



# FACEBOOK ADS

## CASE STUDIES



**ETHRIVE**  
MARKETING

Behind the Legend: Photos from the Vietnam War with a Flower • Marc Riboud • Magnum Photos  
magnumphotos.com



# Steps to Reach The Top

Timeline of your marketing campaign

## First Step

First, we perform in-depth market research and competitor analysis, and explore your value propositions.

## Second Step

Tracking code setup and implementation so we can track conversions on your campaign.

## Third Step

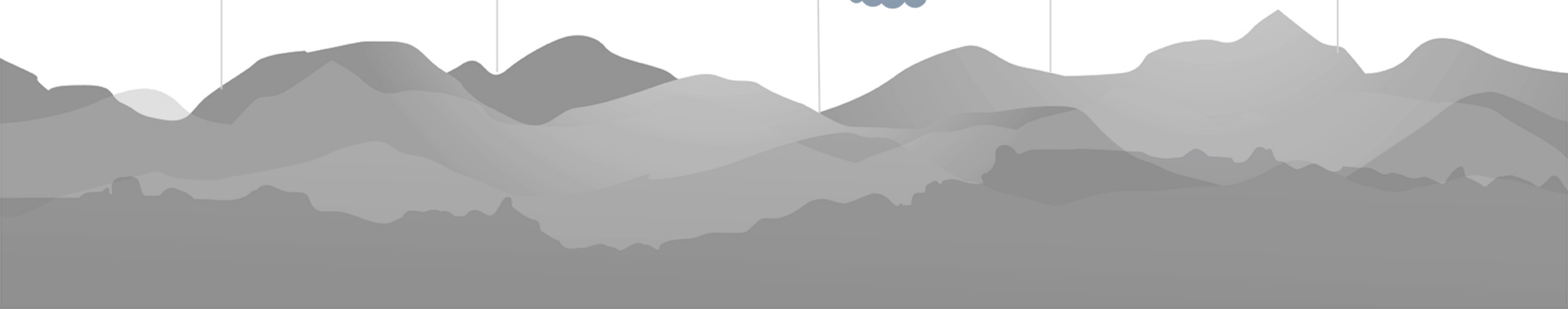
Next, we select demographics, write compelling ad copy, select valuable objectives, and build a campaign structure.

## Fourth Step

It's go time. Now that you have reviewed the Facebook campaigns, it's time to enable them.

## Fifth Step

A team of Facebook Ad experts will optimize your account to gradually improve performance and ROI.



# Problem

The customer was originally running a Facebook campaign and getting leads for over \$160 per lead. This cost per acquisition was too high for the product they were selling.

# Solution

Within the first 30-days of running our highly optimized Facebook campaign, we were able to bring down their cost to \$40 per lead. We were also able to create a traffic objective campaign and get them clicks to their website for 6 cents per click.

## Key Metrics

# 75%

savings on lead cost

# 286%

savings on traffic cost

# 27,824

unique website visitors

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit Rules Columns: Performance Breakdown Export

<input type="checkbox"/>	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks
<input checked="" type="checkbox"/>	Epoxy	Active	Using ad set ...	29,817 Link Clicks	201,549	331,054	\$0.06 Per Link Click	\$1,802.18	Ongoing	1.64	27,744
<input type="checkbox"/>	SA - Property Maintenance (Form Fill)	Active	Using ad set ...	16 Leads (Form)	8,374	11,856	\$40.05 Per Lead (Form)	\$640.85	Ongoing	1.42	86
Results from 2 campaigns				—	216,518 People	342,969 Total	—	\$2,443.36 Total Spent		1.58 Per Person	27,824 Total



# Problem

The customer never ran a Facebook campaign before and was interested in generating leads for their local medical spa. Their average cost per acquisition to generate a lead was \$280 through traditional marketing methods.

# Solution

Within the first 30-days of running our highly optimized Facebook campaign, we were able to generate them leads for \$32 from 1 campaign. We also created another campaign and got them over 7,500 video views for their new commercial promoting their new location.

## Key Metrics

# 200%+

savings on lead cost

# 7,500

unique video views

# 6

cents per video view

Account Overview		Campaigns			Ad Sets			Ads					
+ Create		Duplicate		Edit		Rules		Columns: Performance		Breakdown		Export	
<input type="checkbox"/>	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks	3-Second Video Views	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Instagram Post: NON-SURGICAL NOSE JOB 🙌❤️ ...	Active	Using ad set...	916 Link Clicks	27,083	36,373	\$0.58 Per Link Click	\$527.20	Aug 27, 2018	1.34	886	—	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Post: "NEW LOCATION, SAME GREAT SERVICE!!! ...	Active	Using ad set...	6,830 10-Second ...	24,536	53,096	\$0.06 Per 10-Seco...	\$434.29	Sep 4, 2018	2.16	317	31,722	
<input type="checkbox"/>	<input checked="" type="checkbox"/> SA - Botox Campaign	Active	Using ad set...	92 Botox Special	47,018	169,358	\$32.12 Per Botox Sp...	\$2,955.07	Ongoing	3.60	1,117	30,584	
▶ Results from 3 campaigns ⓘ				—	88,791 People	258,827 Total	—	\$3,916.56 Total Spent		2.92 Per Person	2,307 Total	62,306 Total	



A background image showing a business meeting. A person in a light blue shirt is pointing at a document on a table. A laptop with a bar chart is visible on the left. The scene is dimly lit with a dark overlay.

**GET IN TOUCH**