

Ziyah

Client - **Ziyah**

Industry

- Digital Business cards

Landing Page

- ziyah.com

Casestudy

- Launched the campaign focusing on **offer validation**.
- Created multiple audience segments to identify potential customer bases for Ziyah's digital business cards.
- Then Conducted extensive **audience testing** to refine targeting.
- Identified two winning audiences showing the most promise in terms of engagement and lead generation potential.
- Implemented **creative testing** to determine the most effective ad creatives.
- Achieved a decent cost per lead within **KPIs**, indicating a positive response to the tested audience and creatives.



Audience tested

Winning Audience

Ad setsZiyah Ad Account (945131623214842)Updated just nowDiscard DraftsReview and publish...

Campaign Delivery is Active and 6 moreImpressions (campaign) > 0Search and filterClear19 Oct 2023 - 21 Nov 2023

Campaigns1 selectedAd sets for 1 CampaignAds for 1 Campaign

+ Create

EditA/B testRulesView SetupReportsExport

	Off/On	Ad set	Unique CTR (click-through rate)	Unique outbound CTR (click-throu...	Unique CTR (all)	Leads ↓	Cost per Lead	Appointments scheduled	Website appointments scheduled
<input type="checkbox"/>	<input checked="" type="checkbox"/>	L2C - [Redacted] - 10/1...	2.31%	2.24%	4.31%	26 [2]	\$41.02 [2]	4	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	L2C - [Redacted] - 10/1...	1.86%	1.82%	3.20%	13 [2]	\$29.57 [2]	—	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[Redacted]	0.92%	0.92%	2.19%	3 [2]	\$36.60 [2]	3	
<input type="checkbox"/>	<input type="checkbox"/>	L2C - [CSO] - 12/21	0.90%	0.85%	1.91%	2 [2]	\$66.99 [2]	—	
<input type="checkbox"/>	<input type="checkbox"/>	L2C - [CMO & Director of Operations] - 10/1...	1.11%	1.11%	2.78%	—	—	—	
<input type="checkbox"/>	<input type="checkbox"/>	L2C - [CMO & Director of Operations] - 10/1...	1.29%	1.29%	1.72%	—	—	—	
<input type="checkbox"/>	<input type="checkbox"/>	L2C - [Broad No Exclusions, No Interests] - 1...	0.63%	0.63%	2.50%	—	—	—	
Results from 9 ad sets ⓘ			2.18%	2.13%	3.95%	44 [2]	\$40.89 [2]	7	
			Accounts Centr...	Per Accounts Cent...	Per Accounts Centre acc...	Total	Per Action	Total	To



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UNLOCK the Future of NETWORKING



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Embrace Seamless Connections and Redefine Networking for Tomorrow.

TAP INTO TOMORROW

Initial creatives used

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Campaign Delivery is Active and 6 more Impressions (campaign) > 0 Search and filter Clear 19 Oct 2023 - 21 Nov 2023

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

Create Edit Preview Rules View Setup Reports Export

Off/On	Ad	Click and CTR through...	Unique CTR (all)	Leads	Cost per Lead	Appointments scheduled	Website appointments scheduled
<input checked="" type="checkbox"/>	L2C Unlock - Image	2.45%	4.84%	24 [2]	\$40.38 [2]	4	4 [2]
<input checked="" type="checkbox"/>	L2C Unlock - Image	2.20%	3.89%	9 [2]	\$29.99 [2]	—	—
<input checked="" type="checkbox"/>	L2C Unlock - Image	1.00%	2.38%	3 [2]	\$32.99 [2]	3	3 [2]
<input type="checkbox"/>	L2C Revolutionize - Image	1.28%	2.11%	2 [2]	\$48.91 [2]	—	—
<input type="checkbox"/>	L2C Revolutionize - Image	0.92%	1.48%	1 [2]	\$84.70 [2]	—	—
<input checked="" type="checkbox"/>	L2C Revolutionize - Image	0.67%	1.11%	2 [2]	\$37.53 [2]	—	—
<input checked="" type="checkbox"/>	L2C Unlock - Image	1.21%	3.62%	—	—	—	—
Results from 29 ads ⓘ		2.13%	3.95%	44 [2]	\$40.89 [2]	7	7 [2]
		Per Accounts Centre acc...	Per Accounts Centre acc...	Total	Per Action	Total	Total

Campaigns

Ziyah Ad Account

Updated just now

Discard Drafts

Review and publish

Campaign Delivery is Active and 6 more

Impressions (campaign) > 0

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19 Oct 2023 - 22 Nov 2023

Campaigns

Ad sets

Ads

+ Create

Edit

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Rules

View Setup

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	Off/On	Campaign	Amount spent	Reach	Impressio	Landing page views	Unique CTR (link click-through rate)	Unique outbound CTR (click-throu...	Unique CTR (all)
		L2C TOF Leads 10/19/23	\$1,820.75	10,623	19,100	172 [2]	2.17%	2.12%	3.97%
		L2C TOF Phase-4 Leads 11/22/23	\$28.50	217	253	5 [2]	2.30%	2.30%	6.45%
Results from 2 campaigns			\$1,849.25 Total Spent	10,723 Accounts Centr...	19,353 Total	177 [2] Total	2.18% Per Accounts Centr...	2.13% Per Accounts Cent...	4.04% Per Accounts Centre acc...

1st Month

Campaigns

Ziyah Ad Account

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Review and publish

Campaign Delivery is Active and 6 more

Impressions (campaign) > 0

Search and filter

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19 Oct 2023 - 22 Nov 2023

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	Off/On	Campaign	Leads	Cost per Lead	Appointments scheduled	Website appointments scheduled	Cost per appointment scheduled	Optin %	Booking%
		L2C TOF Leads 10/19/23	45 [2]	\$40.46 [2]	7	7 [2]	\$260.11	20.00%	15.56%
		L2C TOF Phase-4 Leads 1...	—	\$1,125 [2]	—	—	—	40.00%	—
Results from 2 campaigns			47 [2] Total	\$39.35 [2] Per Action	7 Total	7 [2] Total	\$264.18 Per Action	20.61% [2]	14.89% [2]

Scaling and Creative Strategy Enhancement:

- For scaling, developed a new creative strategy to address communication challenges regarding the service offering.
- Commissioned new creatives that better conveyed the value of Ziyah's digital business cards, leading to a significant improvement in campaign performance.
- The optimized creatives and refined audience targeting drastically reduced the **CPL** from \$40 to **\$10**.
- Cost per **booked appointment** decreased from \$264 to **\$49**, demonstrating the campaign's enhanced efficiency and effectiveness.

Campaigns

Ziyah Ad Account

Updated just now

Discard Drafts

Review and publish

1 Dec 2023 - 31 Dec 2023

Campaign Delivery is Active and 6 more

Impressions (campaign) > 0

Search and filter

Clear

Campaigns

Ad sets

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Off/On	Campaign	Amount spent	Reach	Impressio	Landing page views	Unique CTR (link click-through rate)	Unique outbound CTR (click-throu...	Unique CTR (all)	Leads
	L2C TOF Phase-4 Leads 1...	\$3,552.42	33,223	79,10	1,061 [2]	3.37%	3.32%	7.00%	
	Results from 1 campaign	\$3,552.42 Total spent	33,223 Accounts Centr...	79,102 Total	1,061 [2] Total	3.37% Per Accounts Centr...	3.32% Per Accounts Cent...	7.00% Per Accounts Centre acc...	

2nd Month

Campaigns

Ziyah Ad Account

Updated just now

Discard Drafts

Review and publish

1 Dec 2023 - 31 Dec 2023

Campaign Delivery is Active and 6 more

Impressions (campaign)

Search and filter

Clear

Campaigns

Ad sets

Ads

+ Create

Edit

A/B test

Rules

View Setup

Reports

Export

Off/On	Campaign	Leads	Cost per Lead	Appointments scheduled	Website appointments scheduled	Cost per appointment scheduled	Optim %	Booking%	
	L2C TOF Phase-4 Leads 1...	0.00%	328 [2]	\$10.83 [2]	72	72 [2]	\$49.34	29.74%	21.95%
	Results from 1 campaign	0.00%	328 [2] Total	\$10.83 [2] Per Action	72 Total	72 [2] Total	\$49.34 Per Action	29.74% [2]	21.95% [2]

3rd Month

Ad sets

Ziyah Ad Account (945131623214842)

Updated just now

Discard Drafts

Review and publish

Campaign Delivery is Active and 6 more

Impressions (campaign) > 0

Search and filter

Clear

1 Jan 2024 - 31 Jan 2024

Campaigns

1 selected

Ad sets for 1 Campaign

Ads for 1 Campaign

+ Create

Edit

A/B test

Rules

View Setup

Reports

Export

	Off/On	Ad set		Leads	Cost per Lead	Appointments scheduled	Website appointments scheduled	Cost per appointment scheduled	Optin %
	<input checked="" type="checkbox"/>	L2C - [CMO & Director of Operations] - 11/22	4.77%	124 [2]	\$13.91 [2]	14	14 [2]	\$123.25	21.09%
	<input checked="" type="checkbox"/>	L2C - [Car Dealership Stacked Audience] - 11/22	2.49%	68 [2]	\$16.85 [2]	10	10 [2]	\$114.58	17.17%
	<input checked="" type="checkbox"/>	L2C - 10% LAL	4.01%	29 [2]	\$15.80 [2]	2	2 [2]	\$229.07	16.86%
Results from 3 ad sets ⓘ			3.83%	221 [2] Total	\$15.06 [2] Per Action	26 Total	26 [2] Total	\$128.05 Per Action	18.76% [2]

Consistently achieving results after scaling