

# digitalizimo

Facebook & Instagram Ads

*Results Presentation*

# Qualified Sales Calls

## Website Bookings from Qualified Leads

Goal: Turn clicks into real appointments

Campaign: "Potential Clients #2"



131 scheduled calls with qualified leads



\$11.06 per schedule — efficient and cost-effective

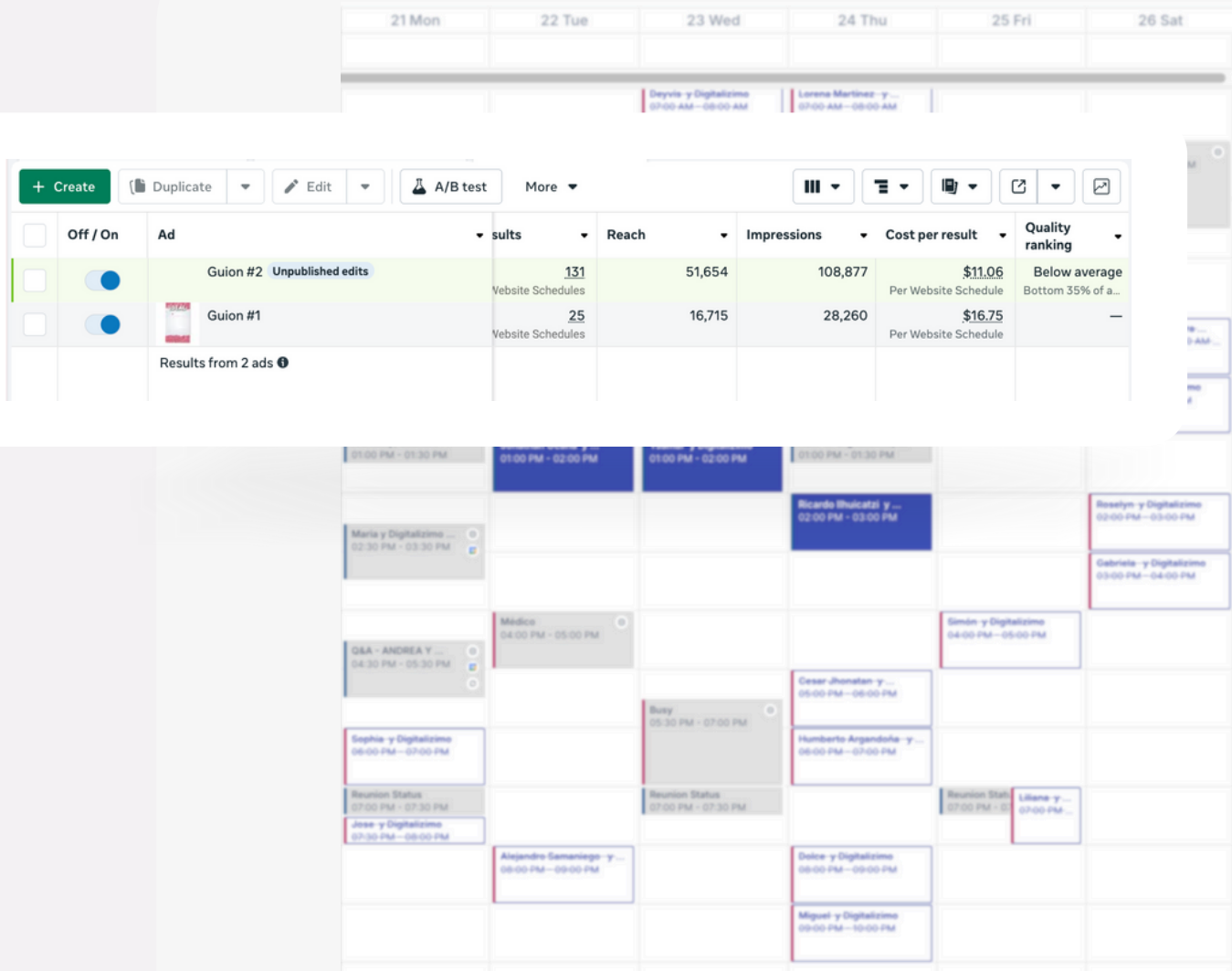


\$1,449 invested = 131 potential clients directly on the calendar



51,654 people reached | 108,877 impressions

Previous ad version? Only 25 bookings at a higher cost per lead. With optimized copy + strategy, we cut cost per lead by 33% and 5X'd the results



This campaign didn't just generate traffic it delivered booked calls with real prospects, ready to convert at a low price.

# Website Traffic Campaigns

## Driving Clicks, Fast and Cost-Efficient

Goal: Bring highly targeted traffic to client websites — at the lowest possible cost



### Client 1: Health Clinic Campaign – June 2025

- **Total link clicks:** 1,519
- **Best-performing ad:** 454 clicks at \$0.03 per click
- **Impressions:** Over 100,000 across all ads
- **Average CPC across ads:** As low as \$0.03 – \$0.06

Ultra-low cost per click = **more traffic with less budget.**

Ad	Attribution	Results	Reach	Impressions	Cost per result
	click or ...	79 Link clicks	3,164	3,456	\$0.04 Per Link Click
	click or ...	2 Link clicks	135	135	\$0.05 Per Link Click
	click or ...	297 Link clicks	6,036	9,111	\$0.03 Per Link Click
	click or ...	77 Link clicks	2,531	2,724	\$0.03 Per Link Click
	click or ...	454 Link clicks	11,585	15,919	\$0.03 Per Link Click
	click or ...	342 Link clicks	9,980	46,810	\$0.05 Per Link Click
	click or ...	225 Link clicks	8,502	12,268	\$0.05 Per Link Click



### Client 2: Website Traffic Campaign – May 2025

- **Total link clicks:** 3,838
- **Top ad:** 1,787 clicks at \$0.33 per click
- **Impressions:** 128,967 from one ad alone
- **Average CPC across ads:** \$0.27 – \$0.82

Massive visibility and high-volume **clicks from a cold audience.**

Ad	Bid strategy	Budget	Last significant edit	Attribution setting	Results
	Highest volume Link clicks	\$20.00 Daily	May 18, 2025, 11:30 36 days ago	7-day click or ...	1,787 Link clicks
	Highest volume Link clicks	\$20.00 Daily	May 18, 2025, 11:30 36 days ago	7-day click or ...	970 Link clicks
	Highest volume Link clicks	\$20.00 Daily	May 18, 2025, 11:30 36 days ago	7-day click or ...	756 Link clicks
	Highest volume Link clicks	\$20.00 Daily	May 18, 2025, 11:30 36 days ago	7-day click or ...	203 Link clicks
	Highest volume Link clicks	\$20.00 Daily	May 18, 2025, 11:30 36 days ago	7-day click or ...	122 Link clicks



**We didn't just drive clicks - we brought real people to the websites, ready to discover, engage, and convert.**  
*Whether it's volume or cost-efficiency, our strategy adapts to the client's goal.*

# Messaging Campaigns

Goal: Start direct message conversations with qualified leads



## Messaging Campaigns

Real Conversations. Real Leads.

- **35,000+ impressions** across all creatives
- **Covered diverse niches:** Software, Coaching, Marketing, Ecommerce, and more
- **Niches:** Software, Coaching, Marketing, Ecom, and more
- **Consistent results** across multiple industries with ultra-low cost per lead.

These campaigns didn't just spark clicks — they opened real conversations with

*real people,*

*ready to engage*



### Campaign 1: Messaging Ads – June 2025

- **73 conversations** started
- **\$0.65 per** messaging conversation
- **12,573 impressions** | 9,165 people reached
- **Top ad:** 73 conversations at \$0.65 each
- **Other ads ranged from** \$0.65 to \$3.37 per result

	Results	Reach	Impressions	Cost per result
g) - Junio 2025	3	682	817	\$1.22
g) - Junio 2025	—	124	140	—
g) - Junio 2025	13	2,704	3,263	\$0.73
g) - Junio 2025	73	9,165	12,573	\$0.65
g) - Junio 2025	4	1,083	1,249	\$1.13
g) - Junio 2025	11	3,690	4,872	\$1.37
g) - Junio 2025	9	3,197	4,990	\$3.37
g) - Junio 2025	9	2,052	3,071	\$2.28

**Efficient lead generation through**  
low-cost messaging conversations



### Campaign 2: Messaging Ads – Multi-Niche Strategy

- **265 total conversations** started with potential leads
- **Top ad:** 54 conversations at \$0.54 per conversation
- **Other strong performers:**
  - 37 conversations at \$0.35
  - 33 conversations at \$0.37

Bid strategy	Budget	Last significant edit	Attribution setting	Results	Rea
Highest volume Conversations	Using campaign...	Feb 23, 2025, 5:...	7-day click or ...	54	
Highest volume Conversations	\$2.00	Feb 23, 2025, 5:...	7-day click or ...	33	
Highest volume Conversations	\$2.00	Feb 23, 2025, 5:...	7-day click or ...	37	
Highest volume Conversations	\$3.00	Feb 23, 2025, 5:...	7-day click or ...	21	
Highest volume Conversations	\$3.00	Feb 12, 2025, 12:...	7-day click or ...	20	
Highest volume Conversations	\$3.00		7-day click or ...	40	
Highest volume Conversations	\$2.00	Feb 23, 2025, 5:...	7-day click or ...	14	
Highest volume Conversations	\$2.00	Feb 23, 2025, 5:...	7-day click or ...	21	
Highest volume Conversations	\$2.00	Feb 23, 2025, 5:...	7-day click or ...	26	

**Most ads remained under \$1.00**  
per messaging conversation

# Engagement & Followers

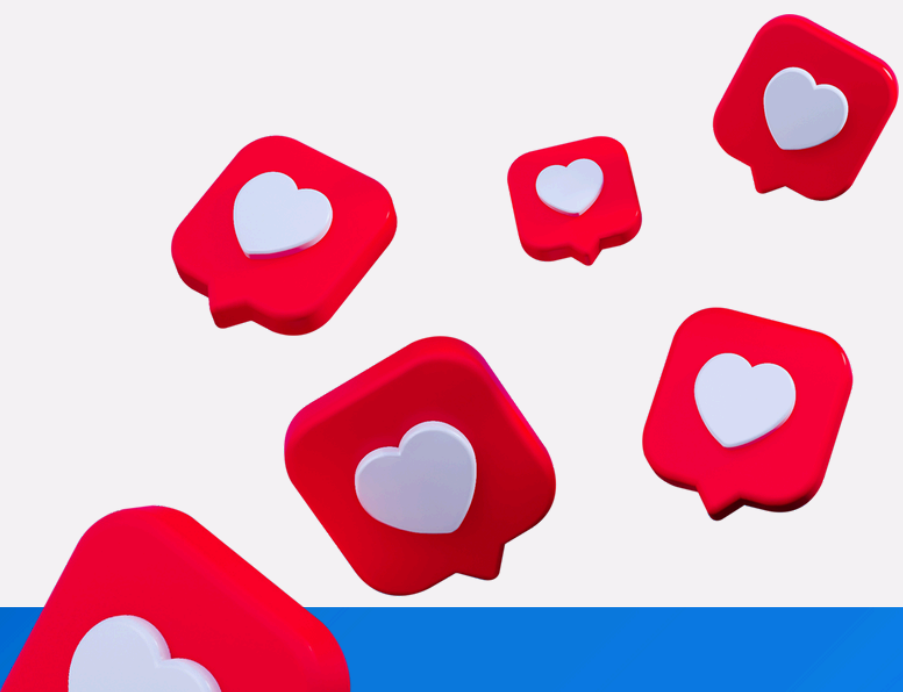


## Engagement Campaign

Building an Active & Loyal Audience

Goal: Drive page/profile visits and increase follows/likes with high-performing creatives

This campaign *didn't just reach people* it got them to follow, like, and visit — paving the way for deeper engagement and future conversions.



## Page & Profile Visits Results

- **2,200+ total visits** to page/profile
- **Top ad:** 1,710 visits at just \$0.18 per visit
- **Most ads averaged between** \$0.15 – \$0.58 per visit
- **Total reach:** Over 57,000 people
- **Total impressions:** 163,000+

<input type="checkbox"/>	<input checked="" type="checkbox"/>		Ad 4 - Carousel: One App for All your Assignments	278	9,165	18,957	\$0.16
			Page and profile visits				Cost per visit
<input type="checkbox"/>	<input type="checkbox"/>		Ad 2 - Stay on Top of Deadlines	14	966	1,124	\$0.47
			Page and profile visits				Cost per visit
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Ad 1 - Save Time, Stress Less	25	525	666	\$0.15
			Page and profile visits				Cost per visit
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Ad 3 - Spending Too Much Time	123	1,811	2,768	\$0.16
			Page and profile visits				Cost per visit
<input type="checkbox"/>	<input checked="" type="checkbox"/>		Ad 4 - Carousel: One App for All your Assignments	1,710	42,595	136,941	\$0.18
			Page and profile visits				Cost per visit
<input type="checkbox"/>	<input type="checkbox"/>		Ad 3 - Spending Too Much Time	8	190	203	\$0.17
			Page and profile visits				Cost per visit
<input type="checkbox"/>	<input type="checkbox"/>		Ad 2 - Stay on Top of Deadlines	21	2,570	3,076	\$0.58
			Page and profile visits				Cost per visit

Highly cost-effective traffic to profile using relatable, problem-solving creatives



## Follows & Likes Results

- **182 new followers or** likes gained
- **Top ad:** 93 follows at just \$0.65 per result
- **All ads stayed under** \$0.76 per follow/like
- **Reach:** 2,600+ people | Impressions: 3,800+

Steady growth in community engagement with minimal ad spend

# Lead Generation Campaigns



**Lead Generation Campaign**  
43 Qualified Leads in Just 2 Weeks

**Goal:** Generate **qualified Meta Leads** from real estate owners from Peru (property developers & apartment owners)

This campaign didn't just bring visibility - it delivered real, qualified leads

**ready to be**

**contacted**

## Campaign Results Only 2 Weeks Active



**43 Meta leads generated**

**Cost per lead (in USD):**

- Best-performing ad: \$1.25 per lead (S/4.69)
- Second best: \$1.89 per lead (S/7.08)
- Other tests ranged up to \$8.10 per lead (S/30.36)

**Top ads:**

- 19 leads at \$1.25
- 13 leads at \$1.89

**Total reach:** Over 18,000 people

**Total views:** Over 19,600

Off / On	Ad set	Attribution setting	Results	Reach
<input checked="" type="checkbox"/>	MarcHome - Dueños de inmobiliarias - S/15 - ...	7-day click or ...	24 Meta leads	9,305
<input checked="" type="checkbox"/>	MarcHome - Dueños de depas - S/15 - Junio	7-day click or ...	19 Meta leads	10,651
Results from 2 ad sets ⓘ				

Attribution setting	Results
7-day click or ...	19 Meta leads
7-day click or ...	13 Meta leads
7-day click or ...	6 Meta leads
7-day click or ...	3 Meta leads
7-day click or ...	2 Meta leads

Some test ads had higher CPL, providing insights for future optimization. Fast, measurable results - all within just 14 days.

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