

Facebook Advertising Lead Generation

Business Niche

Job

United Kingdom

Objective: Leads

Duration: 1 Month

Client's Objective

The client was looking to recruit sellers for their network marketing business

Our Plan

We recommended running On-Facebook Lead form ads to collect contact information of interested prospects.

What We Achieved

We got 61 leads within a month and the client worked with us for over 2 months, getting 150+ leads.

RESULTS

Total budget spent



\$154.49

Link clicks



136

Result



61

Cost Per Result



\$2.53

Facebook Ads Performance Overview

Impressions

13,717

Reach

8,151

Total clicks

443

link clicks

136

(link) CTR: 0.99%

(link) CPC: \$1.14

Leads (Forms)

61

Cost Per Lead

\$2.53

Frequency

1.68

Page Engagement

154