



# Optimizing Facebook Ads for a Roofing Company: Reduced CPL from \$25 to \$5 in 10 Weeks

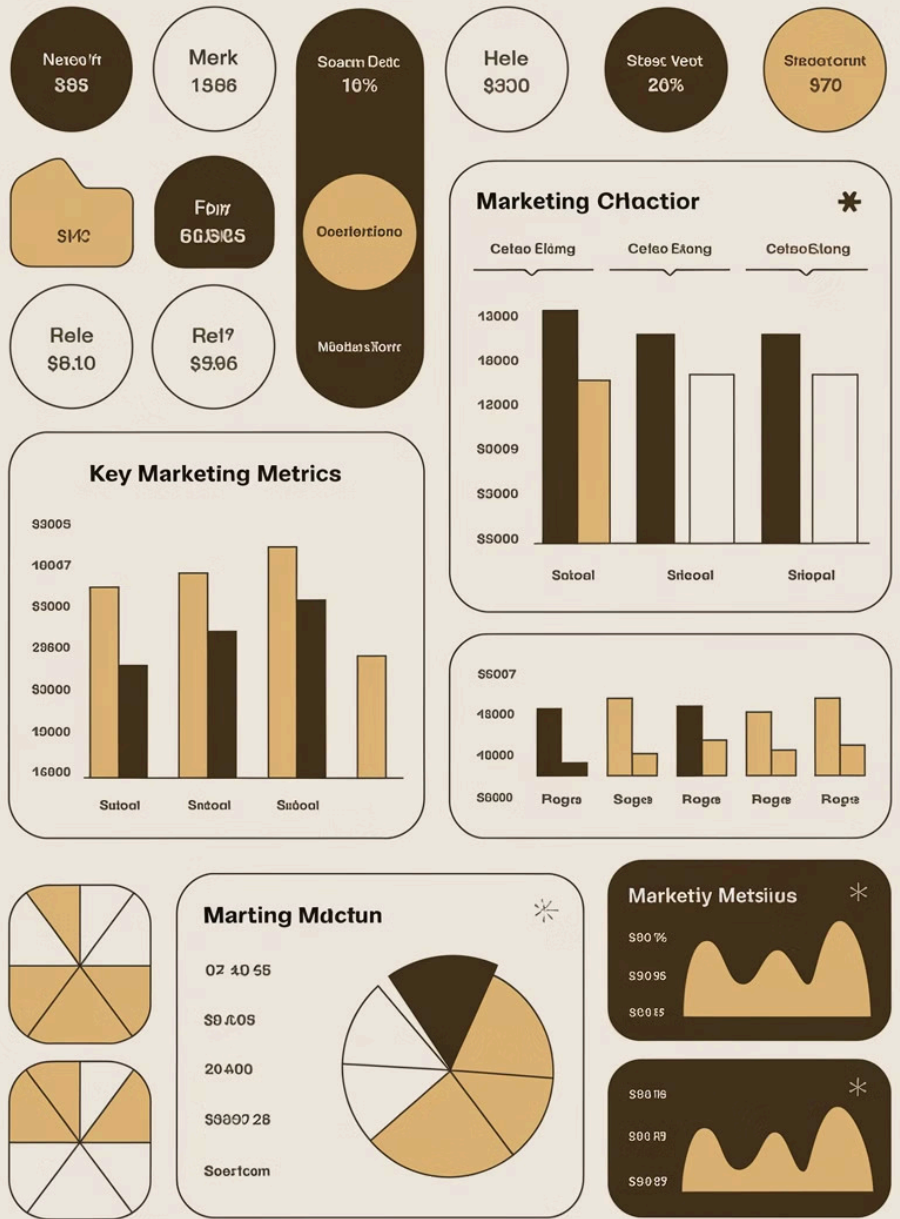
A 10-week performance analysis focused on lead generation. Goal: Optimize cost efficiency and maximize lead quality through Facebook Ads.



by Dian Tankov

# Campaign Overview

Ad sets		Ads		12 Mar 2024 - 21 May 2024				
Duplicate	Edit	A/B test	More	Columns: Custom	Breakdown	Reports	Export	Charts
Campaign	Results	Reach	Cost per result	Amount spent	Link clicks	CTR (all)		
Advantage+ targeting campaign - diandigital	19 Website leads	17,028	\$10.46 Per lead	\$198.72	351	2.03%		
Detailed Targeting Audiences Winners - diandigital	51 Website leads	46,926	\$12.84 Per lead	\$654.91	1,502	2.71%		
Testing Detailed Targeting Audiences - diandigital	15 Website leads	16,092	\$17.41 Per lead	\$261.09	486	1.98%		
Lookalike Audiences - diandigital	32 Website leads	30,927	\$12.10 Per lead	\$387.17	1,078	2.56%		
Retargeting Audiences - diandigital	24 Website leads	22,208	\$11.66 Per lead	\$279.82	786	2.98%		
Testing New Offer - diandigital	19 Website leads	17,725	\$13.25 Per lead	\$251.76	590	2.02%		
Testing New Ads - diandigital	17 Website leads	16,726	\$16.82 Per lead	\$285.91	491	1.89%		
Results from 7 campaigns	177 Website leads	118,284 Accounts Centre a...	\$13.11 Per lead	\$2,319.38 Total Spent	5,284 Total	2.46% Per Impressions		



# Campaign Overview

- 1 Total Ad Spend**  
 \$2,319.38 invested over 10 weeks.
- 2 Total Leads**  
 177 leads generated from the campaign.
- 3 Average CPL**  
 Average cost per lead was \$13.11.
- 4 Average CTR**  
 Average click-through rate of 2.46%.

# CPL Improvement: A Success Story

1

Week 1: \$25.46 CPL

High CPL due to targeting issues.

2

Week 8: \$10.64 CPL

Adjustments improve performance.

3

Week 10: \$5.08 CPL

Lowest CPL achieved through optimization.



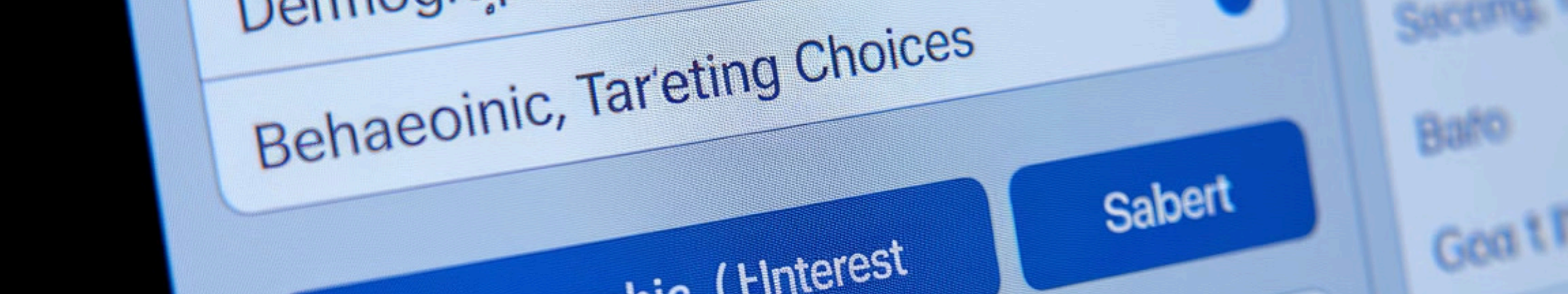
# Initial Challenges

## Inefficient Targeting

High CPL in Week 1 due to poor audience selection.

## Underperforming Ads

Low CTR (1.96%) in Week 2 indicated lack of engagement.



## Fixing Performance: Audience Targeting

### Lookalike Audiences

Targeting similar to existing customers.

### Lead Form Engagement

Targeting users who engaged with lead forms.

### Segmented Targeting

Ensuring ads reached the right people by using segmented interest based audiences.



# Ad Creative Optimization



## New Creatives

Introduced fresh ad designs.



## Improved CTR

CTR increased to 2.81%.

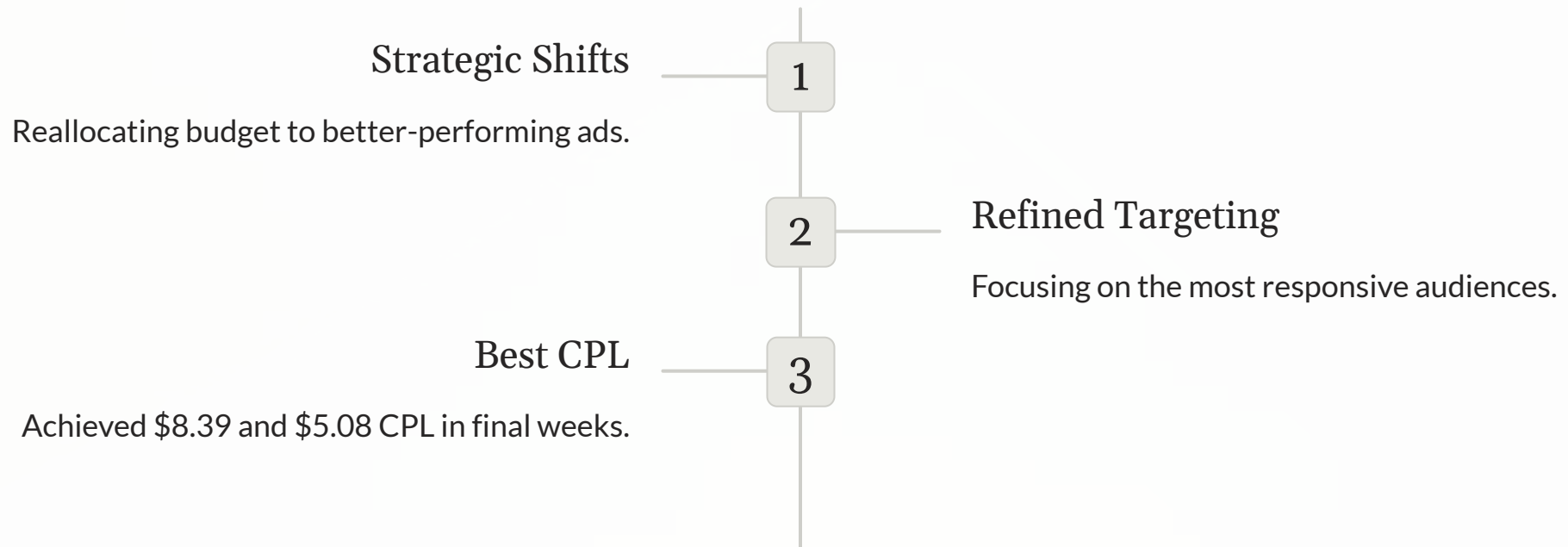


## Reduced CPL

Significant reduction in cost per lead.



# Budget Allocation Strategy







“

**'Happy customer  
howe that to the  
love neier new  
roof.'"**

**Call us today for frre enacene!**

# Strong Ad Creative & Copy

1

## Problem-Solving Messaging

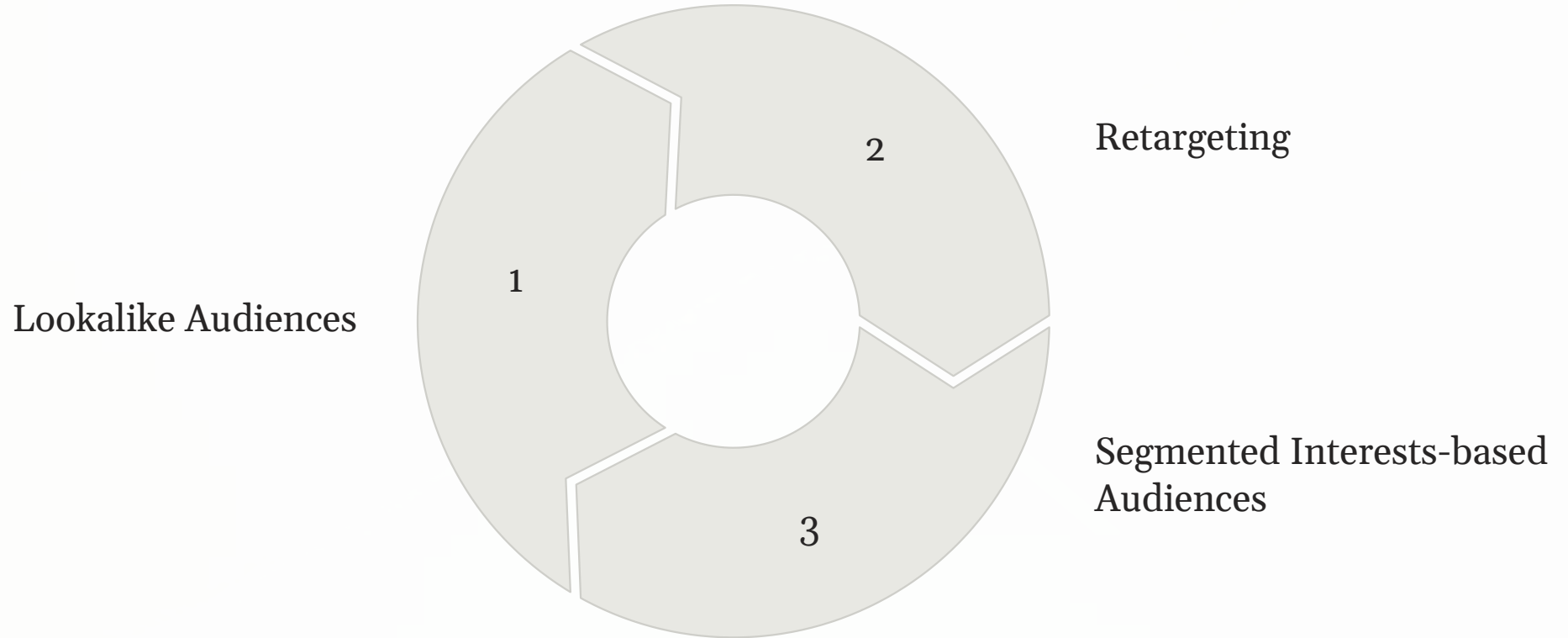
Address customer pain points directly.

2

## Social Proof

Use customer reviews and before/after photos.

# Improve Audience Targeting



# Maintain High CTR

1

CTR Above 2.5%

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2

Ad Engagement

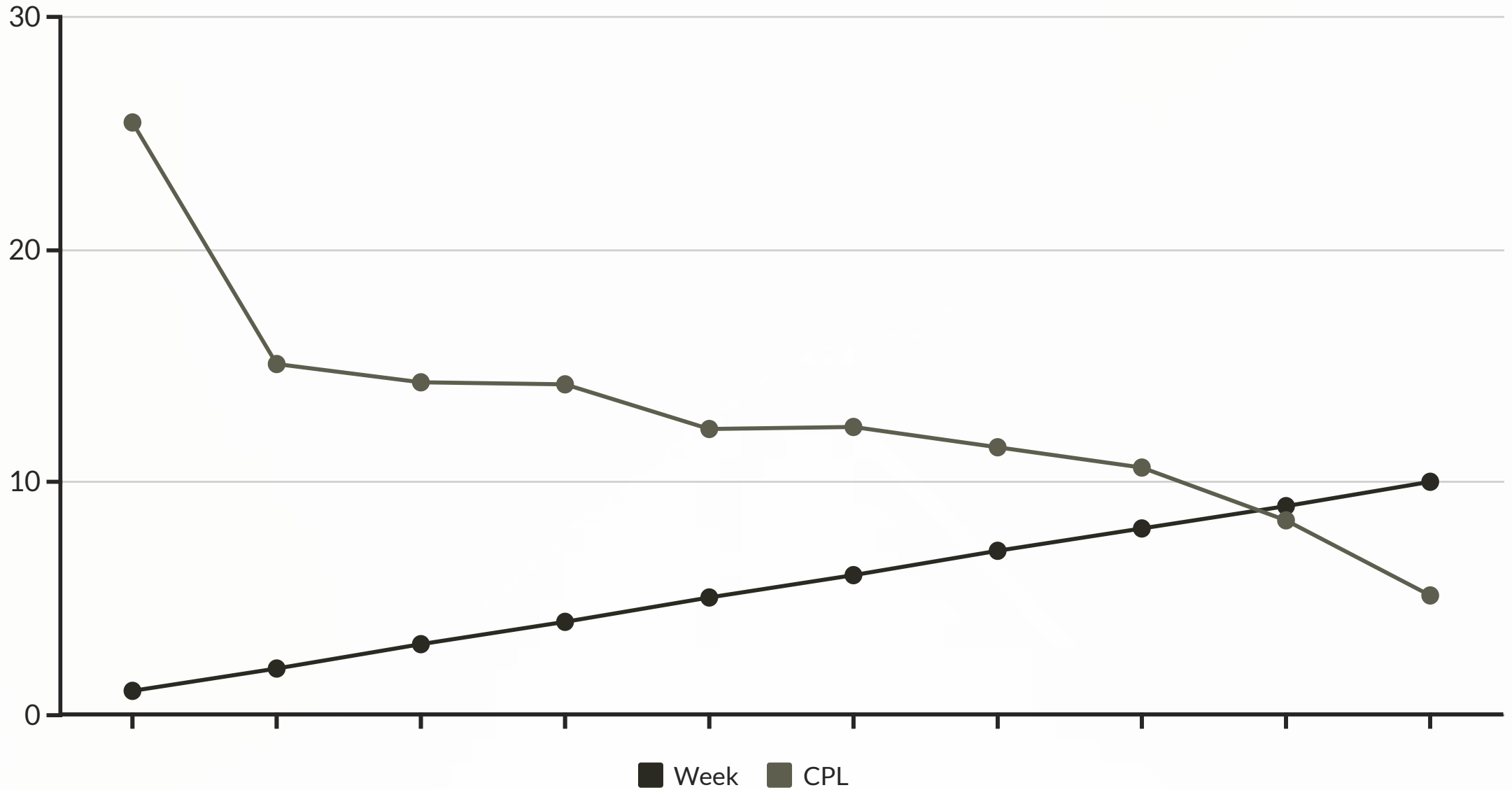
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3

Rotate Ads

Keep CTR above 2.5% to ensure ad engagement remains strong. Rotate ads every 2-3 weeks to prevent ad fatigue.

# Monitor Daily & Adjust Faster



Weekly reviews should lead to immediate ad optimizations.

# Final Thoughts



## Huge Performance Gains

Shift from \$25.46 CPL to \$5.08.



## Optimized Strategy

Start strong and maintain low CPL.