



How Strategic Facebook Ads Helped an Accounting Business Generate 7,543 Leads

Explore how strategic optimization transformed ad performance for an accounting firm. Over 8 months, I'll analyze trends, highlight successful strategies, and provide actionable insights for scaling advertising efforts.



by Dian Tankov

Campaign Overview

7,543

Total Leads

Generated between March and
November 2024

\$1.99

Average CPL

Cost per lead across all campaigns

50,842

Total Link Clicks

Engagement across all ad
campaigns

\$15,034

Total Ad Spend

Investment in Facebook Ads
campaigns



Campaign Overview

is ⚡ Had delivery ⚡ Active ads ⚡ Active ads + More views 📅 4 Mar 2024 - 2 Dec 2024

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)
Broad Targeting Audiences - diandigital <small>View Charts Edit Duplicate</small>	378 Website leads	\$3.41 Per lead	55,072	\$1,287.65	4,359	4.21%
Video ads - Detailed Targeting Audiences - diandigital	1,975 Website leads	\$1.91 Per lead	251,754	\$3,767.38	13,457	6.61%
Image ads - Detailed Targeting Audiences - diandigital	553 Website leads	\$2.47 Per lead	71,607	\$1,364.78	4,525	5.02%
Retargeting Audiences - diandigital	1,765 [2] Website leads	\$1.57 [2] Per lead	167,945	\$2,763.25	8,854	6.95%
Video ads - Lookalike Audiences - diandigital	2,234 Website leads	\$1.79 Per lead	275,871	\$3,995.56	14,173	6.37%
Image ads - Lookalike Audiences - diandigital	638 [2] Website leads	\$2.91 [2] Per lead	103,642	\$1,855.54	5,474	4.96%
Results from 6 campaigns ⓘ	7,543 Website leads	\$1.99 Per lead	925,891 Accounts Centre a...	\$15,034.16 Total Spent	50,842 Total	5.83% Per Impressions



CPL Improvement Journey

1

March-May 2024

Initial CPL: \$5.91. Broad targeting and generic creatives used for testing.

2

June-August 2024

Average CPL: \$1.64. Detailed-targeting, lookalike audiences and fresh creatives implemented.

3

September-November 2024

Lowest CPL: \$1.02. Optimized ads and retargeting strategies employed.



Click-Through Rate Evolution

1

Early Campaigns

CTR started at 3.01%

2

Mid-Campaign Optimization

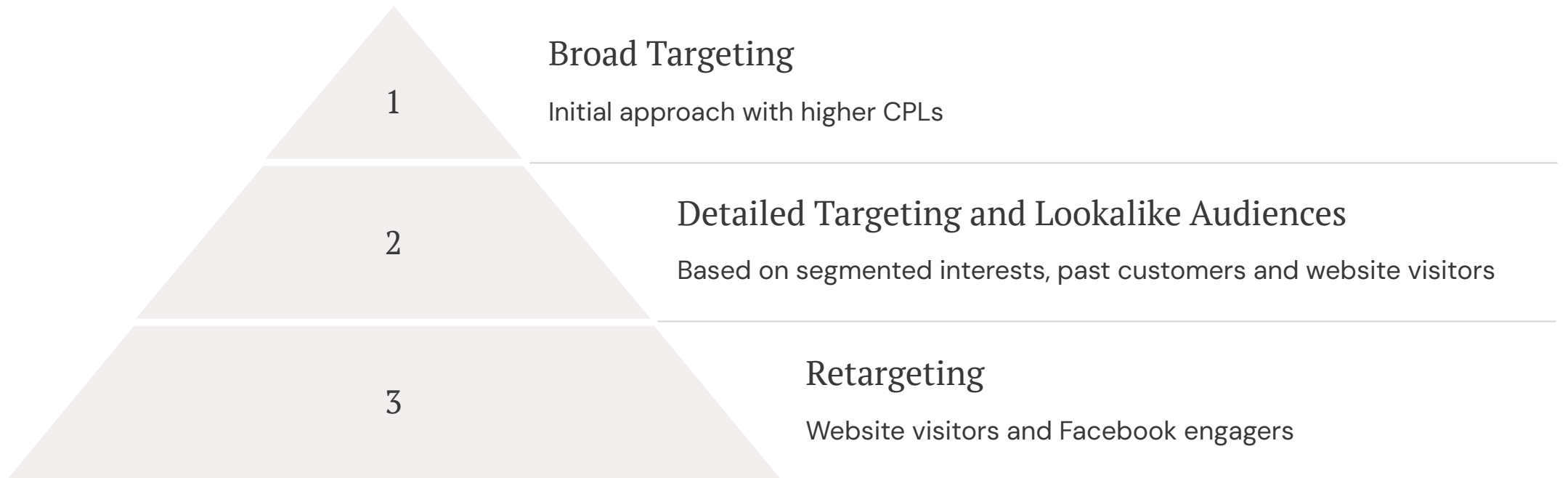
Steady increase in CTR to 5.67%

3

November Peak

CTR reached 8.31%

Audience Refinement Strategy



Creative Testing Results

Video Ads

Consistently delivered highest engagement and lowest CPLs.

Outperformed other formats by 25% in terms of CTR.

Carousel Ads

Effective for showcasing multiple services, but not as high-performing as video.

Static Images

Useful for specific messages, but generally less engaging than video or carousel formats.

Ad Copy Optimization

Pain Point Focus

"Smart Solutions to Minimize Your Tax Liability" resonated with small business owners.

Value Proposition

"Focus on growing your business while we handle the numbers" drove higher CTRs.

Urgency Creation

"Beat the Tax Deadline – Contact Us Today!" generated significant lead spikes.



Targeting Strategy

1

Broad Audiences

Gathering initial data and evaluating the general interests to focus on

2

Segmented Detailed-Targeting Audiences

Implementing multi-layered interest-based audiences for more precise reach

3

Lookalike Audiences

Targeting people with similar interests/behaviours to the website visitors, leads, FB/IG Engagers

Retargeting Campaign Success



Website Visitors

Retargeted users who showed interest in services



Facebook Engagers

Reached users who interacted with the business page



30% Higher Conversion

Retargeted audiences increase the chance for conversion



Key Performance Highlights

1 Highest CTR: 8.31%

Achieved in November with video ads showcasing client success stories.

2 Lowest CPL: \$1.02

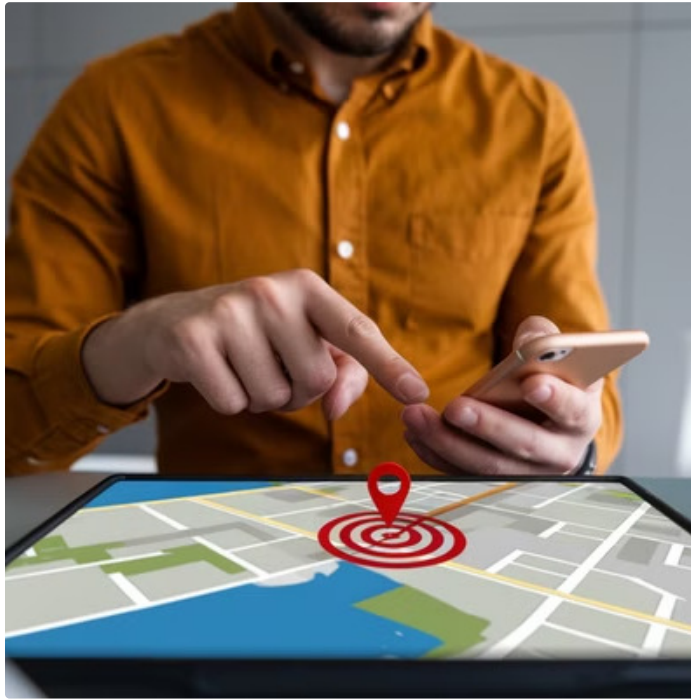
Reached in November using a 1% lookalike audience of website visitors.

3 Biggest Lead Volume: 1541

Generated in October 2024, marking peak campaign performance.



Future Campaign Recommendations



Focus on retargeting and lookalike audiences, expand video content, and implement lead nurturing campaigns.

Ready to Scale Your Accounting Business?

Let's collaborate to create targeted Facebook Ads campaigns that work as hard as you do. Transform your social media advertising strategy and drive consistent lead growth.

Strategic Optimization

Refine audiences and test creatives for optimal performance.

Data-Driven Decisions

Use performance metrics to guide campaign improvements.

Continuous Growth

Scale your business with targeted, high-performing ads.

