

Facebook Advertising Lead Generation

Business Niche

Housing

United States

Objective: Leads

Duration: 1 Month

Client's Objective

The client was looking to sell houses.

Our Plan

We recommended running Conversions campaigns, to take people to their website

What We Achieved

We got 144 leads within a month. The client was very happy and worked with us for over 6 months

RESULTS

Total budget spent



\$700.00

Link clicks



1418

Result



144

Cost Per Result



\$4.86



Facebook Ads Performance Overview

Impressions

28,517

Reach

14,472

Total clicks

1,875

link clicks

1,418

(link) CTR: **4.97%** (link) CPC: **\$0.49**

Leads (Forms)

144

Cost Per Lead

\$4.86

Frequency

1.97

Page Engagement

1645