

Facebook Advertising Case Studies

Project 1: www.vincihairtransplant.com

Description: Run facebook news feed, mobile news feed, right column and display partner ads for the site.

Goal: Contact form submissions

Monthly Budget: \$4500

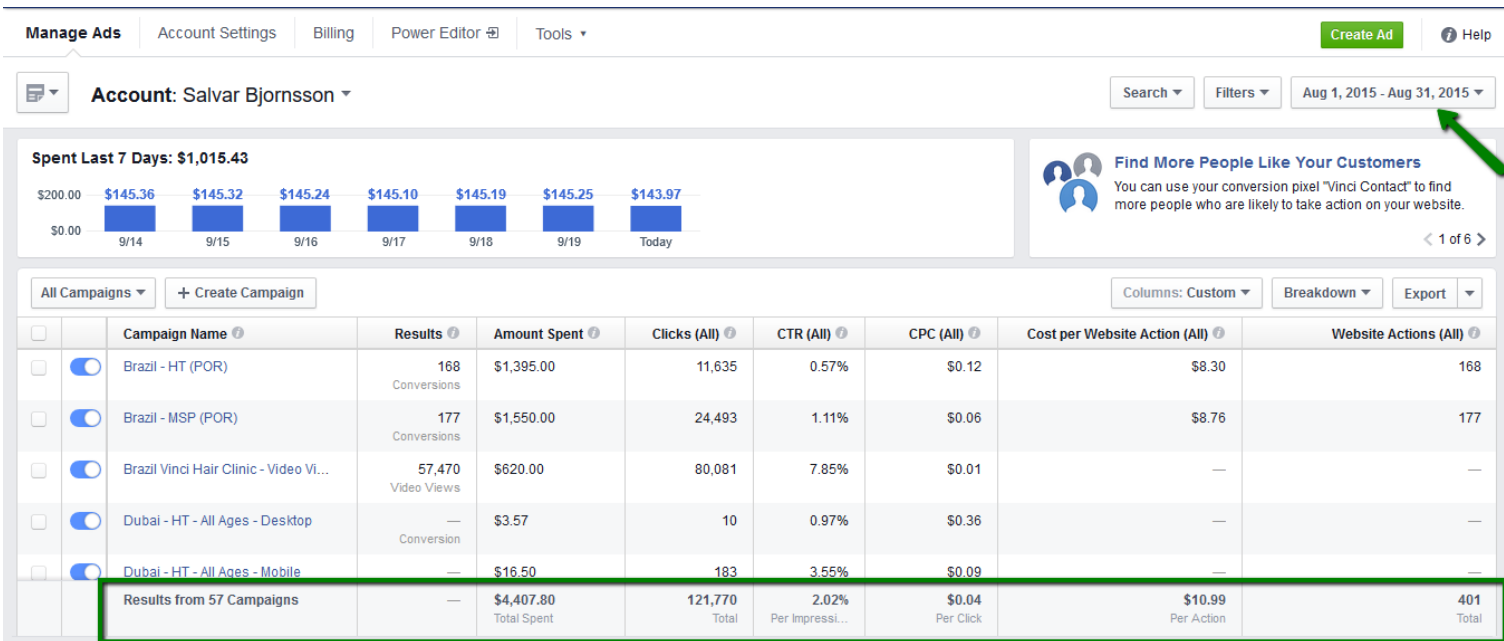
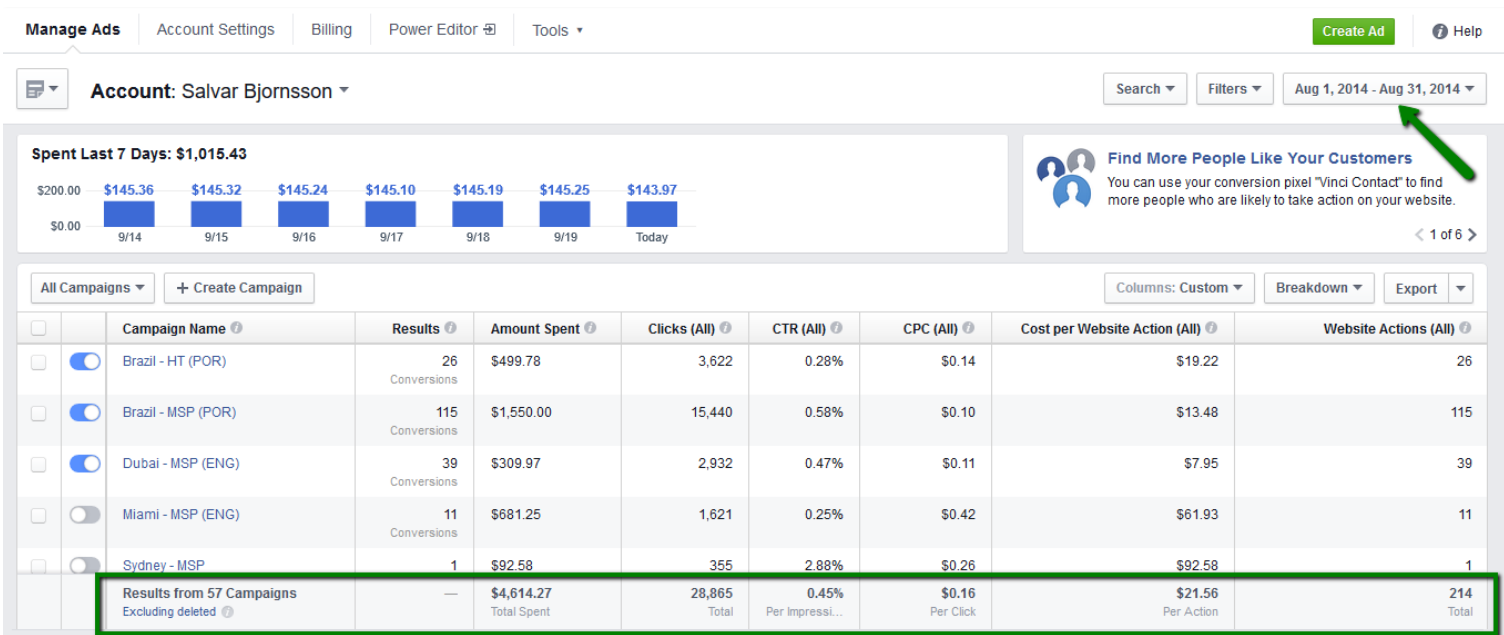
Data collected after 1 year of successful facebook marketing, comparing initial month metrics with the same month metrics after a year:

Metrics	Aug 1 - Aug 31, 2014	Aug 1 - Aug 31, 2015
Clicks	28,865	121,770
CTR	0.45%	2.02%
CPC	\$0.16	\$0.04
CPA	\$21.56	\$10.99
Conversions	214	401
Amount Spent	\$4,614.27	\$4,407.80
Screenshots from Facebook (To verify) -	http://screencast.com/t/JvbRjBz72Hpv	http://screencast.com/t/dQQmpkxvwmOG

Key Points to consider:

1. The numbers of clicks are greatly increased.
2. The CTR has been brought up.
3. The CPC and CPA have been brought down.
4. The Conversion rate has been increased up to 100% approximately.
5. The amount spent is also reduced.

Screenshots:



Project 2: www.lovefurniture.ie

Description: Run facebook page posts ads in news feeds to increase page likes, engagement and drive traffic to the site.

Goal: Increase page likes and traffic to the site.

Monthly Budget: \$250

Data collected after 5 months of successful facebook marketing, comparing initial month metrics with the metrics of 5th month of advertising:

Metrics	Dec 1 - Dec 31, 2014	April 1 - April 30, 2015
CPC	\$0.05	\$0.02
Cost per page like	\$1.39	\$1.24
Cost per page engagement	\$0.05	\$0.04
Cost per post engagement	\$0.05	\$0.04
Amount Spent	\$229.01	\$129.79
Screenshots from Facebook (To verify) -	http://screencast.com/t/WsmiHkUHYX8	http://screencast.com/t/KKXPftRn

Key Points to consider:

1. CPC has been brought down.
2. Cost per page like, Cost per page engagement and Cost per post engagement has also been brought down.
3. Amount spent is also reduced.

Screenshots:

The screenshot displays the Facebook Ads Manager interface. At the top, there are navigation tabs: Manage Ads, Account Settings, Billing, Power Editor, and Tools. A 'Create Ad' button and a 'Help' icon are also visible. Below the navigation, the account name 'Love FaceB Adds' is shown, along with search and filter options. A date range selector is set to 'Dec 1, 2014 - Dec 31, 2014'. A green arrow points to this date range selector.

The main content area shows a 'Spent Last 7 Days: \$0.00' summary with a bar chart. To the right, a notification states 'Your Website Had 29 Checkouts Last Week' with a call to action to create an ad with a conversion-tracking pixel.

Below the summary, there is a table of campaigns. The table has columns for Campaign Name, Amount Spent, Cost per Page Like, Cost per Page Engagement, CPC (All), and Cost per Post Engagement. The bottom row, which is highlighted with a green box, shows the 'Results from 80 Campaigns' summary: Total Spent: \$229.01, Cost per Page Like: \$1.39 (Per Action), Cost per Page Engagement: \$0.05 (Per Action), CPC (All): \$0.05 (Per Click), and Cost per Post Engagement: \$0.05 (Per Action).

Campaign Name	Amount Spent	Cost per Page Like	Cost per Page Engagement	CPC (All)	Cost per Post Engagement
Promoting "Competition time!! Be c...	\$0.00	—	—	—	—
Promoting "COMPETITION TIME!!! ...	\$0.00	—	—	—	—
Promoting "FREE FURNITURE! Pic...	\$0.00	—	—	—	—
[03/12/2014] Promoting http://www.l...	\$132.80	\$4.58	\$0.15	\$0.11	\$0.16
Post "— Competition Time — We ...	\$0.00	—	—	—	—
Results from 80 Campaigns	\$229.01 Total Spent	\$1.39 Per Action	\$0.05 Per Action	\$0.05 Per Click	\$0.05 Per Action

Account: Love FaceB Adds

Search Filters Apr 1, 2015 - Apr 30, 2015

All Campaigns + Create Campaign

Columns: Custom Breakdown Export

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Campaign Name	Amount Spent	Cost per Page Like	Cost per Page Engagement	CPC (All)	Cost per Post Engagement
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Promoting /175116805864465/pos...	\$0.00	—	—	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Promoting /175116805864465/pos...					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Promoting /175116805864465/pos...					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Promoting "You're still on time! Sen...	\$0.00	—	—	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Promoting "Would you like to win €...	\$0.00	—	—	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Promoting "Would you create a vide...	\$0.00	—	—	—	—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Promoting "Well Folks its that Time...					
Results from 80 Campaigns			\$129.79 Total Spent	\$1.24 Per Action	\$0.04 Per Action	\$0.02 Per Click	\$0.04 Per Action