AI-Driven Facebook Ads Strategy Case Study

Real Estate Lead Generation Through Artificial Intelligence

Objective

DigiBabaa implemented an AI-driven Facebook Ads strategy for a real estate business to enhance lead generation and reduce cost per lead (CPL). The goal was to maximize advertising efficiency while delivering high-quality prospects that convert into actual customers.

Key Strategies

1. Dynamic Audience Targeting

Utilized Facebook's machine learning algorithms to identify and reach the most responsive audiences. The AI continuously optimized targeting based on engagement patterns and conversion data.

2. Automated Bidding Strategies

Implemented real-time bid adjustments to maximize ad spend efficiency. The system automatically allocated budget to the best-performing ad sets and reduced spend on underperforming segments.

3. Creative Optimization

Tested and deployed multiple ad creatives to determine the most effective messaging. AI-powered testing identified winning combinations of images, headlines, and copy that resonated with the target audience.

Results

LEADS GENERATED	COST PER LEAD	TOTAL AD SPEND
37	**$12.40**	**$458.81**

Platform: Facebook Ads Manager

📊 Proof of Results - Facebook Ads Manager Dashboard

Performance overview

Customize metrics

On-Facebook Leads ⓘ
37
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Per On-Facebook Leads
$12.40
--

Amount spent ⓘ
$458.81
--

On-Facebook Leads

Share feedback to help improve your experience.

Delivery recommendations
Recommendations generated by current performance across your account.

● Upload additional image or video for 1 ad set impacted by creative limited

Client Testimonial

The AI-driven approach used by DigiBabaa significantly improved our lead generation efforts. We were able to reduce our cost per lead and generate high-quality leads that converted to actual customers. We are thrilled with the results and look forward to working with DigiBabaa on future campaigns.

— Client Name, Real Estate Business

Conclusion

By leveraging AI automation in Facebook Ads, DigiBabaa enabled the client to achieve a substantial reduction in CPL while enhancing lead quality. This case exemplifies the power of intelligent advertising strategies in driving business growth.

The combination of **dynamic audience targeting**, **automated bidding optimization**, and **creative testing** resulted in a highly efficient campaign that delivered measurable results and exceeded client expectations.

Ready to Transform Your Advertising?

Contact DigiBabaa to learn how AI-driven Facebook Ads automation can help your business generate high-quality leads at a lower cost.

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