

## Case Study - 02

This client was looking to generate leads for a site where customers can sell electronics for cash. We found some highly specific targeting that was able to **generate 1256 quotes requested** on his site in a very short amount of time, **at \$1.78 per lead!**

Account: [REDACTED] Search Filters Lifetime: May 17, 2017 – Sep 15, 2017

FILTERS: Campaign Name: conv × + Save Filter

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Ad Set Edit Duplicate Ad Sets... Create Rule More Columns: Performance Breakdown Export

<input type="checkbox"/>	Ad Set Name	Delivery <sup>i</sup>	Results <sup>i</sup>	Reach <sup>i</sup>	Cost per ... <sup>i</sup>	Budget <sup>i</sup>	Amount Spent <sup>i</sup>
<input type="checkbox"/>	<input checked="" type="checkbox"/> [REDACTED] - US minus NY & CA	● Not Delivering Campaign is Off	565 Requested Quote	51,775	\$1.79 Per Requested ...	\$15.00 Daily	\$1,009.32
<input type="checkbox"/>	<input checked="" type="checkbox"/> [REDACTED] - NY & CA	● Not Delivering Campaign is Off	307 Requested Quote	40,502	\$3.29 Per Requested ...	\$15.00 Daily	\$1,008.87
<input type="checkbox"/>	<input checked="" type="checkbox"/> Retargeting <small>View Charts Edit Duplicate</small>	● Not Delivering Campaign is Off	384 Requested Quote	6,379	\$0.58 Per Requested ...	\$5.00 Daily	\$222.31
▶ Results from 3 Ad Sets			1,256 Requested Quote	98,407 People	\$1.78 Per Requested ...		\$2,240.50 Total Spent