

Telcom Fiber - Case Study



Client: High-Speed Fiber Internet Company

Flights: May 16th - August 15th

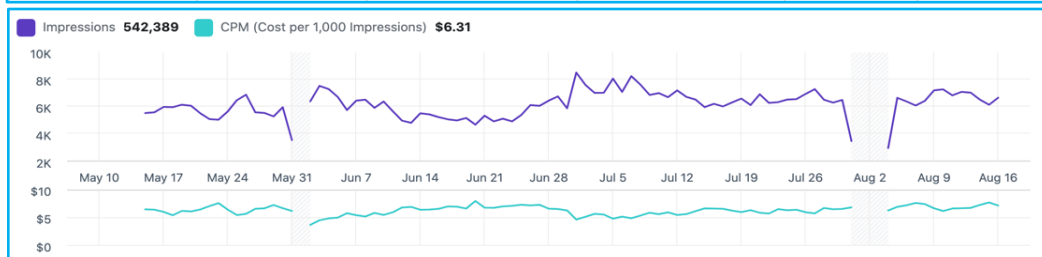
Budget: \$3,424

Goal: Generate form fill searches on the website based on interest in high-speed fiber internet, either with an immediate need or future interest as service areas expand.

Approach: This campaign focused on generating form fill service availability searches on the company website, which would then lead to two different extended conversion options. First, if a home address was in the current service area, a potential customer could sign up for service immediately. Secondly, if an address couldn't purchase fiber, a potential customer could then register for future availability updates as the service area expanded. Our job was to generate as many searches as possible so that the company could sign up more customers immediately, while also developing real service interest now that helps the company decide what areas to expand their fiber services into and how to prioritize them moving forward. Because the service areas often deal with small geos, Facebook was the best platform for digital execution based on budget. Consistent creative changes and multiple A/B tests and Dynamic Creatives helped to keep the message fresh and the interest level high.

Campaign Performance/Data

Amount Spent	Impressions	Unique Outbound Clicks	CTR (Link Click-Through Rate)	Results	Cost per Result
\$3,423.61	542,389	1,392	0.33%	1,033 Leads	\$3.31 Per Lead



Outcome: According to Wordstream, the average conversion rate for Facebook ads for the consumer services sector is 9.96%. This campaign resulted in a mid-funnel conversion rate of 74.21% based on what we were able to track. We would only need 13.5% of these conversions to take additional action to perform better than the average CVR.