



ANOTHER RETARGETING SUCCESS STORY

[Personal Injury Attorney]

GEO-TARGETING: [Portland, OR]

HIGHLIGHTS

TALKING POINTS

- This is a Facebook/Instagram only campaign, Google does not permit PI lawyers to retarget
- We can also retarget on TrafficFuel but have not for this client
- Retargeting is competing against regular Facebook traffic to a Quiz lander
- Performed for over 9 months to date
- Retargeting average CPA is 43% of account CPA

Retargeting performance is highly dependent on the volume and quality of inbound visitor traffic to the website.

CLIENT GOAL:

\$75
CPA

OUR RESULTS:


\$7.32
Best Retargeting
CPA

RESULTS

Average CPA is
\$66
across the account
as a whole

PERFORMANCE DATA

Facebook Campaign Performance						03/01/2019 - 03/31/2019	
Campaign	Clicks	Impressions	Spend	Lead	CTR	CPC	
Top of Funnel - Quiz (Conversion)	685	65,635	\$898.36	12 (CPA) \$74.86 (Rate) 1.75%	1.04%	\$1.31	
Bottom of Funnel Remarketing (Conversion)	88	4,324	\$97.84	3 (CPA) \$32.61 (Rate) 3.41%	2.04%	\$1.11	
Total	773	69,959	\$996.20	15 (CPA) \$66.41 (Rate) 1.94%	1.10%	\$1.29	

Ads by Ad Group Summary						03/01/2019 - 03/31/2019		
Campaign	Ad Set	Ad	Clicks	Impressions	Spend	Lead	CTR	CPC
Top of Funnel - Quiz (Conversion)	50 Miles Around Offices	Static Image - Recover What You Deserve - List3 	455	43,250	\$583.54	10 (CPA) \$58.35	1.05%	\$1.28
Top of Funnel - Quiz (Conversion)	50 Miles Around Offices	Static Image - Workplace Injuries - List6 	44	3,248	\$45.04	--	1.35%	\$1.02
Bottom of Funnel Remarketing (Conversion)	Website Visitors - Last 90 Days	Static Image - Recover What You Deserve - List7 	12	919	\$18.88	--	1.31%	\$1.57
Top of Funnel - Quiz (Conversion)	50 Miles Around Offices	14 Sec Slideshow - Free Personal Injury Quiz - List7 	95	9,438	\$148.11	--	1.01%	\$1.56
Bottom of Funnel Remarketing (Conversion)	Website Visitors - Last 90 Days	30 Sec Video - Free Personal Injury Quiz - List7 	42	1,913	\$44.80	--	2.20%	\$1.07

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