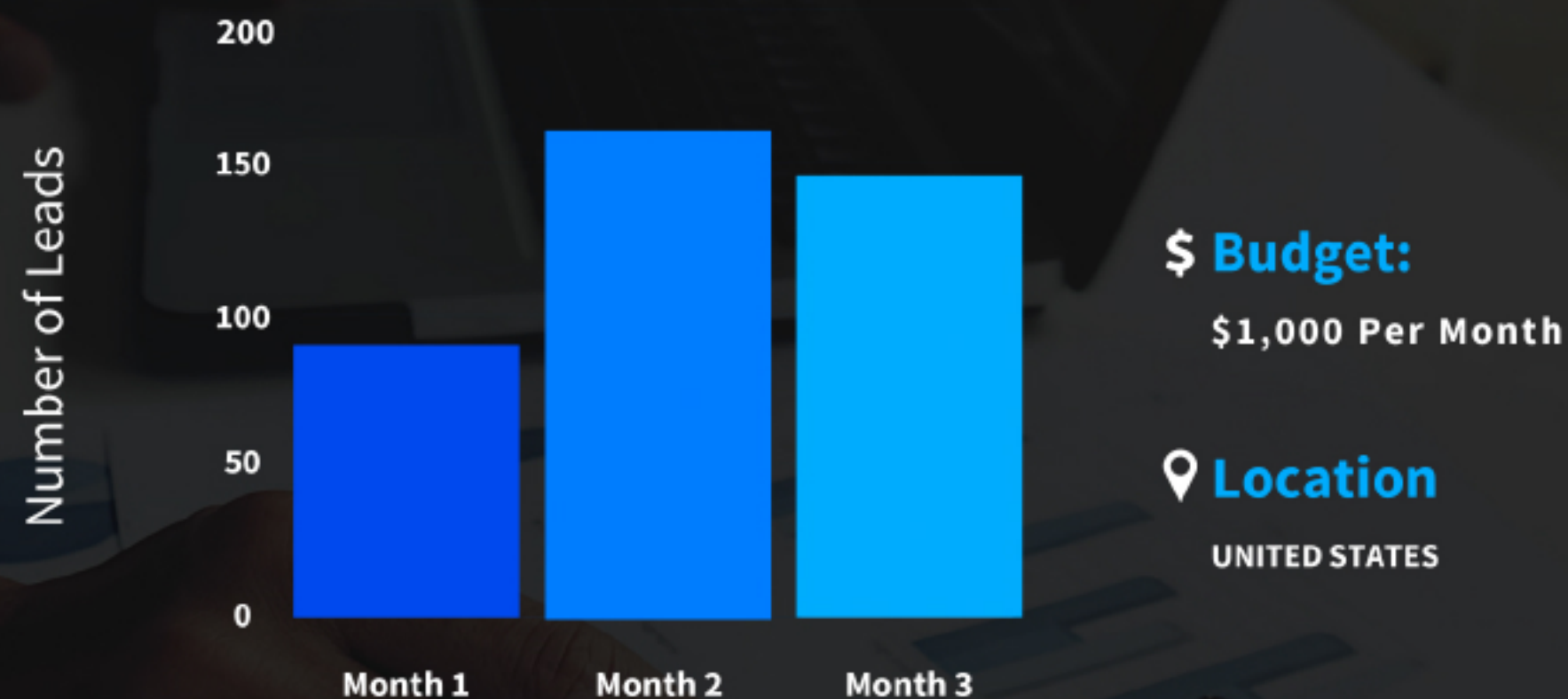
3

The Third Phase

In the third phase further, we have tried to expand targeting by adding more interest "Credit limit or Bookkeeping" in our condition to broaden ads reach, which has produced 142 leads with a CPA of \$6.22.

Number of Leads Per Month

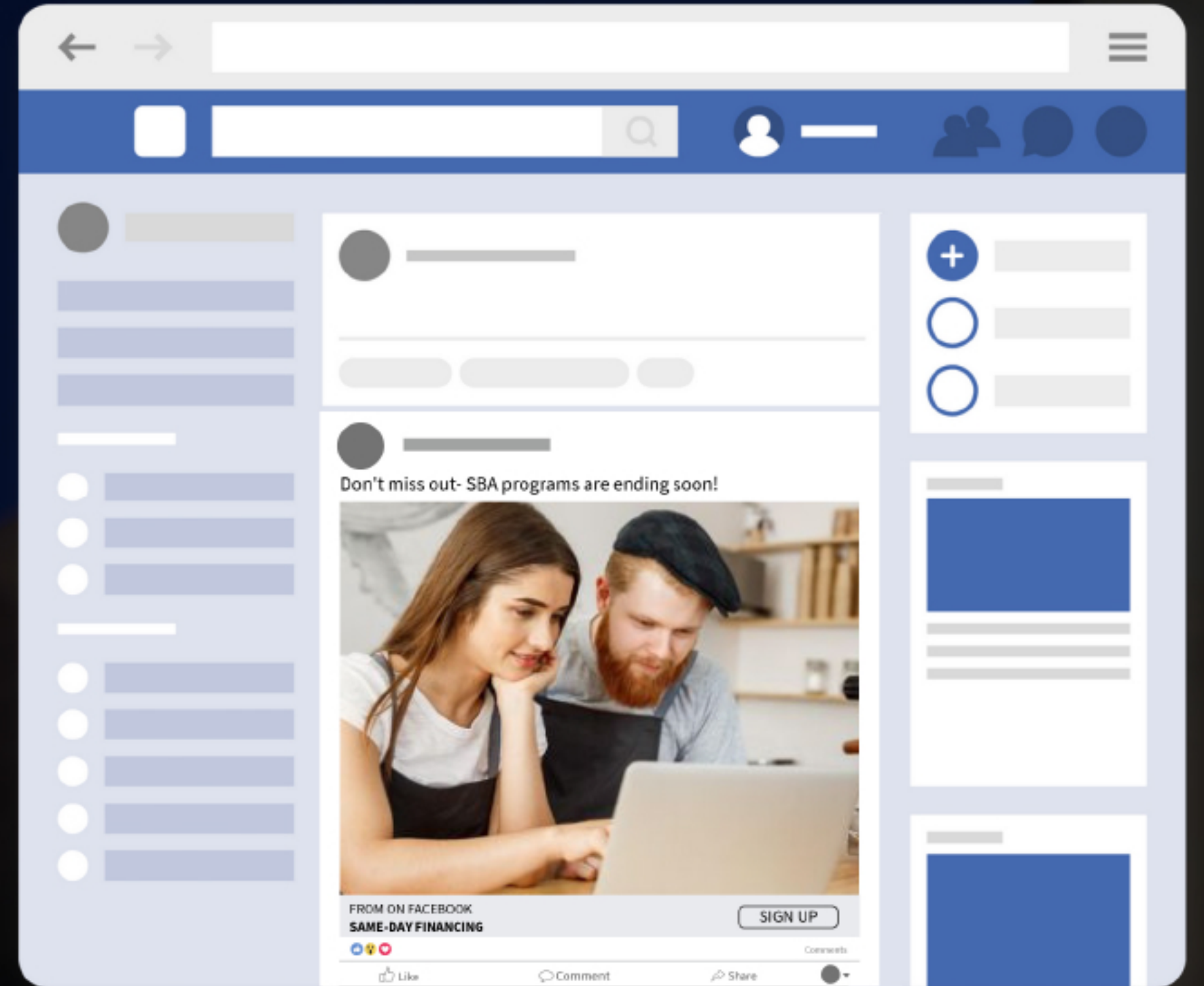
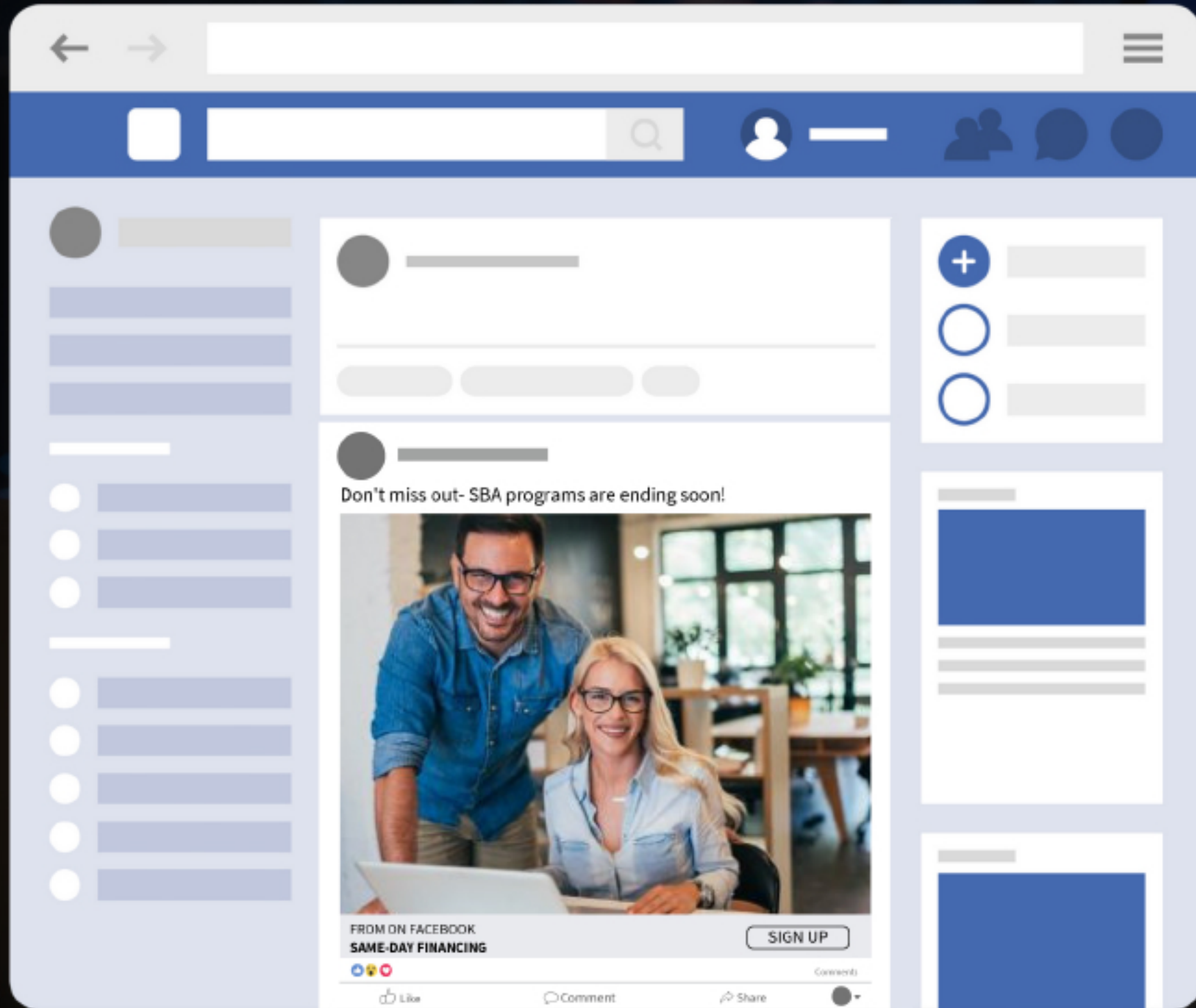
Month 1 (12th Aug -12th Sept)		Month 2 (13th Sept -13th Oct)		Month 3 (14th Oct -15th Nov)	
Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead	Number of Leads	Cost Per Lead
84	\$ 8.51	152	\$5.42	142	\$6.22



Key Metrics

Reach	Impressions	Leads	Cost per results	Amount spent	Link clicks	CPM	CPC	CTR
17,079	45,555	378	\$ 6.41	\$ 2,422.81	800	\$ 53.18	\$ 0.59	5.62%

Best Performing Ads



Solution

We should always try to test ads by expanding targeting if the narrow-down approach is not working because a broader audience pool gives the algorithm enough data to decide where to serve ads and generate ROI.

Final Outcome

We have got 378 leads at a CPR of \$6.41.