

# **CASE: CAR WRAPPING SERVICES**

TOOL: META ADS (FACEBOOK & INSTAGRAM)

# INTRODUCTORY INFORMATION

- Business: car wrapping services
- Tool: Meta Ads (Facebook & Instagram)
- Location: California, USA
- Cooperation period: 3 months
- Goal: filled out contact information with additional questions in the lead form

# RESULTS

- Results: 1 306 qualified leads
- Average cost per lead: \$21.34
- Total expenses: \$27,870



# 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

Campaigns		Ad sets			Ads		
Off/On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>		168 On-Facebook leads	66,740	188,226	\$16.18 Per on-Facebook L...	\$2,717.58	Ongoing
<input type="checkbox"/>		124 On-Facebook leads	35,126	111,540	\$21.91 Per on-Facebook L...	\$2,716.82	Ongoing
<input type="checkbox"/>		510 On-Facebook leads	182,312	597,408	\$15.79 Per on-Facebook L...	\$8,055.10	Ongoing
<input type="checkbox"/>		338 On-Facebook leads	93,360	340,892	\$23.85 Per on-Facebook L...	\$8,060.04	Ongoing
<input type="checkbox"/>		152 On-Facebook leads	90,704	327,826	\$38.62 Per on-Facebook L...	\$5,870.08	Ongoing
<input type="checkbox"/>		14 On-Facebook leads	9,214	16,692	\$32.24 Per on-Facebook L...	\$451.30	Ongoing
<b>Results from 6 campaigns</b>		<b>1,306</b> On-Facebook leads	<b>477,456</b> Accounts Centre ac...	<b>1,582,584</b> Total	<b>\$21.34</b> Per on-Facebook lea...	<b>\$27,870.92</b> 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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MICROSOFT ADS (BING + YAHOO)**



# CONTACTS



[www.omelyanenko.pro](http://www.omelyanenko.pro)



+380 96 882 97 81 (Telegram, WhatsApp, Viber)



[omelyanenko.marketolog@gmail.com](mailto:omelyanenko.marketolog@gmail.com)

**Alexander Omelyanenko**

Director of Digital Marketing



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