

# Facebook Case Study Report - <https://i-immigrate.org/>

The screenshot displays the Facebook Ads Manager interface for the account 'immigration (584794002272474)'. The date range is set to '1 Nov 2020-31 May 2021'. The 'Campaigns' tab is selected, showing a table of campaign performance metrics. The table includes columns for Campaign name, Results, Reach, Impressions, Cost per result, Amount spent, and Ends. The data shows that the 'New 15.12' campaign has the highest reach and impressions, while the 'Austria - test' campaign has the highest cost per result.

Campaign name	Results	Reach	Impressions	Cost per result	Amount spent	Ends
New 15.12	1,929 /thx	879,040	3,915,810	\$11.01 Per /thx	\$21,239.23	0
Romania - test	.42 thank-you	31,724	63,892	\$12.64 Per thank-you	\$530.83	0
Conversions - Copy	2,445 /thx	1,667,677	5,122,068	\$12.84 Per /thx	\$31,388.82	0
Belgium - test	.39 thank-you	23,203	47,521	\$16.39 Per thank-you	\$639.31	0
Austria - test	.31 thank-you	22,293	43,451	\$17.17 Per thank-you	\$532.35	0

## IN NOV 2020

The cost per result was very high. Also the thank page results were low which actually give the client some revenue. The client is providing immigration service so they need leads at a low cost, so we have done our research and create some new campaigns.

immigration (584794002272474) Updated just now Discard Drafts Review and Publish (5)

1 Jun 2021-28 Oct 2021

Campaigns Ad sets Ads

View Setup

Campaign name	Results	Reach	Impressions	Cost per result ↑	Amount spent
Level 2 - TOF - Conversion - Aug 2021	1,023 thank-you	366,942	1,051,875	\$3.36 Per thank-you	\$3,442.20
Level 3 - TOF - Conversion - Aug 2021	862 thank-you	492,986	1,446,104	\$4.06 Per thank-you	\$3,499.06
New Campaign lead generation	116 On-Facebook leads	59,138	88,356	\$5.89 Per on-Facebook lea...	\$682.94

# JUNE 2021 TO OCT 2021

- Results - 2001 result leads
- Reach - 919066

## Summary

When we started to work on this account the cost per conversion was too high and the conversion rate is not good, we have research the audience, interest and done ab testing on audience level, age level, ineterest and also witht he image and videos. After one month we finally found our best assets and then we run the ads and you can see the results in the SS above.