

Purified Water

Sydney & Penrith

Facebook Advertising
Messenger

Objective: Lead Generation

Duration: 1 Month

Client's Objective

For purified water & dispenser services, the client wants to get connected with maximum people in the nearby areas of Sydney & Penrith. He wants to recognize his brand & generate potential customers from it.

Our Plan

After analyzing his business domain, we suggested him to run message ads instead of going with traffic or engagement ads. By doing this, we could directly communicate with potential customers & answer their queries. To save time from answering queries, we set up 3 automated messages, i.e. what are the prices, where do you deliver, and can i make an order.

What We Achieved

We got **216 messages** in a month and got potential customers from them. The client is happy and this is our **14th month working** with him and are getting **200+ messages** from potential customers.

RESULTS

Total budget spent



\$751.19

Link clicks



472

Result



216

Cost Per Result



\$3.48

Facebook Ads Performance Overview

Impressions

65,957

Reach

28,576

Total clicks

1,729

link clicks

472

(link) CTR: **2.62%**

(link) CPC: **\$1.59**

Messaging
Conversions Started

216

Cost Per Messaging

\$3.48

Page Engagement

546

New Messaging
Connections

199

Payment info adds

130

Cost Per
Payment Info Add

\$0.25

Cost Per New
Messaging Connection

\$3.77