



CASE STUDY FOR A **FRANCHISE** **BUSINESS**

To generate a lead for businesses and help our clients increase their web traffic and sales which will help them grow their business.



RAPIDBOOSTMARKETING.COM

CHALLENGE

The main challenge for this account was to generate leads with a low Ad Spent of \$6/day. Another challenge for this account was to lower down the cost per lead!

RESULTS

Over some time we saw a steady increase in the number of leads and also the cost per lead was decreased.

PROBLEMS EARLIER – COST PER LEAD WAS HIGHER WITH LESS NUMBER OF LEADS!

REASON FOR LOW PERFORMANCE

- No Proper targeting
- Not attractive Ad Copies
- Facebook Pixel Not present.
- A/B testing was not done
- Regular monitoring of the campaign was not done.

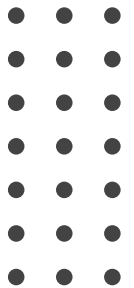
SOLUTION AND PROCESS:

We took over the campaigns, we started testing a few Ads with different Headline & Description. These new ads performed much better than the old ads. This helped us to increase the leads received.

To decrease the cost per lead. Below are a few more strategies we applied to the campaigns.

Proper Targeting

- Pausing the non-performing Ads
- Creating of Custom Audience
- Creating a lookalike audience and thereby increasing the ROI on the Ads
- Daily Monitoring
- A/B testing to boost the results



COMPARISON

Campaign Performance Comparison

Results	Reach	Impressioi	Cost per Result	Results	Reach	Impressioi	Cost per Result	Results	Reach	Impressioi	Cost per Result
4 Leads (Form)	1,293	1,396	\$13.41 Per Lead (Fo...	38 Leads (Form)	7,056	9,135	\$7.88 Per Lead (Fo...	36 Leads (Form)	4,218	4,989	\$6.32 Per Lead (Fo...
2 Leads (Form)	665	733	\$14.86 Per Lead (Fo...	— Lead (Form)	210	291	— Per Lead (Fo...	6 Leads (Form)	1,066	1,247	\$11.93 Per Lead (Fo...
6 Leads (Form)	1,865 People	2,129 Total	\$13.89 Per Lead (Fo...	38 Leads (Form)	7,128 People	9,426 Total	\$8.16 Per Lead (Fo...	42 Leads (Form)	4,957 People	6,236 Total	\$7.12 Per Lead (Fo...

APRIL

MAY

JUNE