

How We Helped Planet Inflatables

Facebook Catalog Ads – Case Study

\$0.28

LOWEST COST PER CLICK

Data based on YOY results.

54

POST ENGAGEMENTS

Data based on YOY results.

8

LEADS RECEIVED

Data based on YOY results.

Result (Facebook Catalog Ads)

Over a month since launching this Facebook Catalog ads campaign, we had improved campaign performance as shown below

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POST ENGAGEMENTS (LIKES, SHARES, SAVES & COMMENTS)

8

LEADS RECEIVED

| Campaign name | Reach | Frequency | Impressions | Link clicks | CTR (link click-through rate) | Clicks (all) | Unique clicks (all) | CPC (all) |
|------------------|--------|-----------|-------------|-------------|-------------------------------|--------------|---------------------|-----------|
| PI Catalog Sales | 52,123 | 1.55 | 80,887 | 745 | 0.92% | 1,186 | 908 | \$0.28 |
| New York | 1,886 | 1.55 | 2,916 | 27 | 0.93% | 49 | 35 | \$0.39 |
| Chicago | 1,742 | 1.86 | 3,236 | 24 | 0.74% | 44 | 38 | \$0.24 |
| Los Angeles | 1,455 | 1.29 | 1,878 | 19 | 1.01% | 33 | 26 | \$0.36 |
| Dallas-Ft. Worth | 1,135 | 1.30 | 1,479 | 19 | 1.28% | 25 | 20 | \$0.37 |

Source: Facebook Ads Manager

This campaign had also received good numbers of engagement in the beginning of the campaign.

| Ad name | Post reactions | Post comments | Post saves | Post shares | Link clicks |
|-----------------------------------|----------------|---------------|------------|-------------|-------------|
| PI Catalog Sales - Collection ads | 9 | 7 | 17 | 4 | 580 |
| PI Catalog Sales - Carousel ads | 6 | — | 1 | — | 165 |

Source: Facebook Ads Manager

This was also resulted in bringing 8 leads which was reported in 'custom conversion' as shown below.

| Name | Status | Activity | Source(s) | Conversions received (last seven days) |
|--|-------------------------------------|----------|-----------|--|
| Leads (Contact Us) ID: 2158031787828295 | Active Last received 4 hours ago | | Pixel | 8 |

Source: Facebook Ads Manager



Here What They Said

Our sales team have been quite busy lately. Your digital marketing team have improved the number of leads coming in. I highly recommend Glorywebs to any company who want to re brand themselves and position on top ahead of competitors.

- JUAN VELEZ | PRODUCT MANAGER

The Brief

Leading Advertising Inflatables Supplier Based in the USA

Planet Inflatables offers custom made advertising inflatables that allow businesses to get better recognition in their industries.

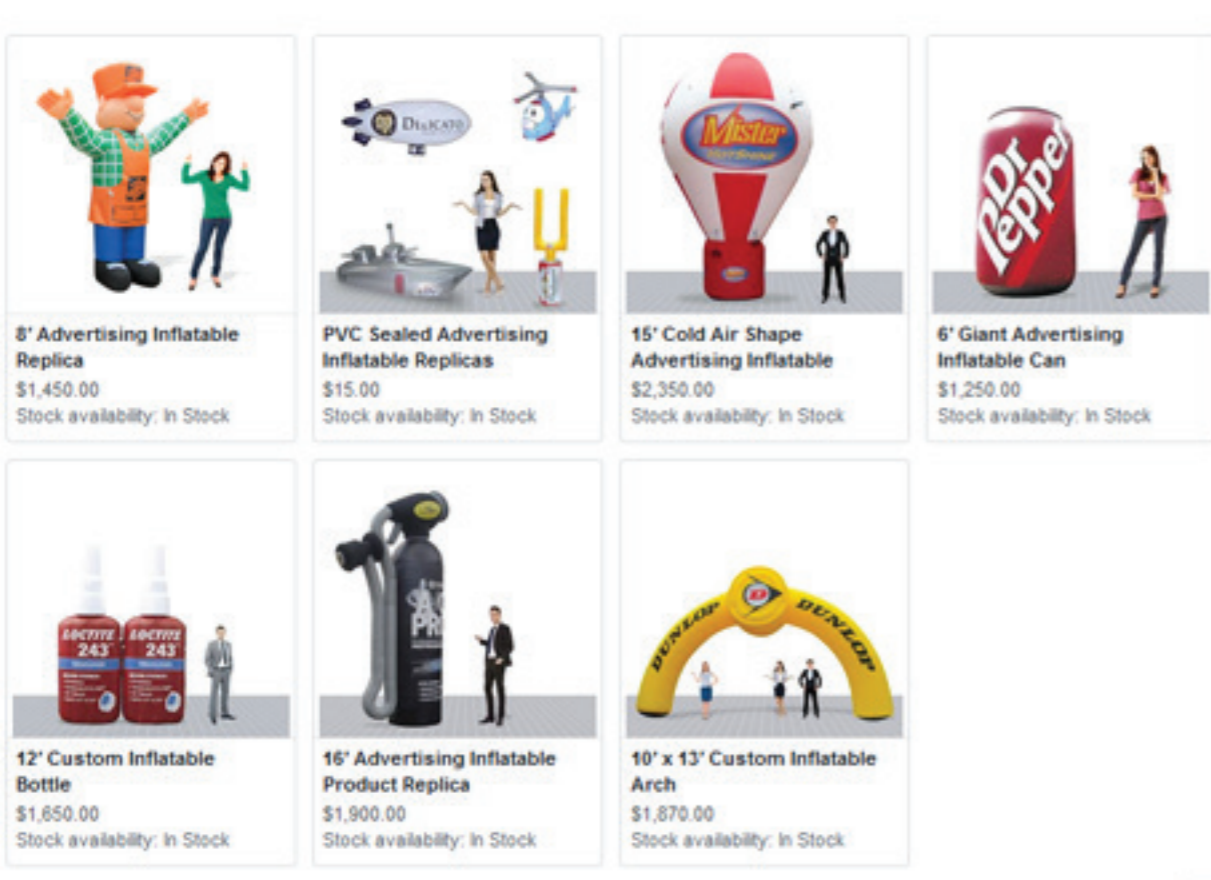


Challenge

- Setting Up Facebook Catalog Sales
- Setting Up Facebook Pixel Snippet
- Results-Oriented Detailed Audience Research
- Planning & Implementing Right Conversion Tracking
- Finding Out & Implementing Right Hyper Locations
- Implementing Carousel Ads
- Implementing Collections Ads



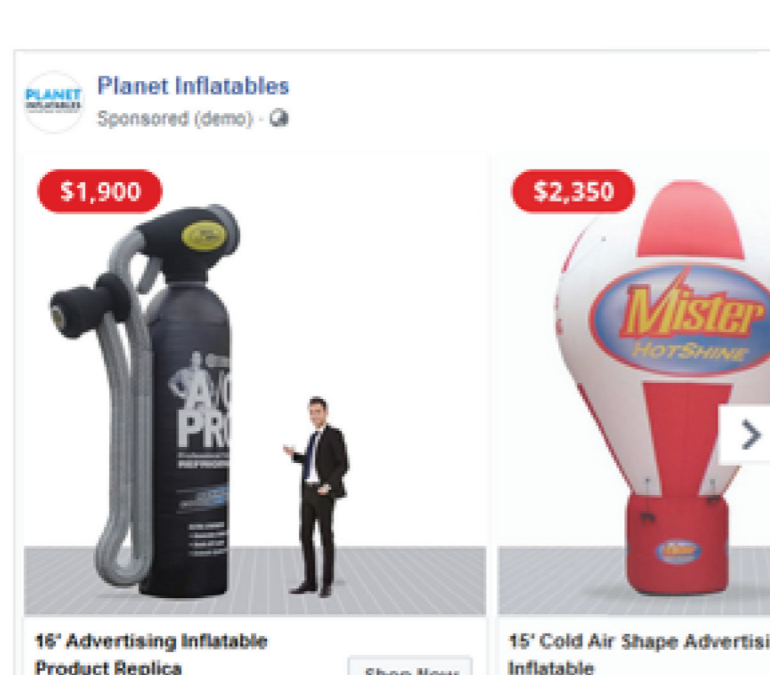
Catalog:



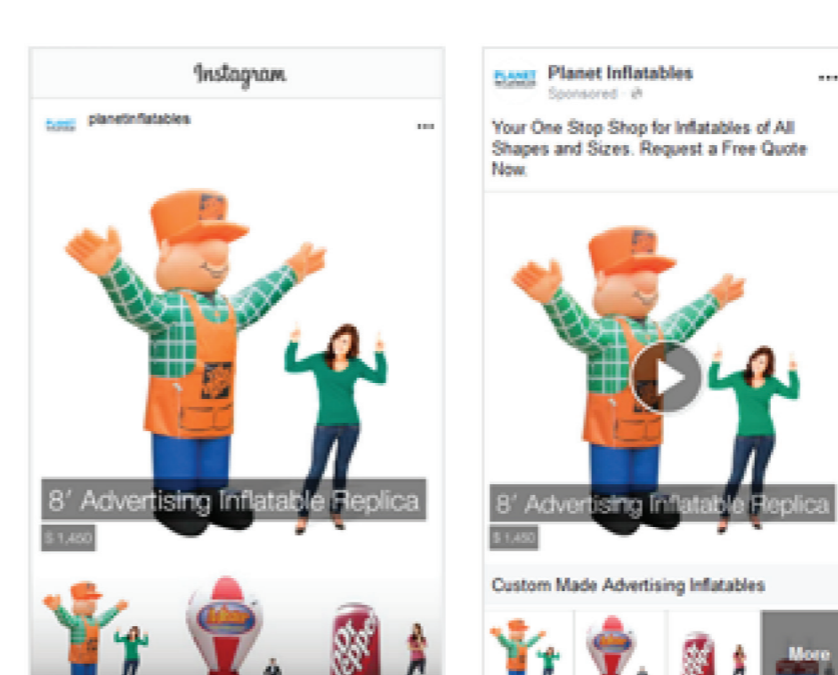
Solution

- Monitor Budgets And Bids On Regular Basis
- Conducted Detailed Audience Targeting Research & Implemented
- Created And Implemented Custom & Look-A-Like Audience Based On :
 - A Customer Email List Uploaded To Facebook
 - Past Website Visitors
- Deactivated Lower Performing Catalogs

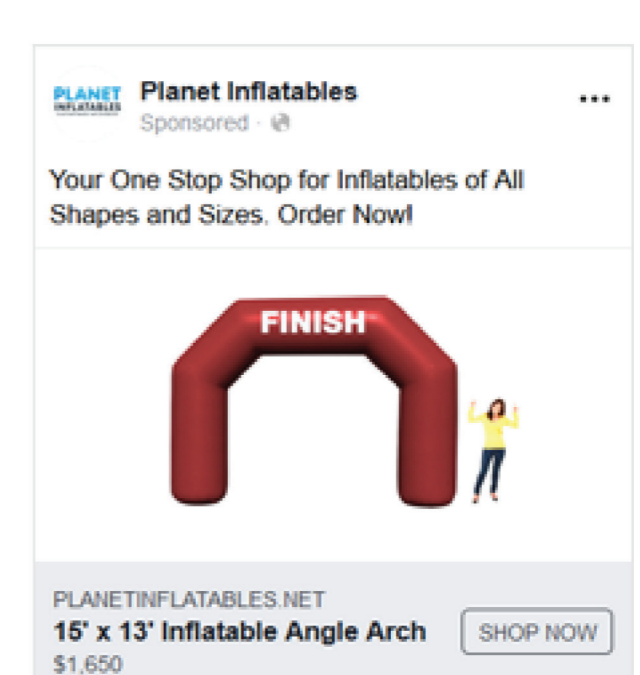
Carousel Ads:



Collections Ads:



Single Image Ads



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POST ENGAGEMENTS



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Want results like this? Contact us today for a customized proposal.

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