

Tools/ Equipment



South Africa:Gauteng

Facebook Advertising Traffic

Objective: Landing Page Views

Duration: 1 Month

Client's Objective

Client wants that maximum people in Gauteng should visit his website & his brand gets recognized in that specific area.

Our Plan

After analyzing his products, we targeted the people who have interests in Hand tools, woodworking, toolbox etc & are working in the related industry. Then we wrote ad copies & design creatives accordingly.

What We Achieved

We have got **3,584 Landing page views** and we have got four purchases in a month.

RESULTS

Total budget spent



R2,456.96

Link clicks



4,366

Result



3,584

Cost Per Result



R0.69

Facebook Ads Performance Overview

Landing Page Views

3,584

Impressions

160,515

Total Clicks

5,457

Cost Per
Landing Page View

R0.69

Reach

48,960

Link Clicks

4,366

(link) CTR: **3.40%** (link) CPC: **R0.56**

Website
Purchase value

\$2,789.34

Payment info adds

130

Adds To Cart

74

ROAS

85.12

Cost Per Payment Info Add

\$0.25

Cost Per Add to Cart

\$0.44