Client - Ziyah

Industry

- Digital Business cards

Landing Page

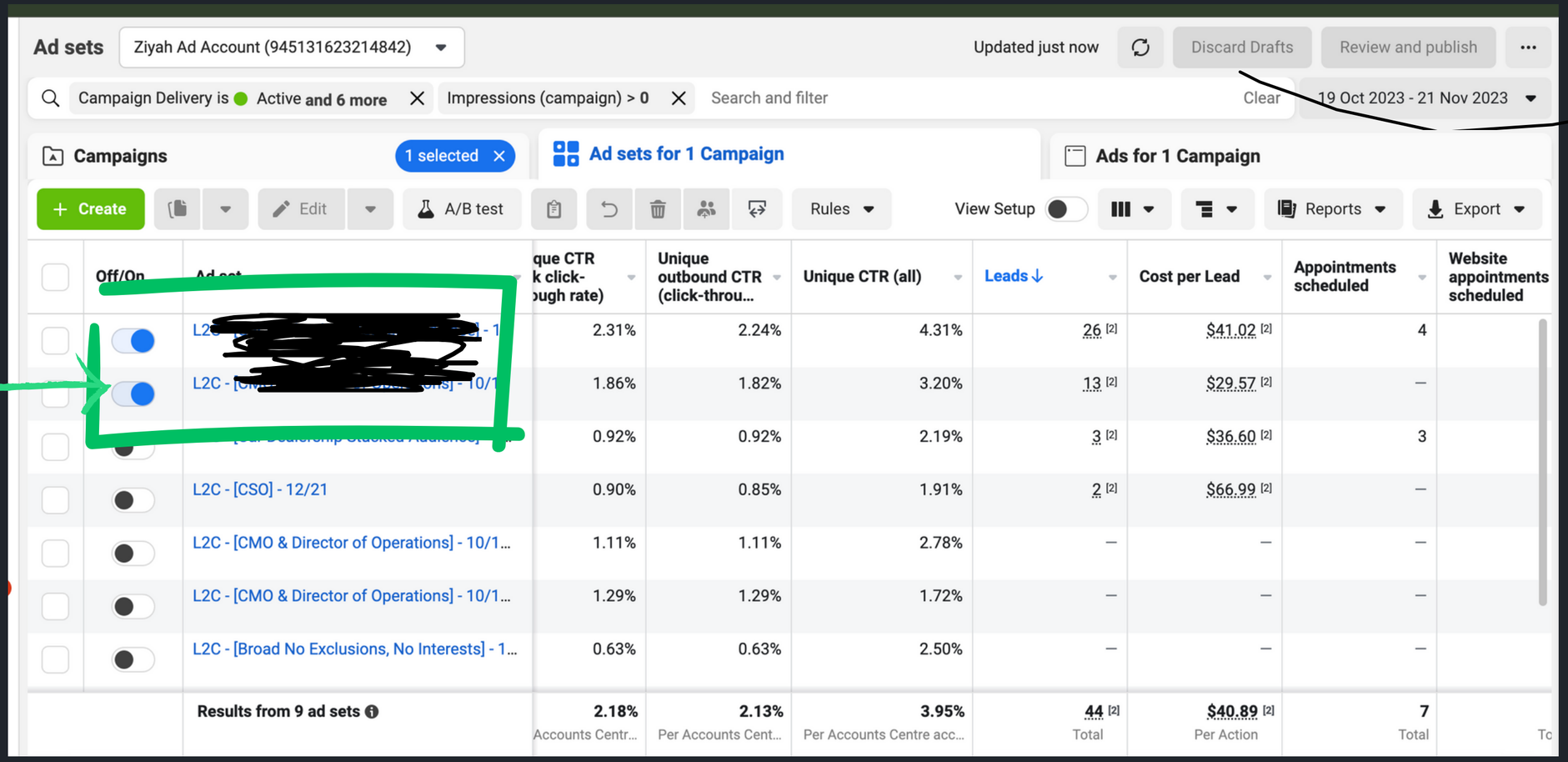
- ziyah.com

Casestudy

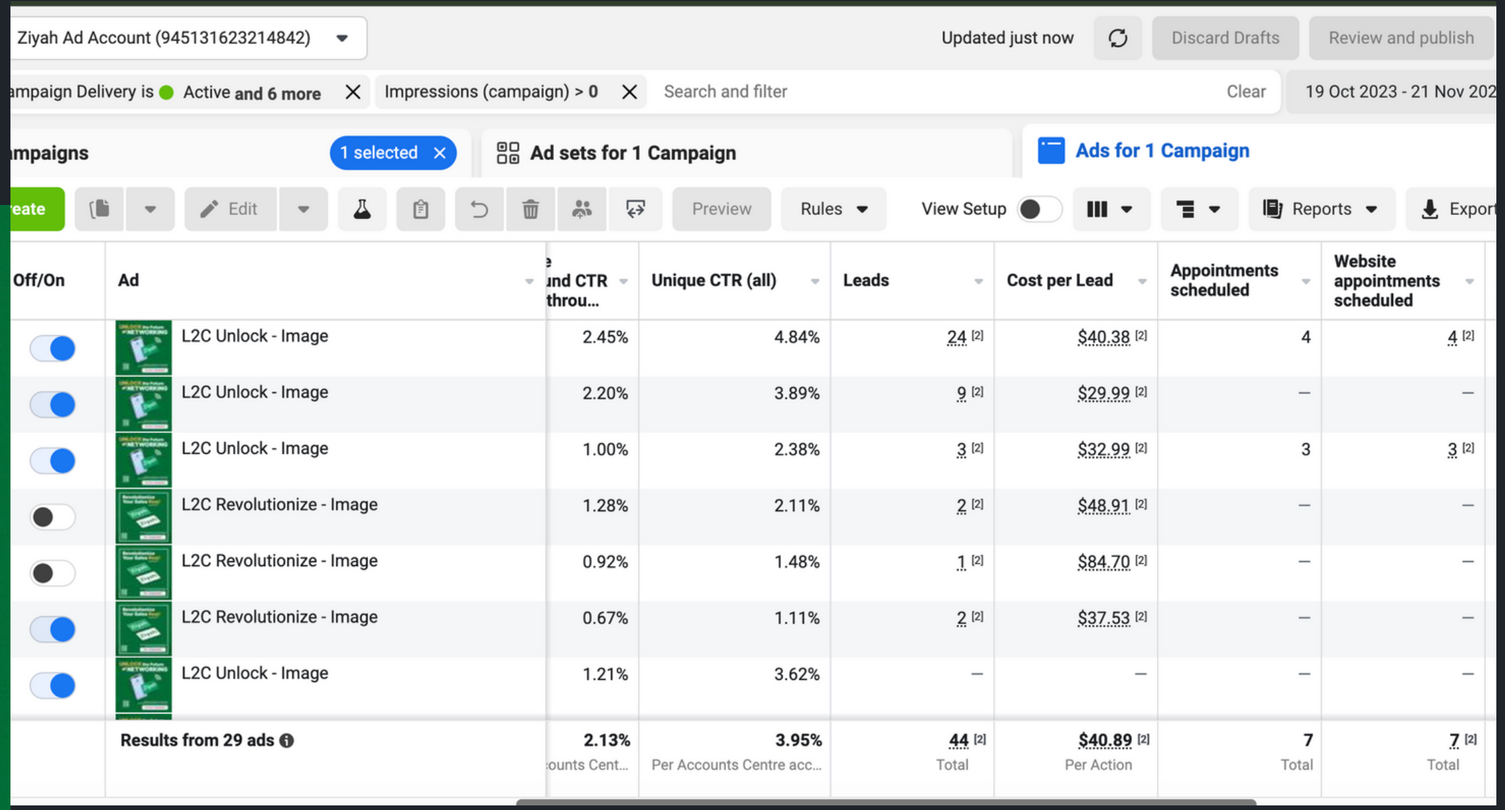
- Launched the campaign focusing on offer validation.
- Created multiple audience segments to identify potential customer bases for Ziyah's digital business cards.
- Then Conducted extensive audience testing to refine targeting.
- Identified two winning audiences showing the most promise in terms of 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.

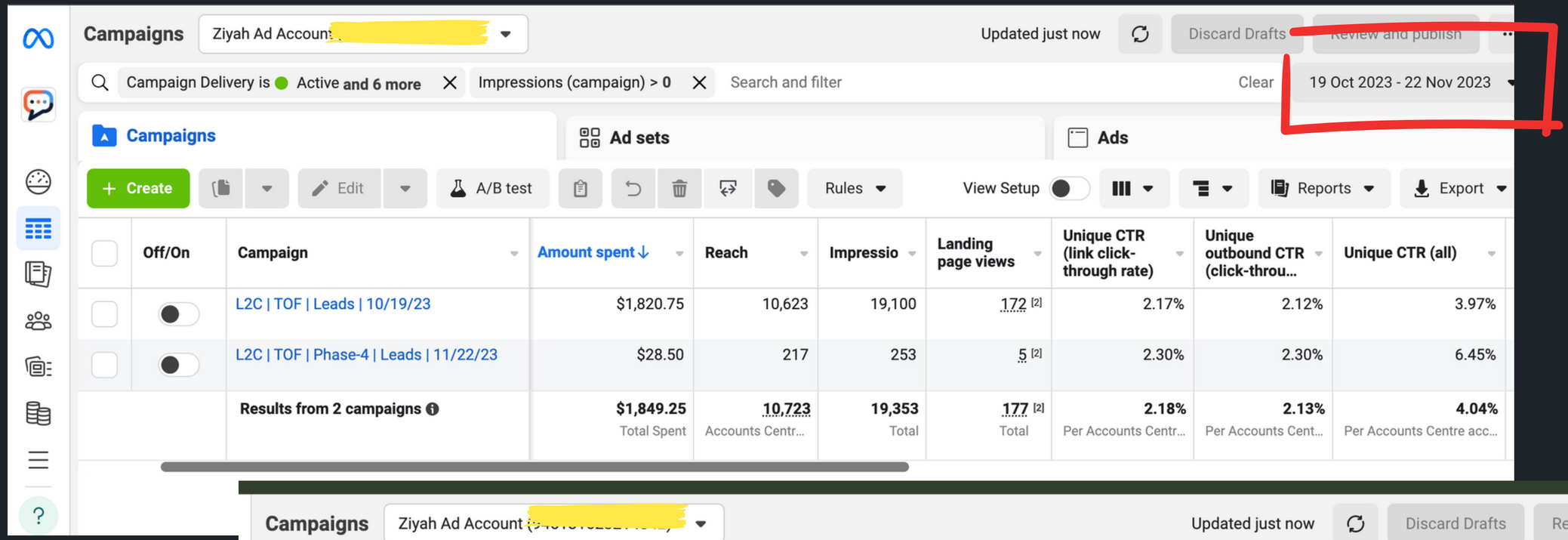
Audience tested

Winning Audience

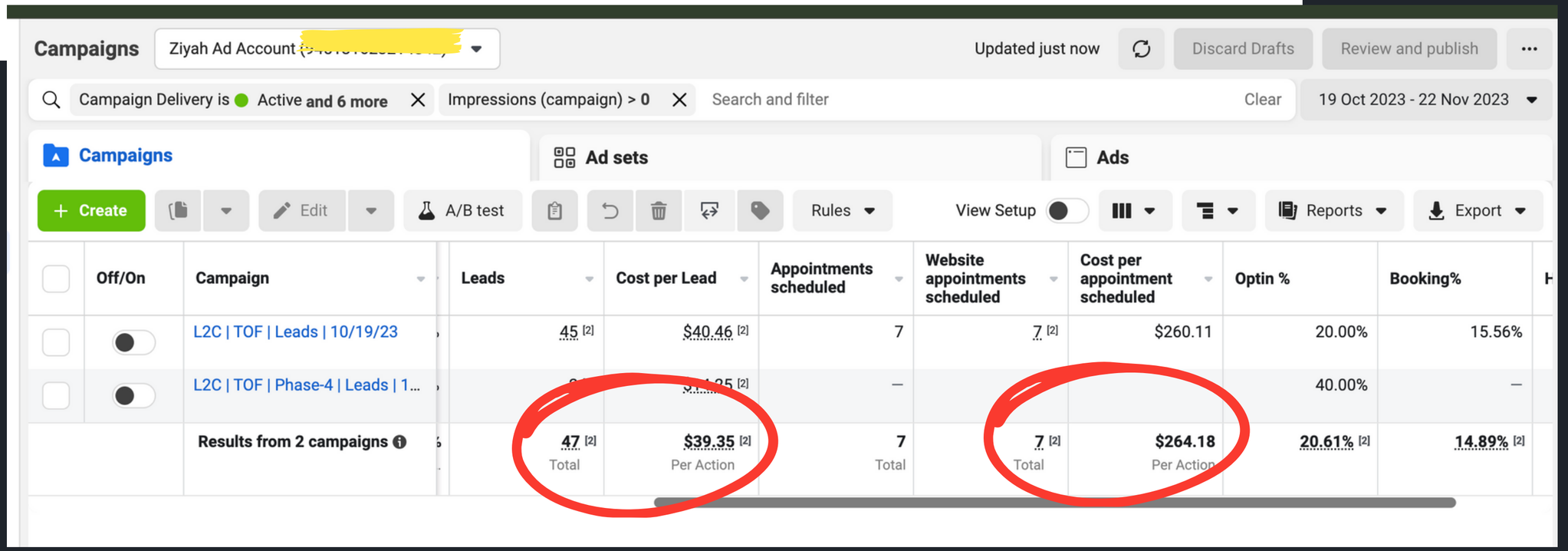


Initial creatives used




Campaigns
Ziyah Ad Accoun
Updated just now
Discard Drafts
Review and publish
Campaign Delivery is Active and 6 more
Impressions (campaign) > 0
Search and filter
Clear
19 Oct 2023 - 22 Nov 2023
Campaigns
Ad sets
Ads
Create
Edit
A/B test
Rules
View Setup
Reports
Export
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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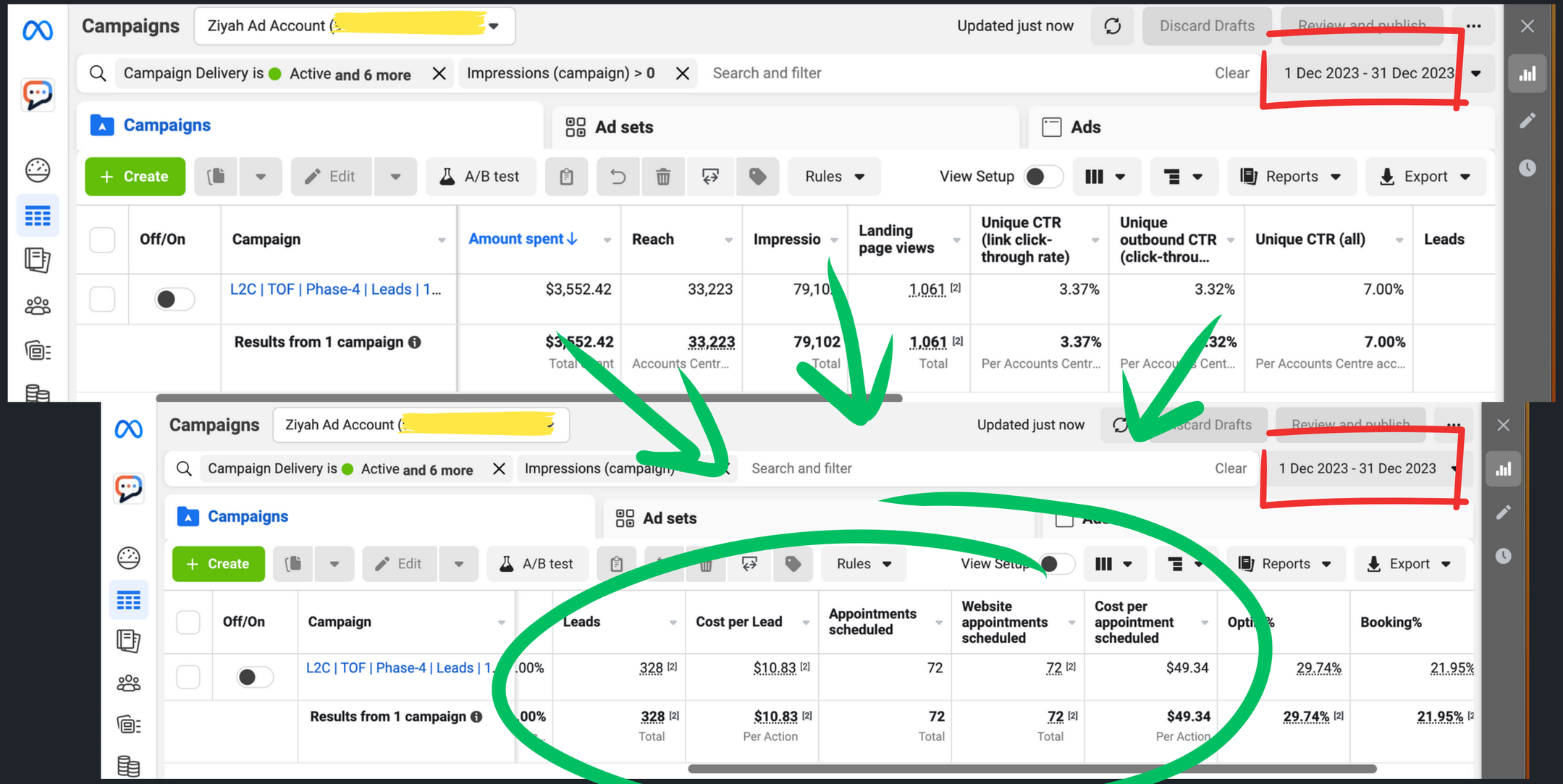
Reports
Export
Off/On
Campaign
Leads
Cost per Lead
Appointments scheduled
Website appointments scheduled
Cost per appointment scheduled
Optin %
Booking%
L2C | TOF | Leads | 10/19/23
45 [2]
$40.46 [2]
7
7 [2]
$260.11
20.00%
15.56%
L2C | TOF | Phase-4 | Leads | 1...
40.00%
Results from 2 campaigns
47 [2]
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
Campaign Delivery is Active and 6 more
Impressions (campaign) > 0
Search and filter
Clear
1 Dec 2023 - 31 Dec 2023
Campaigns
Ad sets
Ads
Create
Edit
A/B test
Rules
View Setup
Reports
Export
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
33,223
Accounts Centr...
79,102
Total
1,061 [2]
Total
3.37%
Per Accounts Centr...
7.00%
Per Accounts Centre acc...
Campaigns
Ziyah Ad Account
Updated just now
Campaign Delivery is Active and 6 more
Impressions (campaign)
Search and filter
Clear
1 Dec 2023 - 31 Dec 2023
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Ad sets
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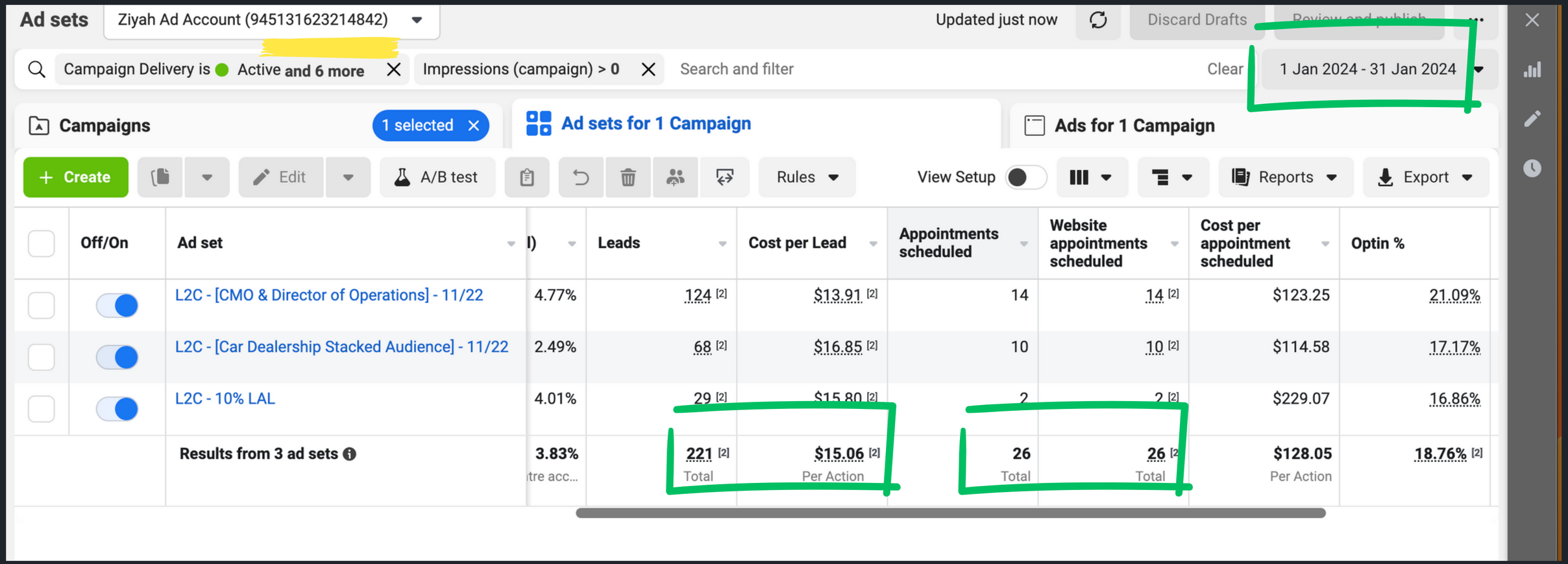
Rules
View Setup
Reports
Export
Off/On
Campaign
Leads
Cost per Lead
Appointments scheduled
Website appointments scheduled
Cost per appointment scheduled
Booking%
L2C | TOF | Phase-4 | Leads | 1
328 [2]
$10.83 [2]
72
72 [2]
$49.34
29.74%
21.95%
Results from 1 campaign
328 [2]
Total
$10.83 [2]
Per Action
72
Total
72 [2]
Total
$49.34
Per Action
29.74% [2]
21.95% [2]

2nd Month

3rd Month



Consitently achieving results after scaling