

Cost-Effective Lead Generation with Facebook Ads

Maximizing ROI with Smart Targeting

Client Overview

Industry: Social Media Marketing

Objective: To drive cost-effective lead generation through Facebook Ads, ensuring optimal cost per lead (CPL) and maximizing the client's return on investment (ROI).

Challenge: The client was struggling with high cost-per-lead (CPL) and inconsistent results across various Facebook ad campaigns. The goal was to improve lead volume while maintaining or reducing the cost.

The Challenge

The client was spending significant amounts on Facebook Ads but was not achieving the desired cost per lead. There were fluctuations in performance, with some campaigns yielding more expensive leads than others. The goal was to streamline the ad spend and optimize targeting to improve efficiency.

Solution

1. Advanced Audience Targeting

Using Facebook's AI-powered tools to target the most relevant audience based on user behavior, demographics, and engagement patterns.

2. Dynamic Ad Bidding

Implementing automated bidding strategies to optimize cost-efficiency and maximize budget allocation to high-performing campaigns.

3. Creative Optimization

Continuously testing ad creatives to find the most effective messaging and visuals that resonate with the target audience.

Results

TOTAL LEADS 1,057	LOWEST CPL \$0.36	TOTAL REACH 30,319
TOTAL SPEND \$1,000	AVERAGE CPL RANGE \$0.36 - \$4.11	OVERALL CPL \$0.95

Platform: Facebook Ads Manager

Lead Breakdown by Campaign

571 Leads	at \$0.36 CPL
239 Leads	at \$0.86 CPL
102 Leads	at \$1.91 CPL
145 Leads	from additional campaigns

Proof of Results - Facebook Ads Manager Dashboard

Results ⓘ	Reach ⓘ	Cost ⓘ	Budget ⓘ	Amount ... ⓘ
571 Leads (Form)	18,084	\$0.36 Per Lead (...)	\$10.00 Daily	\$204.60
239 Leads (Form)	14,388	\$0.86 Per Lead (...)	\$10.00 Daily	\$204.85
102 Leads (Form)	13,528	\$1.91 Per Lead (...)	\$10.00 Daily	\$195.21
23 Leads (Form)	8,385	\$4.11 Per Lead (...)	\$10.00 Daily	\$94.51
35 Leads (Form)	9,358	\$3.16 Per Lead (...)	\$10.00 Daily	\$110.60
87 Leads (Form)	12,644	\$2.19 Per Lead (...)	\$10.00 Daily	\$190.23
1,057 Leads (Form)	30,319 People	\$0.95 Per Lead (...)		\$1,000.00 Total Spent

Client Testimonial

DigiBabaa helped us drastically reduce our cost per lead while increasing the total number of leads. Their ability to optimize Facebook ads and target the right audience made a huge difference in our ROI. We are excited to continue working with DigiBabaa on future campaigns.

— Client Name, Social Media Marketing Firm

Conclusion

By leveraging AI-powered targeting, dynamic bidding, and creative optimization, DigiBabaa helped the client generate over 1,000 high-quality leads with a significantly lower cost per lead, optimizing their ad spend and maximizing ROI.

This case study demonstrates the power of intelligent ad automation for scalable lead generation. The implementation of **advanced audience targeting**, **dynamic bidding strategies**, and **continuous creative optimization** resulted in an exceptional campaign performance with CPL as low as \$0.36, proving that data-driven strategies can deliver outstanding results at scale.

Ready to Transform Your Lead Generation?

Contact DigiBabaa to learn how our AI-driven Facebook ad strategies can help you generate cost-effective leads for your business.

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