

Case Study - 03

This client was looking to run a continuous ad that would essentially function as an open job listing. A new hire was extremely valuable to the client and they were more than happy to see **21 leads within the first few weeks at \$25.67 per lead**. The ad continues to run to this day and still generates new potential hires.

Account: ██████████

Search Filters Lifetime: May 24, 2017 – Sep 15, 2017

FILTERS: Ad Set Name: state × + Save Filter Clear

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Ad Set Edit Duplicate Ad Sets... Create Rule More + Columns: Performance Breakdown Export

	Ad Set Name	Delivery	Results	Reach	Cost pe...	Budget	Amount Spent	Schedule
<input type="checkbox"/>	<input checked="" type="checkbox"/> In-State	● Active 2 Approved	9 Leads (Form)	2,827	\$30.00 Per Lead (For...	\$16.00 Daily	\$270.00	Aug 22, 20...
<input type="checkbox"/>	<input checked="" type="checkbox"/> Out-of-State	● Active 2 Approved	12 Leads (Form)	3,440	\$22.41 Per Lead (For...	\$16.00 Daily	\$268.97	Aug 22, 20...
▶ Results from 2 Ad Sets			21 Leads (Form)	6,283 People	\$25.67 Per Lead (For...		\$538.97 Total Spent	