

CASE: SELLING SMART TVs

TOOL: META ADS (FACEBOOK & INSTAGRAM)

INTRODUCTORY INFORMATION

- Business: selling smart TVs
- Tool: Meta Ads (Facebook & Instagram)
- Location: Europe
- Cooperation period: 3 months
- Goal: filled out contact information with additional questions in the lead form
+ purchases on the site

RESULTS

- Results: 2 999 qualified leads
- Average cost per lead: €1.53
- Total expenses: €4,597



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

+ Create Edit A/B test Rules View Setup Reports

	Off/On	Campaign	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	<input checked="" type="checkbox"/>		701 On-Facebook leads	26,440	51,426	€0.18 Per on-Facebook lea...	€128.15	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>		537 On-Facebook leads	10,560	57,007	€0.32 Per on-Facebook lea...	€174.42	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>		489 On-Facebook leads	19,808	44,934	€0.26 Per on-Facebook lea...	€128.20	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>		219 On-Facebook leads	13,160	29,582	€0.24 Per on-Facebook lea...	€53.38	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>		— On-Facebook lead	—	—	— Per on-Facebook lea...	€0.00	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>		195 On-Facebook leads	5,510	28,181	€0.27 Per on-Facebook lea...	€53.51	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>		340 On-Facebook leads	20,060	40,897	€0.16 Per on-Facebook lea...	€53.36	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>		478 [2] Website purchases	94,798	1,041,821	€6.55 [2] Per Purchase	€3,130.91	Ongoing
<input type="checkbox"/>	<input checked="" type="checkbox"/>		40 [2] Website purchases	236,864	701,221	€21.89 [2] Per Purchase	€875.77	Ongoing
Results from 9 campaigns			2,999	362,460 Accounts Centre acco...	1,995,069 Total	€1.53	€4,597.70 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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**FACEBOOK (META)
BUSINESS PARTNER**



PREMIER 2022

**LEADING PARTNER AT
GOOGLE PREMIER PARTNERS**



Partner

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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



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[LinkedIn](#)