

PERFORMANCE MARKETING

How did we generate 639 leads with only £1.6k?



Results in 3 Months:

Ad spend
£1600

Leads
639

Cost per lead
£2.5

The Project

ARDEX is a global leader of high-performance building products.

In March 2022, Lee reached out for help in generating leads.

We studied their products, analysed their previous campaigns and came up with a strategy.



ARDEX



- Family business for over 60 years
- Global market leader offering high quality building chemicals
- 3000+ employees in over 100 countries
- Had previously run Facebook ad campaigns with high cost per lead
- Was looking for an expert in lead generation

The Plan

Facebook Lead Forms

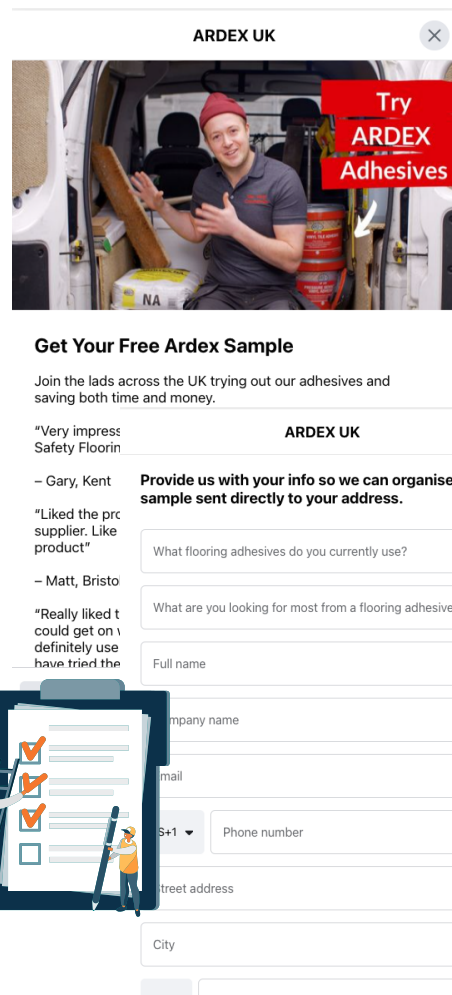
We designed the campaign around one single video, with 3 versions.

We used Facebook lead forms (fill-in surveys) to keep the process as smooth as possible and therefore reduce the CPL.

After getting too many leads initially, we optimised the lead form by adding more qualifying questions such as previous brand preference, purchase motivation, and company name.

The idea was to filter the incoming leads, and remove any bad ones from our funnel.

By doing this, we improved the response rate of the automated email by 15%, and saw an increase in free sample requests of more than 10%.

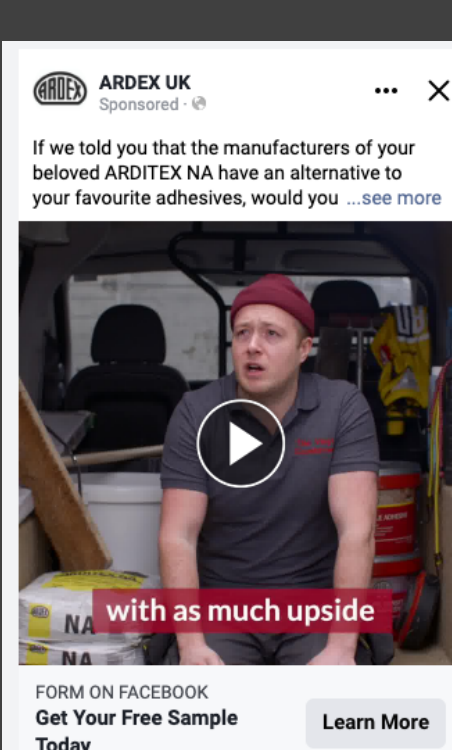


Together with our video marketing partners, we produced a video commercial focused on product benefits.

We used three length versions of the same video over different stages of the funnel.

We used the shortest version to the coldest leads. We highlighted product benefits and gained interest towards the brand.

The medium and long versions were used for retargeting already engaged leads, offering more details on the product functionality and specifics.



On-Facebook Leads
639

Per On-Facebook Leads
£2.51

Amount spent
£1,602.40



Email Funnel

We also used the emails provided in the forms to set up a mailing funnel.

We used three email templates filtering the signed-up leads and converting the qualified ones.

Out of 639 leads signed up in Facebook Lead Forms, 15 became clients, each with a £3k+ lifetime value.

Our Takeaways

We constantly try to widen our scope of expertise by working with different industries.

With ARDEX, we learned how to harness the low cost of Facebook Lead Forms, without sacrificing lead quality.

We explored the full potential of Facebook Lead Forms and learned to optimise them through in-debt questions.

Finally, we saw how a "traditional" industry can still be a great candidate for paid ads that stand out and that make people laugh.



Would you like to get these results for your brand?

Let's talk!