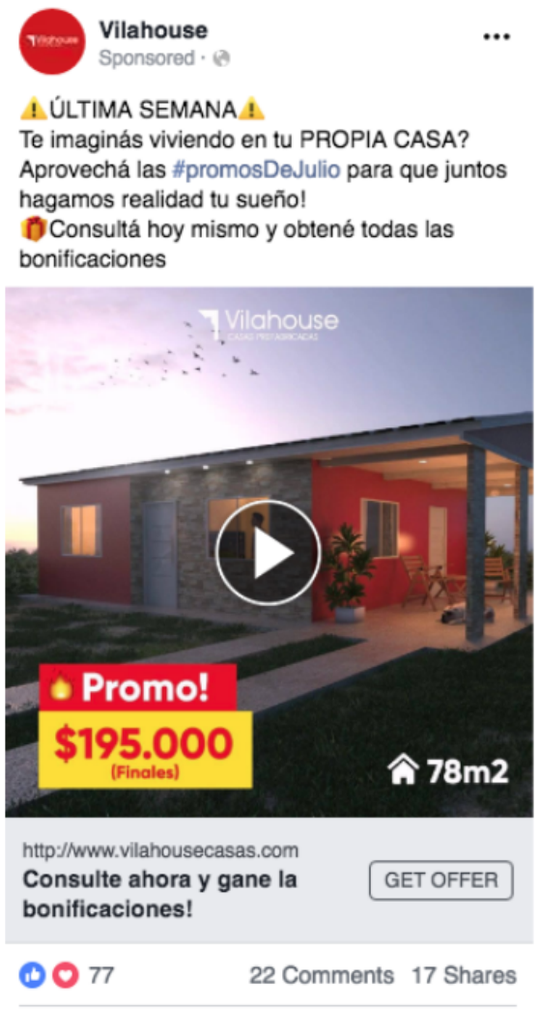
FACEBOOK ADS



CONVERSION RATE LLA +15%

NAZARENO CASTRO BAY

DIGITAL MARKETER

FACEBOOK **ADS**

PROJECT **DESCRIPTION**

When I worked as a Growth Marketer for Vilahouse, I made an experiment in Facebook Ads. I tried to use data from the website pixel and Facebook analytics to create some extremely High Quality Audiences.

WHAT I DID?

- I used Facebook Analytics tools to realize that people who became leads viewed more than 4 pages per sesion.
So I created an audience based on that, then made an LLA from it.
-Also I created a Remarketing Audience of people who visited our website, viewed more than 4 pages and didn't become a lead. (because people who visited more than 4 pages where more likely to become a lead)
- Then I create conversion campaigns with lead objective (Also I installed the event on the website)
- Created a Landing page and also the ad creatives.
- Launched the campaign, and started breaking down.
- Duplicating what worked and kiling what doesn't.

MY RESULTS

- 518 new leads.
- Two Cold Audiences Reached a +%15 conversion rate.

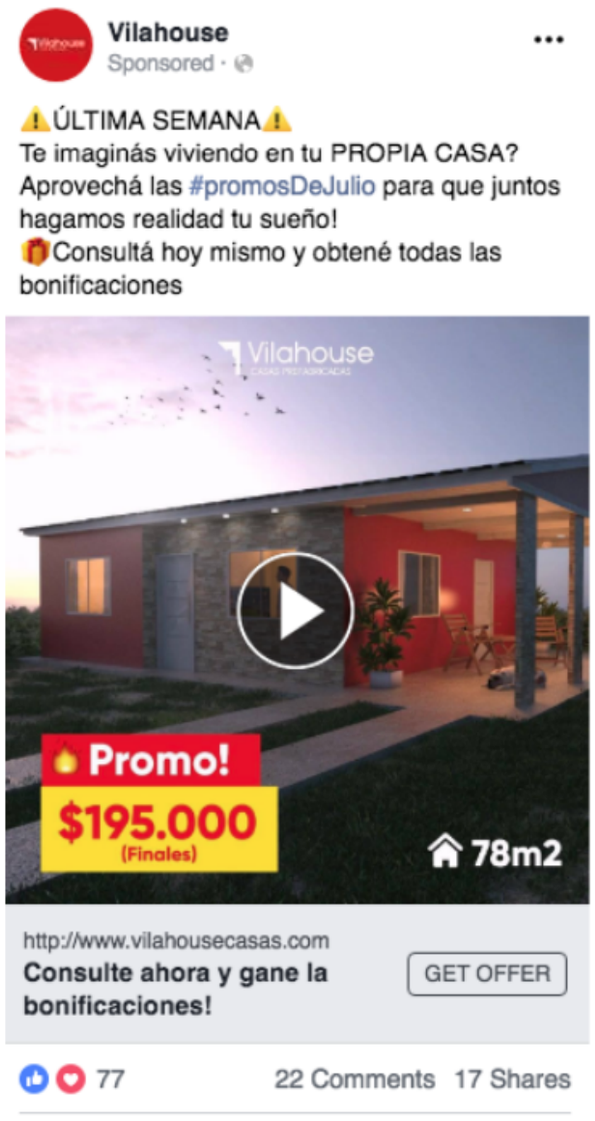
** DISCLAIMER: When I say they became leads, that mean they asked for more information about an offer of a prefabricated house. Then an email automation funnel will pursue them until they buy.**

**DISCLAIMER 2: Currency is Pesos Argentinos. 1 USD = 40 ARS **

NAZARENO CASTRO BAY
DIGITAL MARKETER

FACEBOOK **ADS**

AD CREATIVES



FACEBOOK **ADS**

LANDING PAGE

Aproveche las Promociones de Diciembre (2018)

NAZARENO CASTRO BAY

DIGITAL MARKETER

FACEBOOK **ADS**

RESULTS

Search | Filters | + Add filters to narrow the data you are seeing. | Jul 1, 201

Account Overview | Campaigns 1 selected | Ad Sets 5 selected | Ads for 5 Ad Sets

+ Create | Duplicate | Edit | Rules | View Setup | Columns: Custom | Breakdown

	Ad Set Name	teach	Impressions	Link Clicks	Leads	Website Leads	Cost per Lead	Delivery	Budget	Results	Cost per Result	Amount Spent	Ends
								Payment Method Decline	Daily	Lead	Per Lead		
	Similar Cold 25-50	—	—	—	—	—	—	Inactive	$120.00 Daily	— Lead	— Per Lead	$0.00	Ongoing
	Remarketing Leads Mid Jul Mid Agosto - Copia	—	—	—	—	—	—	Inactive	$100.00 Daily	— Lead	— Per Lead	$0.00	Ongoing
	Remarketing Visitas Mid Jul Mid Agosto	—	—	—	—	—	—	Inactive	$140.00 Daily	— Lead	— Per Lead	$0.00	Ongoing
CR %15.53	Escala Publico Similar Mujeres - Bs As, CABA, Tuc...	2,676	20,949	457	71	71	$11.39	Inactive	$140.00 Daily	71 Leads	$11.39 Per Lead	$808.98	Ongoing
CR %15.62	Pueba de Escala Publico Similar Mujeres- Córdoba	8,082	12,685	192	30	30	$19.32	Inactive	$100.00 Daily	30 Leads	$19.32 Per Lead	$579.69	Ongoing
CR %6.34	Pueba de Escala Publico Similar Mujeres 1	6,681	93,087	2,206	140	140	$23.05	Inactive	$140.00 Daily	140 Leads	$23.05 Per Lead	$3,227.37	Ongoing
CR %12.06	Remarketing Orientado a Whatsapp - Copia	2,668	37,617	696	84	84	$27.28	Inactive	$100.00 Daily	84 Leads	$27.28 Per Lead	$2,291.47	Ongoing
	Remarketing Orientado a Whatsapp (Publico Similar)	—	—	—	—	—	—	Inactive	$80.00 Daily	— Lead	— Per Lead	$0.00	Ongoing
	Remarketing Orientado a Whatsapp	—	—	—	—	—	—	Inactive	$60.00 Daily	— Lead	— Per Lead	$0.00	Ongoing
CR %9.41	AR - 18+	5,608	64,875	2,049	193	193	$8.98	Inactive	$60.00 Daily	193 Leads	$8.98 Per Lead	$1,733.82	Ongoing
CR %9.25	**Results from 12 ad sets**	5,505 People	229,213 Total	5,600 Total	518 Total	518 Total	$16.68 Per Action			518 Leads	$16.68 Per Lead	$8,641.33 Total Spent	

$$\text{CR= CONVERSION RATE} = \frac{\text{LEADS}}{\text{LINK CLICKS}} \text{ X } 100$$

NAZARENO CASTRO BAY

DIGITAL MARKETER

FACEBOOK **ADS**

RESULTS AD TESTS

Account Overview | Campaigns | 1 selected | Ad Sets | 5 selected | Ads for 5 Ad Sets

+ Create | Duplicate | Edit | Preview | Rules | View Setup | Columns: Custom | Brea

Ad Name	Reach	Impressions	Link Clicks	Leads	Website Leads	Cost per Lead	Delivery	Budget Ad Set	Results	Cost per Result	Amount Spent
Conversiones - Video	11,020	17,588	378	65	65	$10.39	Not Delivering Ad Set is Off	$140.00 Daily	65 Leads	$10.39 Per Lead	$675.34
Conversiones - Video	6,776	10,037	157	27	27	$17.18	Not Delivering Ad Set is Off	$100.00 Daily	27 Leads	$17.18 Per Lead	$463.90
Conversiones - Video	—	—	—	—	—	—	Not Delivering Ad Set is Off	$140.00 Daily	— Lead	— Per Lead	$0.00
Default name - Conversiones	2,585	3,361	79	6	6	$22.27	Not Delivering Ad Set is Off	$140.00 Daily	6 Leads	$22.27 Per Lead	$133.64
Default name - Conversiones	2,094	2,648	35	3	3	$38.60	Not Delivering Ad Set is Off	$100.00 Daily	3 Leads	$38.60 Per Lead	$115.79
Default name - Conversiones	46,681	93,087	2,206	140	140	$23.05	Not Delivering Ad Set is Off	$140.00 Daily	140 Leads	$23.05 Per Lead	$3,227.37
Default name - Conversiones	2,668	37,617	696	84	84	$27.28	Not Delivering Ad Set is Off	$100.00 Daily	84 Leads	$27.28 Per Lead	$2,291.47
Default name - Conversiones	25,608	64,875	2,049	193	193	$8.98	Not Delivering Ad Set is Off	$60.00 Daily	193 Leads	$8.98 Per Lead	$1,733.82
Results from 8 ads	**85,505** People	**229,213** Total	**5,600** Total	**518** Total	**518** Total	**$16.68** Per Action			**518** Leads	**$16.68** Per Lead	**$8,641.33** Total Spent

NAZARENO CASTRO BAY

DIGITAL MARKETER