



From High Costs to High Returns: A 3-Month Facebook Ads Success Story for Gutter Cleaning

From September to November 2024, a structured, data-driven approach to Facebook Ads management significantly enhanced lead generation for a gutter cleaning business. This case study demonstrates how continuous optimizations and targeted strategies led to reduced costs per lead (CPL) and consistent improvement in campaign performance over three months.



by **Dian Tankov**

Initial Challenges

High CPL

Initial CPL stood at \$21.29, with inconsistent results from various ad sets.

Underperforming Creatives

Initial ads lacked visual appeal, reducing engagement.

Fluctuating Lead Volume

Some campaigns struggled to maintain a steady flow of leads.

Broad Audience Targeting

Inefficient targeting contributed to higher costs and lower conversion rates.



Optimization Strategies

1

Enhanced Audience Targeting

Transitioned to focused lookalike audiences based on customer data and Facebook engagers. Incorporated geotargeting for high-demand local areas.

2

Creative Testing and Refinement

Introduced visuals emphasizing gutter cleaning benefits, including "before-and-after" imagery and customer testimonials. Rotated creatives bi-weekly.

3

Landing Page Optimization

Simplified the booking process, reducing form fields and improving mobile responsiveness. Added urgency-focused calls-to-action.

4

Budget Realignment

Redirected spending from underperforming campaigns to high-performing ad sets. Increased budgets during October, a high-demand period.



Campaign Results Overview

432

Total Leads

Generated over the three-month period

71

Peak Weekly Leads

Achieved in the week October 28 – November 3

\$9.51

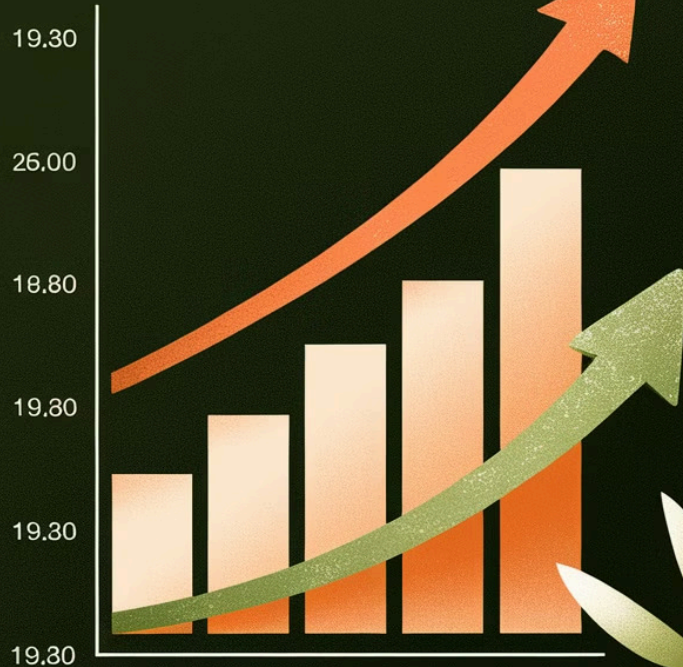
Best CPL

Achieved in October 28 – November 3, reflecting optimized targeting and creatives

8,106

Total Link Clicks

Demonstrating strong engagement throughout the campaign



September Adjustments

Segmented Interest-based Audiences

Significantly reduced CPL from \$21.29 to \$14.51 in September.
This targeted approach improved ad relevance and efficiency.

Creative Tests

Early creative tests showed "before-and-after" images driving higher click-through rates. This visual storytelling resonated with the audience, increasing engagement.



October Adjustments

Landing Page Improvements

Contributed to maintaining strong CTR (2.69–2.95%) despite increased competition. Simplified booking process and mobile optimization enhanced user experience.

Budget Shifts

Redirecting spending toward lookalike audiences resulted in more consistent lead volumes. This strategic allocation maximized ROI during peak season.

Seasonal Demand

October campaigns capitalized on seasonal demand, generating a high volume of leads, with 45–50 leads per week.



November Adjustments

1

CPL Reduction

The average CPL dropped to \$9.51 in November after retargeting engaged users with testimonials and urgency-focused ads.

2

Creative Rotation

Maintained engagement during the period by frequently updating ad creatives and messaging.

3

Audience Refinement

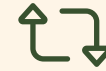
Continued optimization of lookalike audiences based on campaign data improved targeting efficiency.

Key Campaign Insights



Audience Precision Matters

The transition to lookalike audiences, particularly those based on leads and Facebook engagers, consistently lowered CPL.



Creative Variability Enhances Engagement

Frequent creative updates ensured sustained interest and higher CTRs.



Seasonal Budgeting is Key

Allocating more resources during high-demand periods like October and November maximized ROI.



Overall Campaign Performance

\$5,261.58

Total Spent

Investment in Facebook Ads over three months

432

Total Leads

High-quality leads generated for the gutter cleaning business

\$12.18

Average CPL

Cost-effective lead generation across the campaign

2.98%

Average CTR

Strong engagement rate throughout the campaign

Overall Campaign Performance

ads ↻ Had delivery ↻ Active ads ↻ Active ads + More views 📅 9 Sep 2024 - 22 Nov 2024

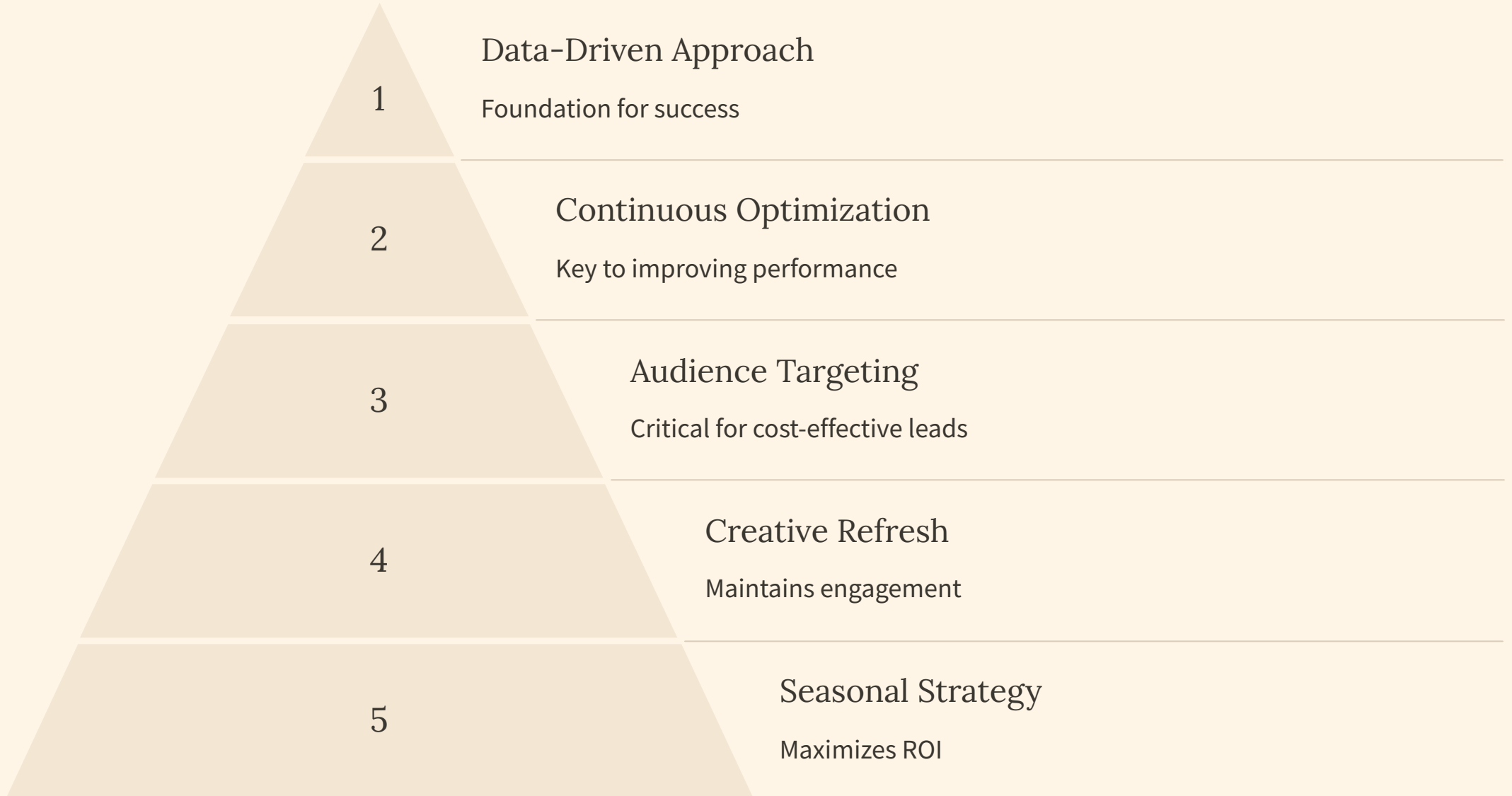
ter

s 🗪 Ad sets 📄 Ads

📄 Duplicate ✎ Edit 🧪 A/B test More 📊 Columns: Custom 📑 Breakdown 📄 Reports 📄 Export 📊 Charts

Campaign	Results	Cost per result	Reach	Amount spent	Link clicks	CTR (all)	
Advantage+ audience targeting - diandigital 📊 View Charts ✎ Edit 📄 Duplicate ⋮	36 Website leads	\$24.88 Per lead	73,745	\$895.73	879	1.78%	
Segmented audiences targeting - diandigital	117 Website leads	\$11.83 Per lead	131,837	\$1,384.47	2,133	3.11%	
Lookalike audiences targeting - diandigital	135 Website leads	\$9.67 Per lead	127,958	\$1,305.93	2,318	3.56%	
Retargeting audiences targeting - diandigital	79 [2] Website leads	\$10.95 [2] Per lead	76,839	\$865.28	1,422	3.02%	
Best audiences / creative testing - diandigital	65 Website leads	\$12.46 Per lead	68,275	\$810.17	1,354	2.87%	
Results from 5 campaigns ⓘ	432 Website leads	\$12.18 Per lead	387,456 Accounts Centre a...	\$5,261.58 Total Spent	8,106 Total	2.98% Per Impressions	

Lessons Learned



Conclusion

This three-month overview demonstrates how strategic adjustments to audience targeting, ad creatives, and landing pages can dramatically enhance performance. The gutter cleaning business not only reduced CPL but also sustained a steady flow of high-quality leads.

These results showcase the potential of Facebook Ads to deliver tangible growth when managed with a data-driven approach, paving the way for continued success and scalability in future campaigns.

