

# **CASE: EUROPEAN CITIZENSHIP PROGRAMS**

TOOL: META ADS (FACEBOOK & INSTAGRAM)

# INTRODUCTORY INFORMATION

- Business: European citizenship programs
- Tool: Meta Ads (Facebook & Instagram)
- Location: Europe
- Cooperation period: 3 months
- Goal: completed contact information with additional questions in the lead form, and leads from the website

## RESULTS

- Results: 1 330 qualified leads
- Average cost per lead: €20.3
- Total expenses: €27,045



# 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"/>		950 On-Facebook leads	282,530	1,345,855	€22.82 Per on-Facebook lea...	€21,680.85	Ongoing
<input type="checkbox"/>		330 Website leads	257,055	671,890	€13.35 <sup>(2)</sup> Per Lead	€4,404.20	Ongoing
<input type="checkbox"/>		35 Website leads	12,210	60,305	€15.59 <sup>(2)</sup> Per Lead	€545.75	Ongoing
<input type="checkbox"/>		15 On-Facebook leads	8,330	29,060	€27.62 Per on-Facebook lea...	€414.30	Ongoing
<input type="checkbox"/>		— Link click	—	—	— Per link click	€0.00	Ongoing
<b>Results from 5 campaigns ⓘ</b>		<b>1,330</b> Multiple conversions	<b>473,340</b> Accounts Centre acco...	<b>2,107,110</b> Total	— Multiple conversions	<b>€27,045.10</b> Total Spent	



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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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**Bing**

Partner

**MARKETING PARTNER OF  
MICROSOFT ADS (BING + YAHOO)**



# CONTACTS



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