

CASE: CAR TRANSPORTATION SERVICES

TOOL: META ADS (FACEBOOK & INSTAGRAM)

INTRODUCTORY INFORMATION

- Business: driver services for interstate transportation/delivery of cars
- Tool: Meta Ads (Facebook & Instagram)
- Location: USA
- Cooperation period: 3 months
- Goal: filled out contact information with additional questions in the lead form

RESULTS

- Results: 1 660 qualified leads
- Average cost per lead: \$3.87
- Total expenses: \$6,428



WORK PROCESS ON THE PROJECT

- Interviewing on the project between the customer and the team
- Forming a general promotion strategy, KPI approval
- Recommendations for the website improvement: conversion, the technical part, usability
- Analysis of the main competitors, as well as their advertising campaigns
- Implementation of advertising campaign settings in Meta Ads: creating the structure and logic of building an advertising account, preparation of ad creatives (text, banners), identifying the target audience, designing lead forms, and implementing tracking
- Implementation of settings in Facebook Pixel + API Conversions for tracking, optimizing, and re-engaging with engaged traffic



WORK PROCESS ON THE PROJECT

- Implementation of settings in Google Analytics: creating the structure and logic of the Analytics account, installing codes on the website, configuring tracking
- Conducting A/B advertising campaigns
- Multi-level verification by team specialists (project manager, team leader, CMO)
- Consultation on the structure and settings before the ad account launch
- Budget and ad bids set, and the start of advertising campaigns
- Work on project optimization: regular analysis and collection of statistical data, conducting experiments, tracking KPIs, and constant work to improve results
- Reporting in Facebook Reports & Google Data Studio



RESULT OF WORK OF ADVERTISING IN META ADS

Meta Ads interface showing a table of advertising results. The table includes columns for Off/On status, Campaign, Results, Reach, Impressions, Cost per result, Amount spent, and Ends. The data is summarized for 8 campaigns, showing a total reach of 194,796, 479,348 impressions, and a total amount spent of \$6,428.40.

Off/On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	[Campaign Name]	1,312 On-Facebook leads	95,616	317,688	\$3.03 Per on-Facebook lea...	\$3,975.52	Ongoing
<input type="checkbox"/>	[Campaign Name]	168 On-Facebook leads	32,424	69,608	\$5.78 Per on-Facebook lea...	\$971.48	Ongoing
<input type="checkbox"/>	[Campaign Name]	160 Post engagements	1,196	1,260	\$0.18 Per Post Engagement	\$28.92	Ongoing
<input type="checkbox"/>	[Campaign Name]	108 On-Facebook leads	21,740	36,188	\$4.70 Per on-Facebook lea...	\$507.68	Ongoing
<input type="checkbox"/>	[Campaign Name]	40 On-Facebook leads	34,632	41,580	\$19.06 Per on-Facebook lea...	\$762.20	Ongoing
<input type="checkbox"/>	[Campaign Name]	32 On-Facebook leads	9,088	12,920	\$5.66 Per on-Facebook lea...	\$181.20	Ongoing
<input type="checkbox"/>	[Campaign Name]	— On-Facebook lead	—	—	— Per on-Facebook lea...	\$0.00	Ongoing
<input type="checkbox"/>	[Campaign Name]	— On-Facebook lead	100	104	— Per on-Facebook lea...	\$1.40	Ongoing
Results from 8 campaigns		—	194,796 Accounts Centre acco...	479,348 Total	—	\$6,428.40 Total Spent	



We are a team of experienced digital marketers and we provide effective promotion of your business in **Meta, Google, Bing, Yelp, TikTok and SMM.**

My team and I are looking for projects to apply our long-term expertise in digital marketing and offer some of the best terms on the market, as well as increased **Google promo codes up to \$500 and Bing coupons up to \$250.**



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