

# MLL Customs

## Background:

We set up a Facebook campaign for MLL Customs with attractive and engaging creatives to generate leads for the client.

**65**

Increase in Leads

**\$38.35**

Cost/Lead

## Results:

The campaign started generating leads right away. The results of the first 30 days are shown in the table below:

Date Range	Leads	Cost/Lead	Cost
September 24 2022 – October 24 2022	6	\$38.35	\$2,492.53

Considering the above results, the campaign's success can be attributed to custom-designed creatives and efficient ad campaign setup and management.

### Campaign Performance Overview From September 24 2022 to October 24 2022

Results	Cost per result	Reach	Impressions	Amount spent
65 On-Facebook leads	\$38.35 Per on-Facebook lea...	27,712	59,884	\$2,492.53

### Campaign Performance Overview In September 2022

Reach	Impressions	Amount spent	Leads
29,407	78,929	\$2,501.41	45 [2]

On day 30, the number of leads was **65**, with a cost/lead of **\$38.35** on the client's campaign.