

CASE: CUSTOM KITCHENS

TOOL: META ADS (FACEBOOK & INSTAGRAM)

INTRODUCTORY INFORMATION

- Business: custom kitchens in Europe
- Tool: Meta Ads (Facebook & Instagram)
- Location: Europe
- Cooperation period: 3 months
- Goal: filled out contact information with additional questions in the lead form

RESULTS

- Results: 1 200 qualified leads
- Average cost per lead: €4.64
- Total expenses: €5,577



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"/>		105 On-Facebook leads	27,544	59,844	€1.35 Per on-Facebook leads	€141.49	Ongoing
<input type="checkbox"/>		63 On-Facebook leads	29,886	75,337	€5.97 Per on-Facebook leads	€376.29	Ongoing
<input type="checkbox"/>		70 On-Facebook leads	39,952	82,641	€6.59 Per on-Facebook leads	€461.55	Ongoing
<input type="checkbox"/>		146 On-Facebook leads	56,275	130,002	€3.30 Per on-Facebook leads	€482.29	Ongoing
<input type="checkbox"/>		69 On-Facebook leads	22,589	44,227	€3.71 Per on-Facebook leads	€256.11	Ongoing
<input type="checkbox"/>		62 On-Facebook leads	13,850	22,921	€1.18 Per on-Facebook leads	€73.22	Ongoing
<input type="checkbox"/>		262 On-Facebook leads	107,529	253,170	€4.41 Per on-Facebook leads	€1,154.17	Ongoing
<input type="checkbox"/>		423 On-Facebook leads	143,616	374,700	€6.22 Per on-Facebook leads	€2,632.86	Ongoing
Results from 8 campaigns		1,200 On-Facebook lead	308,332 Accounts Centre ac...	1,042,842 Total	— Per on-Facebook leads	€5,577.98 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.**



OMELYANENKO.PRO —



Meta
Business Partner

**FACEBOOK (META)
BUSINESS PARTNER**



G
Google Partner

PREMIER 2022

**LEADING PARTNER AT
GOOGLE PREMIER PARTNERS**



Bing

Partner

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



CONTACTS



www.omelyanenko.pro



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



omelyanenko.marketolog@gmail.com

Alexander Omelyanenko

Director of Digital Marketing



[Facebook](#)



[Instagram](#)



[LinkedIn](#)