



The Situation

A client who runs their own marketing agency in Perth, Australia needed help generating consistent and high-quality local leads.

We were brought on to strategize, setup, manage, and optimize their Facebook advertising.

The Outcome

We've worked with this client on two occasions now and both times we've run Facebook campaigns the client has had to pause due to over-booking!

We've consistently generated leads for well under \$15 on average.

<input type="checkbox"/>	Ad Set Name	Delivery	Results	Reach	Impressions	Cost per Result	Budget	Amount Spent	Ends
<input type="checkbox"/>	Entrepreneurship	● Recently Completed	81 Website Ch...	11,902	22,993	\$11.92 Per Website Checklist ...	\$15.00 Daily	\$965.81	Jun 30, 2018
<input type="checkbox"/>	Self-employment	● Recently Completed	17 Website Ch...	2,983	5,368	\$14.71 Per Website Checklist ...	\$10.00 Daily	\$250.08	Jun 30, 2018
<input type="checkbox"/>	Entrepreneurship - Men 30-54 - MBL	● Inactive	5 Website Ch...	1,893	2,652	\$16.08 Per Website Checklist ...	\$20.00 Daily	\$80.38	Jun 30, 2018
<input type="checkbox"/>	business owners - Men 30-54 - MBL	● Inactive	1 Website Ch...	410	466	\$18.14 Per Website Checklist ...	\$10.00 Daily	\$18.14	Jun 30, 2018
<input type="checkbox"/>	business owners - Men 30-54 - DSKTP	● Inactive	1 Website Ch...	239	300	\$18.78 Per Website Checklist ...	\$10.00 Daily	\$18.78	Jun 30, 2018
<input type="checkbox"/>	Entrepreneurship - Men 30-54 - DSKTP	● Inactive	— Website Ch...	283	341	— Per Website Checklist ...	\$10.00 Daily	\$18.19	Jun 30, 2018
▶ Results from 6 ad sets ⓘ			105 Website Ch...	14,707 People	32,120 Total	\$12.87 Per Website Checklist ...		\$1,351.38 Total Spent	

