

Nanda & Associate Lawyers

Background:

Nanda approached us to run a Facebook Ads campaign for their lawyer service from May 1, 2022.

1025%

Increase in Leads

81.91%

Decrease in Cost/Lead

Results:

Initially (in the month of May), we started optimizing and managing the client's campaign, and we have been doing this continuously from that time to date.

The overall results of the client's campaign show a positive trend, as shown in the table below:

Month	Leads	Cost/Lead	Cost
May	4	\$307.32	\$1,229.29
September	45	\$55.58	\$2,501.41

Campaign Performance Overview In May 2022

Reach	Impressions	Amount spent	Leads
46,608	93,726	\$1,229.29	4 [2]

Campaign Performance Overview In September 2022

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

Comparison Between May & September 2022

In the month of May, the number of leads on the client's campaign was only 4. After optimization, the number of leads increased to 45, which is **more than 10x the number** of leads at the start of the project. The cost per lead also fell from \$307.32 to \$55.58 in May, showing an **81.91% decrease**.