

FRANCHISE BUSINESS CASE STUDY

The primary Challenge for this client was to generate high-quality leads with a low daily budget. Ultimately, we aimed to decrease the overall cost per lead.

Earlier Hurdles: High cost, Low return!

Results: Over time, we witnessed a steady increase in leads with a decrease in cost.

Reasons for Poor Performance:

- ✓ Unstructured strategy for lead generation
- ✓ Poorly focused audience targeting
- ✓ No integrative tools (e.g., Facebook Pixel)
- ✓ Lack of proper testing and research phase
- ✓ Infrequent monitoring of account/campaigns

Components of our Strategy:

- ✓ Insightful research for proper targeting
- ✓ Cessation of under-performing ads
- ✓ Creation of look-alike audience to increase ROI
- ✓ Daily monitoring of campaign accounts
- ✓ Consistent re-testing to maintain growth

SOLUTION & PROCESS

After an initial research phase, we rebranded the client's ad campaigns and pushed them heavily across a variety of platforms. Not only did these ads perform better than previous campaigns, but they gave us critical insight into our client's highest-impact audience. Going forward, we were able to retarget the appropriate demographic of potential consumers, not only increasing leads but decreasing the overall cost per click.

COMPARISON

Results	Reach	Impression	Cost per Result	Results	Reach	Impression	Cost per Result	Results	Reach	Impression	Cost per Result
4 Leads (Form)	1,233	1,396	\$13.41 Per Lead (Fo...)	38 Leads (Form)	7,056	9,135	\$7.86 Per Lead (Fo...)	36 Leads (Form)	4,218	4,989	\$6.32 Per Lead (Fo...)
2 Leads (Form)	655	733	\$14.86 Per Lead (Fo...)	— Lead (Form)	210	291	— Per Lead (Fo...)	6 Leads (Form)	1,066	1,247	\$11.93 Per Lead (Fo...)
6 Leads (Form)	1,865 People	2,129 Total	\$13.89 Per Lead (Fo...)	38 Leads (Form)	7,128 People	9,426 Total	\$8.16 Per Lead (Fo...)	42 Leads (Form)	4,957 People	6,238 Total	\$7.12 Per Lead (Fo...)
APRIL (1st to 30th)				MAY (1st to 31st)				JUNE (1st to 30th)			