CASE STUDY

FACEBOOK ADS



Luxury Real Estate Company

OVERVIEW

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This case study examines a Facebook Ads campaign undertaken by a luxury real estate company based in Irvine, California, aimed at generating high-quality leads and reducing the campaign's Cost Per Result (CPR) over a 2-week period.

ABOUT THE CLIENT

The luxury real estate company specializes in high-end properties and is dedicated to providing clients with a stress-free home-buying experience, particularly in the luxurious real estate market of Irvine, California.

PROBLEM STATEMENT

The campaign, falling under the housing special category and being location-specific, experienced a decline in lead count over time.

There was an urgent need to decrease the campaign's Cost Per Result (CPR) to maintain effectiveness and ensure continued lead generation.

GOALS

The primary goal of the 2-week project was to generate high-quality leads and lower the campaign's Cost Per Result (CPR) for the luxury real estate company.





STRATEGY

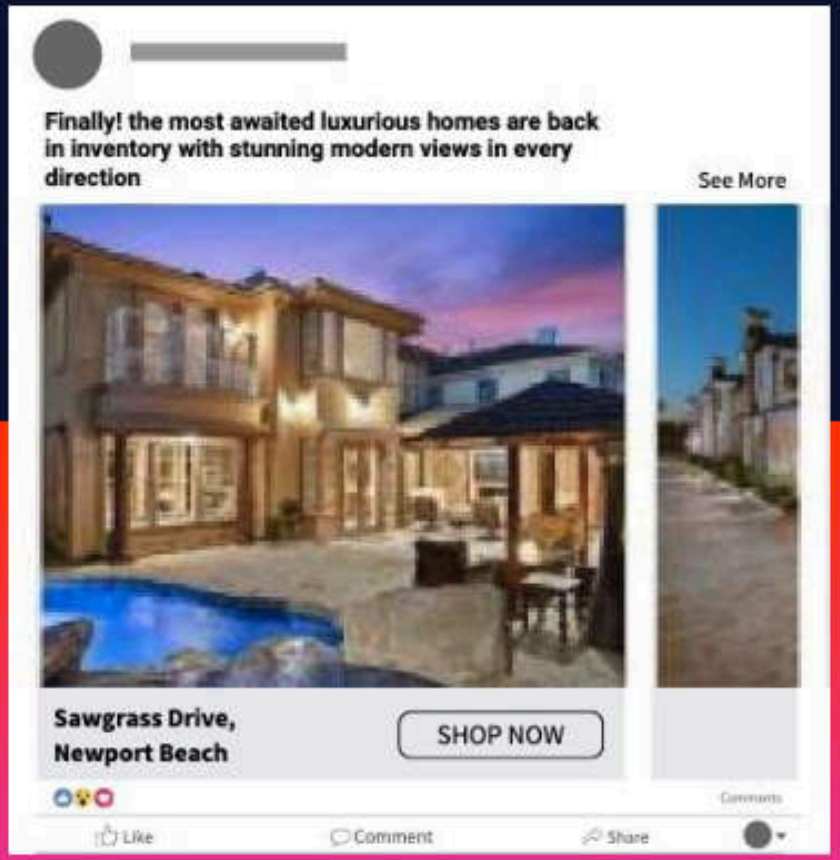
THE CAMPAIGN RAN FOR 3 MONTH

Implemented in three phases, the strategy aimed to optimize targeting combinations to increase leads and lower Cost Per Acquisition (CPA). The first phase utilized existing campaign data to create special ad audiences, while the second phase focused on converting prospects into leads by leveraging data from previous campaigns.

The final phase involved remarketing to warm leads that had not previously converted.

BEST PERFORMING ADS

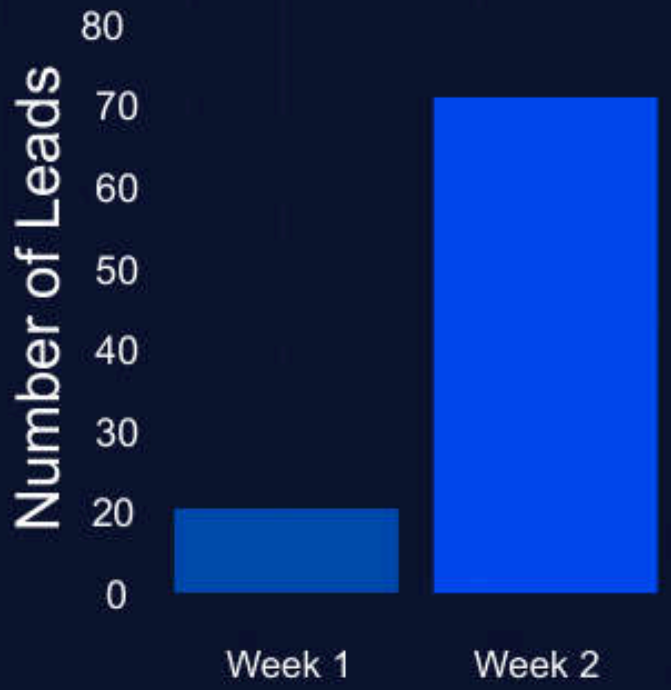
The best-performing ads were video ad with a explainer script and carefully researched targeting .



DETAILED RESULTS

The campaign successfully achieved its goal by reducing the CPR by almost 50%, indicating significant cost-efficiency improvements.

The increase in leads from the first week to the second demonstrated the effectiveness of the phased strategy in optimizing lead generation and reducing costs.



Budget: $300 Per Month
Location: Irvine, California

FINAL OUTCOME

The campaign achieved 40 leads with an average CPL of $3.29, 50% improved from previous CPL of $6.63.

CONCLUSION

By implementing a phased approach and leveraging existing campaign data, the luxury real estate company achieved substantial reductions in CPR and saw a notable increase in revenue generated from the ads.

